

Singapore's best selling Business Presentation Workshop

**28
SEATS
ONLY**



Power Up your PRESENTATION

“This is an excellent program to improve the aesthetics and impact of my PowerPoint slides without making it look cheap or amateurish. I'm amazed at how my skills improved by almost 300%”

Gabriel Chan - AIA Trainer

Bring your laptop equipped with MS Powerpoint 2007.

*Successful business presentations that help you
connect and engage with short attention span audiences*

2 August 2010 | Karachi Marriott Hotel

4 August 2010 | Pearl Continental Hotel, Lahore

Timings: 9:00 am to 5:00 pm

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to receive free tips and
techniques by Kelvin Lee
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Kelvin Lee

Principal Trainer and
Manager, Fig Tree Multimedia

Kelvin Lee is a dynamic and eloquent communicator. His passion is in equipping people with the skills to create presentations that are both impressive and persuasive.

In 2001, he joined Fig Tree Multimedia Pte Ltd, a company focused on providing services in the area of presentation. He is overall in-charge of the training, design and multimedia department. Kelvin is also creator and senior trainer of Fig Tree Multimedia's Power Design for Presentation workshops.

He conducts training at Aventis School of Management, Center for Behavior Science and National Technological University, Center for Educational Development on a bi-monthly basis. Kelvin is a certified Microsoft PowerPoint specialist. He writes regularly and is an author at well established online article directories like Ezinearticles.com and Helium.com. The clients that have gone through his training include PSA, IBM, AIA, Shell Petroleum, AT&T, Mindef, NTU, NTUC, AMEX, IE Singapore, Spring Singapore and Republic Polytechnic.

He has been engaged to provide PowerPoint makeover service to, IBM Singapore, Mindef, NEC, Nokia Siemens and NCS. Kelvin was one of the keynote speakers for NIE's "e-Learning FEST 2010" and SHRI's HR Day. He speaks fluent English.

Course Overview

Do you think you are a Pro at preparing and delivering Power-Point presentations? Perhaps not one yet, but confident that you are good enough to handle a sizable audience. After all, you know all the basics, plus maybe a trick or two up your sleeves.

But consider this. Are your presentations no different from the estimated 30 million presentations given each day around the world? You ask, "So what's wrong with that?" What you may not know is that most of these presentations have failed to live up to their full potential to captivate and motivate the audience. Because the PowerPoint software is relatively easy to use, many have fallen into the pitfall of misusing it as a "data-dump" which causes audience to switch off and nod off.

Course Benefits

- Discover the top five main annoyances of the audience. Know how your audience processes your message as they listen to you.
- Know why certain fonts should never be used in presentations.
- Learn how to set yourself apart by creating unique templates.
- Be equipped to present complex diagrams with an effective and powerful technique.
- Discover how you can lead your audience through data-heavy presentation with "Signposting".
- Learn how your charts and diagrams can be presented with more creativity and efficiency.
- Complex Diagrams Made Easy Creating the "Zoom out" effect.

Learning Objectives

To equip presenters who use PowerPoint to create presentation slides that will motivate and persuade their audience. This is achieved through a combination of theoretical and practical components coupled with more than 10 case studies.

Upon registration, you will receive:

- A questionnaire - To be filled up so that the trainer can have an idea of your standard and background
- A PowerPoint exercise file - To be downloaded to the participants laptops which will be used during the workshop
- A link to an online tutorial (15mins) - Designed for the weaker participants to prevent the workshop from slowing down.

Programme Outline

1. Understanding the mindset of your audience

Looking at the left and right brain processes
Do you know most presenters create content that only speaks to your left brain and totally ignore the right brain which retains information more effectively? Through this opening session, you will develop the knowledge to create slides that can target both the left and right brain of your audience to achieve maximum retention for the content you presenting.

Studying The Top Five Annoyances Of Presentations

We will also discover what the top five annoyances of presentations are based on an annual survey which will condition you to create slides that are audience-centric.

2. Exploring Fundamentals of Aesthetics

Laying The Grid and Applying Alignment
Are you at a lost when deciding where to place your text boxes and pictures?

Do you feel the layout of your slides is messy? Through the study of using a grid system and applying alignment, you will discover that designing your layout can be fun.

Knowing Your Type

Do you know that using the wrong text size and type is one of the top annoyances that audience is experiencing? This section will address these problems and provide you with the skill to deploy your type more effectively.

Establishing Hierarchy

Have you ever seen a slide that has the wrong emphasis? And do you know the techniques to direct the attention of your audience? Through the study of hierarchy, you will see how contrast plays a big part in achieving this and eliminating "noise" from your slides.

3. Harnessing the Power of Slide Master

Creation of Title Slide and applying Slide Master
Have you ever experienced the challenge of not being able to integrate a template from another PowerPoint file? And do you know you can have numerous templates for your slides and change them at the click of a button? This section will show you how to do it and give you more amazing possibilities for your slides.

4. Complex Diagrams Made Easy Unleashing the power of the "Zoom out" effect

Have you encounter problems with complex diagrams or flowcharts? Very often when presented on PowerPoint slides, these diagrams get really small on the screen and incomprehensible to the audience. Is there a way out? Through this session, you will discover a powerful technique to present these complex diagrams and make your audience see your point.

5. Finding Your Flow

Understanding the power of overview slides through the "Dimming" and "Colour Change" effect
Do you struggle to present your four main points that contain five other sub-points within your presentation? Can your audience follow the flow of your message? Or do they get lost in an ocean of information and switch off soon after you have started? We will share with you how you can create a presentation that is clear and easy to follow by using advanced animation and proper sequencing.

“A technically dry subject made lively and fun! Great workshop/program. Strongly recommended for anyone who uses PowerPoint for presentation. Kelvin is wonderful! Very knowledgeable and helpful.”

Jeffrey Foo, Group HR Manager, Port of Singapore Authority International Ltd

WHO SHOULD ATTEND

- Sales and marketing executives
- Professional trainers and coaches
- Support staff
- Managers or supervisors
- CEO and business owners
- Professionals

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TerraBiz
Training | Conferences | Exhibitions

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

Workshop Investment:

Rs. 21,500/- Per Participant

*Early Bird Discount: (Before 10th July 2010)

Rs. 19,500/- Per Participant

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

For onsite customized programs by **Kelvin Lee**

Please contact **Tanvir Hussain**

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TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations.

Among our more recent event was the 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April 09 and July 09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

For Registration & Payment:

Send your cheque in favor of "**Terrabiz**" to **Murad Hassan**

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