



WORKSHOP OVERVIEW

SLIDE DESIGN BEST PRACTICES

SLIDE DESIGN BEST PRACTICES

Research shows that visuals are processed 60,000 times faster than words alone, making visual communication an in-demand competency for everyone. A recent study at the University of Michigan found that using visuals in presentations are 43% more effective than without visuals. When we design slides, we find ourselves making common design mistakes like overusing bullet points, cramming multiple ideas on one slide, using lots of colors and font styles. Many of us blame PowerPoint for our mistakes and we forget that it's our job to visually communicate our idea in a clear, impactful manner. Evocative visuals and clean slide design **enhance the impact of any message** and leave the audience craving more.

Moxie's Slide Design Best Practices workshop breaks down the top visual strategies used by everyone from the top global brands to TEDx speakers to communicate powerful ideas, engage audiences, and drive results. Presentations are a necessary part of business but few of us have been taught to use them effectively. It's time to change how you communicate.



WORKSHOP TOPICS

- Learn the difference in how to design slides intended for presentations versus slides intended for documents
- Learn the difference between the slide deck that you present with and the slide deck to send ahead or leave behind
- Avoid death by PowerPoint by learning how to minimize the text on your slides
- Use images to help your audience connect ideas through visuals
- Learn how to use animations and transitions to build your ideas and guide the audience to follow your message
- Learn to design audience-centric slides from the audience's point of view and what they need to see in order to follow your presentation
- Learn how to move the bullet points off your slides and turn them into talking points in your presenter notes



KEY TAKEAWAYS

1. Learn the neuroscience behind impactful slides that connect with an audience
2. Amplify your message with powerful visuals and the right balance of text and imagery
3. Stop relying on bullet points and improve wordy slides to engage audiences and communicate ideas
4. Improve a slide in real-time and observe how each iteration makes the slide more impactful and clearer
5. Transition from using slides as teleprompters to using slides as guides for the audience
6. Utilize slide animations to control the pace of the conversation and keep audiences listening
7. Understand the difference between creating slides to present versus creating slides to share