



PRESENTING LIKE THE BIG GUYS: HOW SMBS CAN CREATE POWERFUL PRESENTATIONS

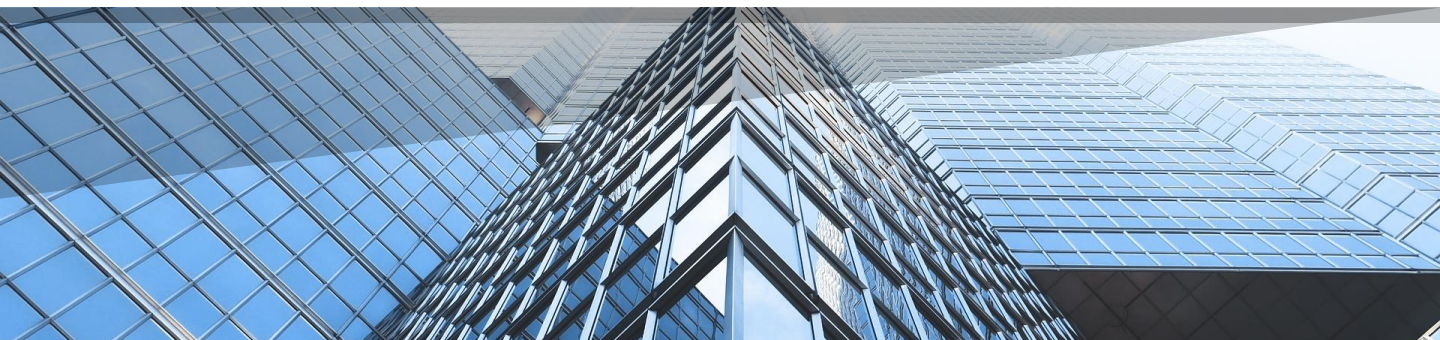
PRESENTING LIKE THE BIG GUYS: HOW SMBS CAN CREATE POWERFUL PRESENTATIONS

If you're a small or midmarket business and have a message to present in public, there's good news: you have access to the exact same resources as the leading FTSE 100 companies. Over 90% of presentations given every day are done using PowerPoint. That's over 30 million PowerPoint presentations given daily. That makes PowerPoint one of the most widely used productivity tools on the planet.

Given the continued evolution of PowerPoint – new templates, new artwork to explain complex concepts, integration to rich sources

of data and visualisation – small and medium businesses can create much more nuanced and impactful presentations than ever before.

Adding to this the ability to organise your thoughts with tools such as OneNote and bring presentations to life with Sway, and SMBs have unprecedented power to get their message across whether they're a fast-growth start-up pitching to investors, or a local cake maker talking with a bride-to-be.



THE POWER TO MAKE A LASTING IMPRESSION

ay, for instance, that your company has been selected to present at a major industry conference on the growth of UK productivity over the past decade. Where do you start? You have the tools at your disposal in Office 365 to take you from your first thoughts to sharing your vision with attendees afterwards. You can start by gathering your thoughts and research in OneNote. Once your team meets to whiteboard the structure of your presentation, you can capture your written notes with Office Lens. You can turn complex issues into crystal clear ideas by turning huge amounts of data into insight with PowerBI.

Once you've created a finished PowerPoint presentation, you can share it online and make it interactive – adding audio and video, using inking technology to write-on slides, and creating polls and quizzes for your audience – with the PowerPoint add-in Office

Mix. You can also use Sway to create an interactive story. From end to end, you have the power to create a smart, and professional-looking set of materials to leave a lasting impression.

Unfortunately, though, most SMBs don't do a particularly good job utilising that power. (Truth be told, neither do big guys.) And it's not because SMBs don't have the army of designers to fret over every bullet-point and animation that their billion-pound counterparts have, it's something more fundamental. It's all about how you approach your presentation. How you think about your subject, audience and environment.

But there's good news, Microsoft has teamed up with Eyeful Presentations to create a four-part webinar series that will help to take your presentations to a whole new level of quality and impact.

WELCOME TO THE PRESENTATION LAB

