

grace@boldtype.us
casey@boldtype.us
www.boldtype.us

Better Presentation Slides

Distill complex concepts, eliminate over-crowded slides, and tell stories that make your content convincing



How do you make your smart ideas pop in pitches, lectures, and other types of presentations? In this workshop, you'll learn how to use audience awareness as a tool to distill complex concepts, eliminate over-crowded slides, and guide your audience to what's most important.

This workshop is about storytelling in your slide content, not public speaking. We'll focus on written messaging and will talk about how to organize the content on your slides for maximum audience impact.

This one-hour talk captures the key recommendations from our signature Writing Better Presentations workshop.

Makes a great series with All About Your Audience and How to Edit Your Own Writing.

YOU WILL LEARN TO

- Define the purpose of each presentation or pitch—before ever opening a new PowerPoint file
- Plan your points of engagement to hold your audience's attention
- Design your slides for impact using the latest eye tracking and usability research



60 MINUTES

Delivered virtually
Great for large groups

“On a scale of 1 to 10 where 10 is excellent, I'd rate Casey's workshop a 15!! It was chock full of great ideas for developing presentations that truly pop!”

—Damariz Winborne | Global Operations Center
Manager | Freddie Mac

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