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Creating Engaging and Effective Presentations

Abstract: Would you like audiences to look forward to your presentations? Would you like to persuade them to take a certain course of action at the end of a presentation? There are some simple techniques, which you can easily learn, that can make your presentations not only more interesting, but also, as research shows, more effective. In this presentation, learn how to - Create an attention getting opening; Avoid 'Death by PowerPoint'; Increase audience engagement; Tap into the power of WiiFM (no, it's not a radio station) and Add a call to action.

Target Audience: All staff who have to make presentations

Take home message: Create presentations that are more engaging and capture audience interest. Create presentations that are more effective and are more likely to persuade participants to take a certain course of action.