let go of your fear
public speaking is the #1 FEAR of people in the world
don’t let it hold you back

Introductory

Why We have to communicate  ?

How we communicate in business context?

Which best communication way for business ?

Why Presentation skill is necessary?

How to make an adorable presentation ?
the aim is to:
WOW THEM
with superb VISUALS
1 SUPERSIZE YOUR MESSAGE
Documents \hspace{2cm} \leftrightarrow \hspace{2cm} Slides

\hspace{2cm} YEAH!
Slides should be SUPERSIZED
Make it COHERENT for anyone
MAKE USE OF IMAGERY
Sell Your BIG IDEA Visually
BUFFALOES ARE REALLY COOL
hey thanks!

BUFFALOES are super cool
WHERE TO GET IMAGES

Take Em  Creative Commons  Buy Em
RESOURCE

COOL IMAGES

CC Search

Stock.Xchng
SYMBOLS
make meaning
GOING ON A TRIP
3

TAKE TYPE SERIOUSLY
NO WAY DON'T
Sans Serif

Serif

Script
Default Fonts are BORING (Arial)
MIX & MATCH
typefaces around
Veneer
Times
Bariol
keep to about 3 typefaces to be consistent
TRY SOME:

Oswald
Fertigo
League Gothic
Pacifico
free fonts

only the best commercial-use free font!

free fonts have met their match. we know how hard it is to find high-quality freeware that is licensed for commercial work. we've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. here are some of our favorites:

-source sans pro aabbccddedeffgg

font squirrel
dafont
USE COLORS WISELY
Psychographic Clusters: Lifestyle Segmentation

- Youth Segment
  Communication:
  - Mobile, Social Networking Sites, Internet;
  - Banks have created Facebook and Twitter, as well as E-banking to cater to their interests and activities.
COLORS
create emotion
Contrast is important
COLOR SCHEMES

Design Seeds

Adobe Kuler
MAKE INFORMATION INTERESTING
TEMPLATE CHARTS are meant for printed documents.
Yucks!
SALES ARE STEADILY INCREASING

- BRAND 1
- BRAND 2
- BRAND 3

2013
2014
2015
# Start Up Costs

<table>
<thead>
<tr>
<th>Administration Costs</th>
<th>$80,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Incorporation</td>
<td>$370,000</td>
</tr>
<tr>
<td>Licensing</td>
<td>$200</td>
</tr>
<tr>
<td>Server Costs</td>
<td>$230</td>
</tr>
<tr>
<td>Server Marketing</td>
<td>$9,000</td>
</tr>
<tr>
<td>Training</td>
<td>$1,000</td>
</tr>
<tr>
<td>Salaries</td>
<td>$3,000</td>
</tr>
<tr>
<td>Expenses</td>
<td>$1,400</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$11,000</strong></td>
</tr>
</tbody>
</table>
START UP COSTS

SERVER & MKT

SALARIES

EXPENSES

ADMIN

using circles
START UP COSTS

SERVER & MARKETING

SALARIES   EXPENSES   ADMIN

using rectangles
6

MAP OUT THE STRUCTURE
Show Big & Clear
SIGNPOSTS
7

Keep it stupidly simple
90% of the creative process is destructive

- Nancy Duarte
TRASH OUT

those corporate templates
REMOVE
Things you don't need
ONE BIG MESSAGE

per slide
1. Supersize your message
2. Make use of imagery
3. Take type seriously
4. Use colors wisely
5. Make information interesting
6. Map out the structure
7. Keep it stupidly simple

- Cool images: U.C. Search, Stock Xchng
- Sexy symbols: FontSquirrel, DefFont
- Free fonts: Only the best commercial-use free font
- Color schemes: Drupal Sense, Adobe Color
A GOOD SET OF SLIDES WON’T MAGICALLY MAKE YOUR TALK GREAT. BUT A GREAT TALK IS BADLY HURT BY BAD SLIDES

-Zach Holman
Some shots, I took myself.
Welcome to freeimages, the leading source of free stock photos!

Others from FREE photo sites.
THANKS
for listening