



# ***Modern presentation: structure and storytelling. How to present products, services, projects, and analytics.***

## **Target audience**

Managers of different levels and those who use presentations in their professional activities.

## **Key syllabus areas**

- What is a modern presentation? Rules, styles, trends.
- How our brains perceive information. What you should know about managing your audience's attention.
- Three presentation styles: 'business card', 'story', 'slidedoc'. Choosing presentation format for products, services, projects, reports, and analytics.
- Structure and modules. How structure works in various types of presentation.
- Presentation scenarios. Choosing a right influence technique.
- Presentation as a story. How to use visual editing software to create literary text. Storytelling elements: context, drama, climax, character, time.
- Preparing for a presentation: audience analysis, data collection, scenario, storyboard.
- Business cases: students analyse and practise presentations.
- Text in a presentation: right headlines, infostyle techniques. Stop-words in a presentation.

## The students will:

- discover three modern presentation types;
- learn how to choose right presentation style for products, services, projects, analytics, reports;
- gain deep insight into presentation structure;
- get equipped with must-have and optional techniques of creating clear and persuasive content;
- learn how to handle text information.

## Training materials

The hand-outs are available in electronic format. All training materials are for personal use only and may not be transferred, sold, or posted on the Internet.

## Duration and language

- Time: 9.30 a.m. – 5.00 p.m.
- 8 academic hours
- Language: Russian

## Certification

The students will be awarded a Course Completion Certificate.

### Why PwC?



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## Contact details



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