

BRANDETTA

PROFESSIONAL

PRESENTATION DESIGN SERVICE

by
BRANDETTA



“If you only have
20 minutes to make
your point, every
detail matters.”



Regardless of what you do and what your goals are...

You do

Business 1-on-1 meetings
Internal company meetings
Sales presentations
Event speaking



Your goals

Increase sales
More efficiency
Get new clients
Spread big ideas





COMMUNICATION IS KEY

Once you improve
communication,
you stand to
improve results.

COMMUNICATION IS KEY

HOW DO YOU IMPROVE YOUR
COMMUNICATION?

Once you improve communication, you stand to improve results.

**HOW DO YOU IMPROVE YOUR
COMMUNICATION?**

**As people, we can
only focus for
about 20 minutes.**

**If you want to achieve your
goal, this is your chance.**



**HOW DO YOU IMPROVE YOUR
COMMUNICATION?**

**As people, we can
only focus for
about 20 minutes.**

**If you want to achieve your
goal, this is your chance.**

After twenty minutes, no matter how interested we are, our focus is depleted, and erodes steadily until we are literally not listening any longer.

**Do you use your time
to its full potential?**



**HOW DO YOU IMPROVE YOUR
COMMUNICATION?**

**As people,
we are visual
animals.**

We hear what we see.





HOW DO YOU IMPROVE YOUR
COMMUNICATION?

**As people,
we are visual
animals.**

We hear what we see.

70% of our sensory receptors are located in our eyes.
That's why we are able to process visuals 60.000
faster than we process text.

8x

People remember what
they see eight times better
than what they hear.

90%

Ninety percent of the
information transmitted
to the brain is visual.

HOW DO YOU IMPROVE YOUR
COMMUNICATION?

What if you could turn
other people's weaknesses
into your **strengths**?

Well, you can.

There is a way to take advantage of our **short
attention span** and **fascination with visuals**.



Start using

**Professionally
designed
presentations.**

Designed and used by PROs.

Using a good presentation
will enable your audience
to focus and understand
ideas that you present.

That easy.



Not sure whether this is for you?

Is communication with other people important to achieving your goals? If the answer is **yes**, you will most likely benefit from using a PRO presentation.



Ideal for

- executives
- business owners
- account managers
- project managers
- speakers



It is.

Simply put, with a professional presentation you are better prepared, more efficient and more likely to achieve what you need.



**So how exactly is a professional
presentation going to help**

YOU?

So how exactly is a professional
presentation going to help
YOU?

• • • • •

Tell your story

Without a meaningful story,
it is all just facts and information
that you want to tell.

Following Aristotle's three-part story structure
(beginning, middle, end) enables you to present
a message that is easy to understand and remember.

The conflict that needs to be resolved creates a tension
that helps your audience to adopt a new mindset.

01



So how exactly is a professional presentation going to help

YOU?

Explain ideas

You can never stimulate people to take action if they do not fully understand you.

A presentation canvas gives you a plenty of room to introduce your concepts, showcase product lines, break down services that you offer and illustrate big ideas so your audience can easily see.

Much more efficient than trying to describe it all by words only.

02



So how exactly is a professional
presentation going to help
YOU?

• • • • •

Stimulate visually

Bring in A-HA moments by using powerful images so your audience interacts and waits in anticipation.

“A picture is worth a thousand words” so they say. Images play a huge role in getting your message across. Sometimes, just one right picture does all of the explaining.

Images are powerful enough to set the right atmosphere and bring consistency to your deck.

03



So how exactly is a professional
presentation going to help
YOU?

• • • • •

Structure the event

Plan your meeting or speech
upfront so you feel prepared
and comfortable.

It is important to have a clear vision, strategy
and tactics before you walk into the room.

Start with a bold opening, then introduce key
messages and back them up with enough
details so the whole event flows naturally.

04



So how exactly is a professional
presentation going to help
YOU?

• • • • •

Ignite the excitement

The only way to make impact
and sell ideas is to get people
excited first.

Mumbling about your topic is not going to be
helpful, nor are those slides filled with bullet points.

Images, iconography, illustrations, infographics etc.
These, on the other side, will help you turn boring
slides into exciting slides. Simple.

05



So how exactly is a professional
presentation going to help
YOU?

• • • • •

Address unspoken objections

In the real world, there is
always something that holds
people back.

Every offer has downsides. Trying to hide them will
put you into a defensive position once your audience
articulates objection first.

There is an elegant way to turn this into your favor:
identify possible pain points upfront, then address
them before your audience can notice.

06



**What will PRO
presentations
enable you to do?**

You will steal people's attention

What you say has no value if
nobody pays attention.

With so much information available to us
these days, people have hard time figuring
out what is important and what is not
Therefore, they become naturally more
reluctant to paying attention.

With powerful messaging
and strong imagery you will
be able to target their senses
and make impact.



You will make great first impression

Yes, people do judge the
book by its cover.

It takes seven seconds to make a first
impression so you better look sharp, well
prepared and attractive enough to make
them happy to dedicate some time to
listening to you.



Once we form our opinion
on something, it is much
harder to change our mind
than it is to plan for creating
this perfect first impression.

You will look like a true professional

It is all about image and credibility

Would you ever partner with somebody who looks like he has no idea what he is doing? Sometimes even the business rockstars and the most innovative companies fail to look professionally and you most likely want to avoid this.

Even if people like you a lot, it usually is not enough.



Presentation designed by professionals will help you gain credibility, trust and structure the whole event.

You will be heard and understood

Two words: crystal clear.

You are the expert here. You understand the topic inside-out. But how about them? What is your plan to make it easier for your audience to understand you?

With nothing visual that supports what you are trying to explain, you will have a hard time to get them on the same page.



Great way to make complex ideas look simple is to use a well-crafted presentation.

You will make your offer look irresistible

No way to hold back.

Once you make the right offer to the right audience, you will sell.

Every presentation needs to lead your audience to take action providing something irresistible and attractive.



Turning an offer into an irresistible offer is a matter of using the right stories, messages and rich imagery.

This is how PROs make impact

People make their decisions in a five-step process that looks like this.

Notice

1

Like

2

Trust

3

Understand

4

Act

5

It is important to realize

**Professionals
use professional
presentations.**

A black and white photograph of Steve Jobs, wearing his signature round glasses and a dark turtleneck. He is holding a small, dark rectangular object in his right hand and gesturing with his left hand. The background is dark and out of focus.

**DO IT LIKE THE
PROS DO**

**Do you think Steve would let
some random junior intern
design his presentation?**

**Why do so many executives still
do it wrong?**

DO IT LIKE THE
PROS DO

**Do you think Zuck would
let his assistant design
his presentation?**

**Why do so many entrepreneurs
still do it wrong?**



DO IT LIKE THE
PROS DO

**Do you think Elon would
prepare his presentation the
night before the event?**

**Why do so many business people
still do it wrong?**



DO IT LIKE THE
PROs DO

**Your competitors are using
professional design services too.**

3M, At&t, Cisco, Fujitsu, Lufthansa, Bosch, FedEx,
Bayer, Nestlé, Visa, H&M, Metlife, Nike, Shell, Airbus.
To name just a few.

How **not** to do it...

**Presentation
mistakes
to avoid.**

Toooo much information

You have a lot to say, we get it.

However, putting everything on one slide is not going to help much. Avoid too many words, bullet points and fonts that are hard to read.

Rule of a thumb

One message per slide.

TITLE IN COMIC SANS FONT

- bullet point one
- bullet point two
- bullet point three
- bullet point four
- bullet point five
- bullet point six
- bullet point seven
- bullet point eight

Talking only about yourself

Nobody truly cares
about you...

...unless you offer something that is
going to be helpful for **them**.

Rule of a thumb

Talk about how you can
solve their problems.



Not using images at all

Presentations are all
about emotions.

Make sure you distill what you need to
say to as few words as possible.

Rule of a thumb

Create the key message first, then
translate the message into an image.

TITLE IN COMIC SANS FONT

xt text text text text text text text t
xt text text text text text text text te
xt text text text text text text text te
xt text text text text text text text te
xt text text text text text text text t
xt text text text text text text text te
t text text text text text text text te
text text text text text text text te
ext text text text text text text te

Putting too many images on a slide

Less than three is enough

As much as possible, avoid using more than three images on one slide. It is hard to combine different images together while maintaining visual language and hierarchy, style and consistency. Even for PROs.

Rule of a thumb

One powerful visual per slide.

TITLE IN COMIC SANS FONT



Last minute preparation

You do it wrong!

If your preparation starts the night before your event, you do it wrong. Plan and prepare soon before so you can get ready for different scenarios.

Rule of a thumb

A short ten minute talk takes about five hours of preparation.



Wrong people/ wrong tools

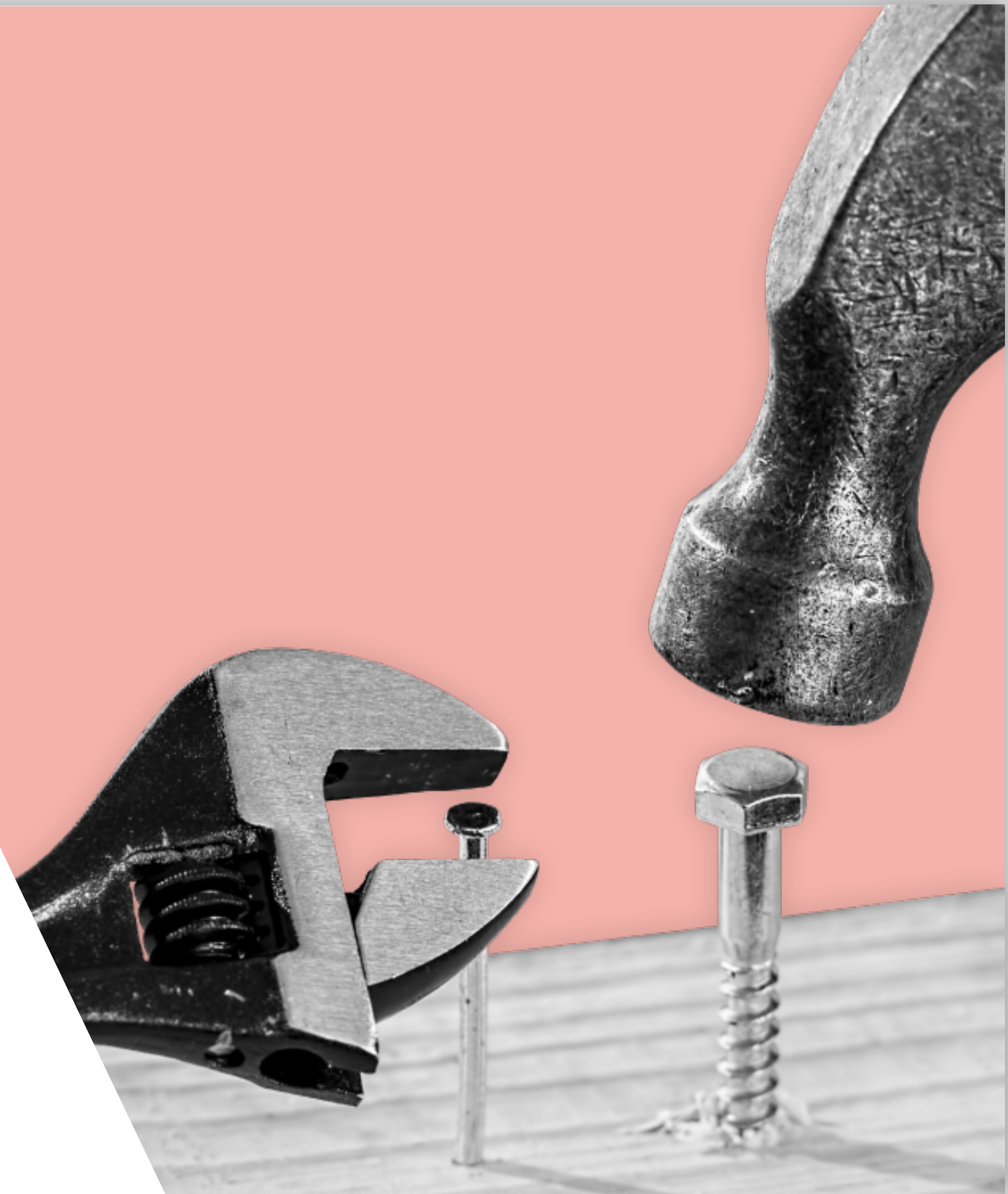
High stakes situations

When the stakes are quite high, why would you even consider utilizing your interns, junior level staff or your assistant to design a presentation for you?

Rule of a thumb

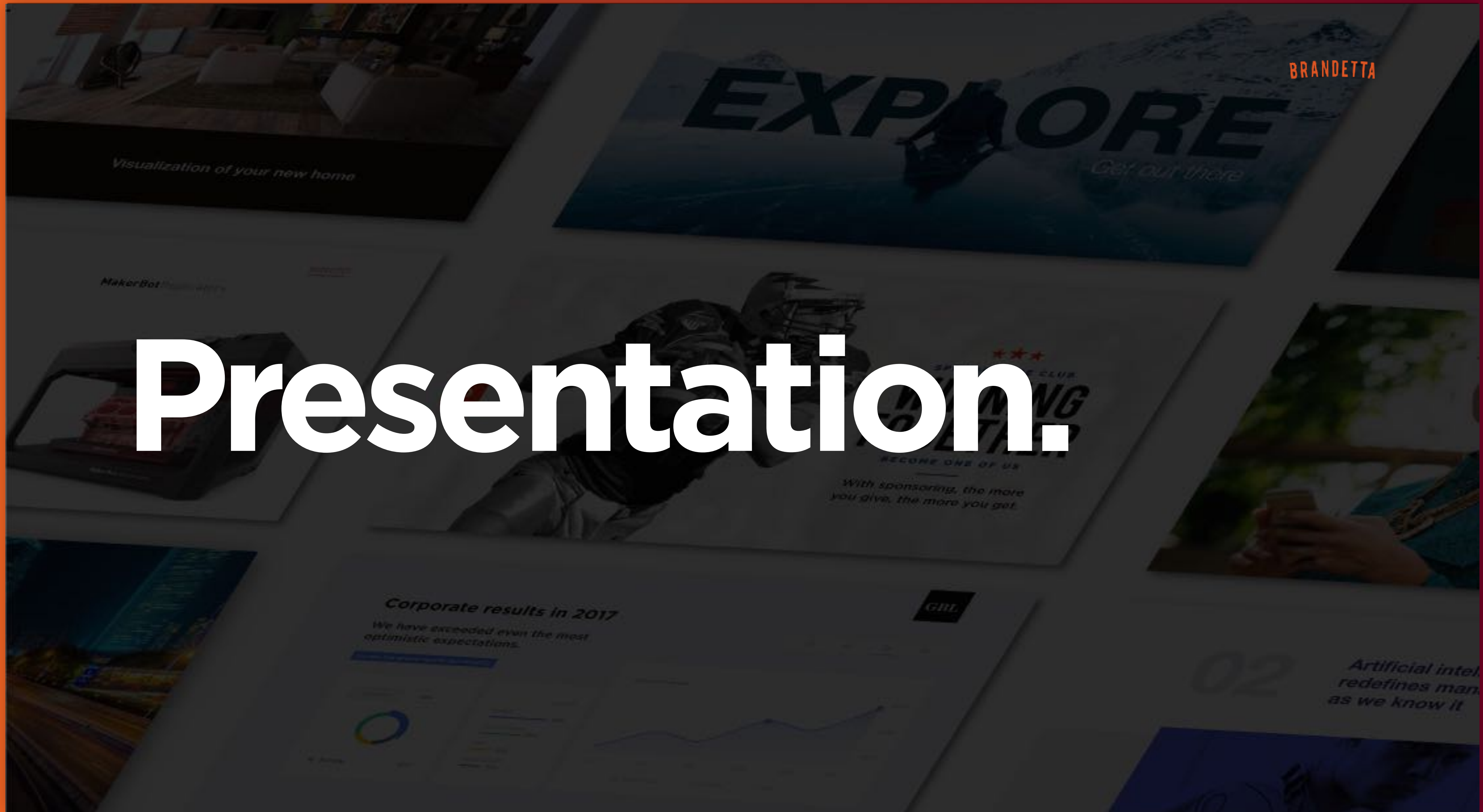
Consider partnering with experienced professionals.

Experience | Efficiency | Skills



**What is the most underutilized tool
for communication in business?**

Presentation.



What kinds of organizations do we work with?

Organizations and individuals of all kinds who need to be clear and effective in their communication.

BIG COMPANIES
AND GLOBAL
CORPORATIONS



SMALL FIRMS,
STARTUPS AND
ENTREPRENEURS



ACCOUNT
MANAGERS/
SALES REPS



ROCKSTAR
SPEAKERS



SCHOOLS AND
INSTITUTIONS



GOVERNMENTS
AND POLITICIANS



What kinds of presentations do you need?

From making a few enhancements to your existing presentation to designing a new presentation from scratch.

From giving your existing presentation a better face, to developing the whole story for you.

COMPANY
INTRODUCTION
PRESENTATION

CORPORATE
TEMPLATE

SALES
PRESENTATION

KEYNOTE
SPEECH
PRESENTATION

PROCUREMENT
PRESENTATION

PORTFOLIO
PRESENTATION

TECHNICAL
PRESENTATION

PITCH
PRESENTATION

Why choose Brandetta for your partner?

The process that we used has helped organizations around the globe; from local companies to global corporations, to schools, sport clubs and more to:

Increase sales | Grow market share | Make impact | Earn billions

1

Audience

Define who exactly you are talking to.

2

Impact

Clarify your goals and what is desired outcome

3

Story

Craft a story that resonates with defined audience.

4

Structure

Find a way to tell that story in a structured way.

5

Messaging

Turn ideas into simple sentences encapsulating emotions.

6

Visuals

Develop a visual language and insert supporting imagery.

7

Perfection

Fine tune the presentation to the last detail.

LET'S TALK

about your needs!

+421 904 920 528

Professional Presentation Design

ciao@brandetta.sk

www.brandetta.sk

BRANDETTA

Thank you

+421 904 920 528

Professional Presentation Design

ciao@brandetta.sk

www.brandetta.sk

Let's make competitors disappear.

TALK TO US

or learn more on our [website](#)