

BRAIN-FRIENDLY SLIDES WORKSHOP



Date: 23rd June 2018

Time: 10:00 - 16:00

Venue: Deutsch-Amerikanisches Institut (DAI), Gleissbuehlstr. 9, 90402 Nürnberg

Registration: [BIT.LY/BFS-Part1-Nuremberg-2018](https://bit.ly/BFS-Part1-Nuremberg-2018)



IMAGINE YOU ARE ATTENDING A PRESENTATION...

The topic is interesting and the speaker has some good ideas to share. There is a lot of information in the slides and it all seems important but as the presenter keeps talking, you are unsure whether to read what is in the slides or listen to the speaker. You end up trying to do both and are not certain if you may have missed something important and useful the speaker said.

From experience we know that this is how most people present. The research I have been conducting in my training sessions shows that 70-90% of the audience does not register the verbal message delivered in such situations. And they are completely unaware of it.

The result is that good ideas and persuasive arguments, even when structured well, are not communicated effectively enough because of how the accompanying slides are (mis)used.

However, the world has moved on. The above use of slides had to be good enough in the 1980s, 1990s and the 2000s because we didn't know better.

But nowadays, thanks to neuroscience and the scientific understanding of how we process visual and verbal information, we know why the old approach has detrimental effects on the audience's attention and retention. We also know how to harness what neuroscience teaches us about the effective use of slides in presentations.

In a good a presentation, be that a sales, a scientific, a technical one or any other, we guide the audience's attention just like a good film director does. This allows us to take the audience on a journey, make our storytelling more effective, keep attention levels high, increase retention of the information shared and nudge decision making in the desired direction.

An important aid in this is using Brain-Friendly Slides. They support our verbal storytelling, do not distract the audience from our verbal message and improve retention. In other words, they do everything we now know the old approach to slides failed to do. And the Brain-Friendly approach can do all the above even if the presentation or training is very technical and detail heavy.

The **BRAIN-FRIENDLY SLIDES WORKSHOP** helps you experience and understand why the slides used in most presentations and the way they are combined with what the presenter says distract the audience from the message. Most importantly, this module teaches you how to use the teachings of neuroscience and design to create brain-friendly slides that support your message and make it memorable.

BRAIN-FRIENDLY SLIDES WORKSHOP - PART I:

10:00 - 11:00

- Presentation mathematics — Experience the key to good slide design.
- Reflection.
- The glance test — The criterion every good slide needs to fulfil.
- What do presentation mathematics and the glance test mean for your slides?

(Understanding and applying the above principles will make your slides better than 95% of all the slides you see in presentations. You will learn how to apply the principles in the rest of the workshop and in Brain-Friendly Slides — Part 2)



11:00 - 11:15: COFFEE BREAK

11:15 - 12:30

- How many objects are too many in a slide? The magic number.
- How does what you learned about the number of objects affect your slides?
- The Battle of Critical Thinking: The Magic Number v The Glance Test.
- Practical application.

(These are the first steps towards being able to put the key slide design principles into practice)



12:30 - 13:35: LUNCH BREAK

13:30 - 14:30

- Pictures in slides — How do they affect retention?
- How to choose the best picture for your message?
- How to tell a story with a picture? Some basic composition principles.
- Have the text box help you tell a story.
- Sharpen your slide design eye by critiquing slides.

(Here, you are taking the second step towards applying good slide design principles. Understanding and applying the above principles will help you not only with slide design but also in taking good photos.)



14:30 - 14:45: COFFEE BREAK

14:45 - 15:30

- Finding pictures that support your message — Practice.

(Nothing beats execution. Putting what you have learned into practice and receiving feedback on it is crucial for mastering slide design.)



15:30 - 16:00

- Your slide design oath and a dynamic certificate of attendance award ceremony.
- Feedback.
- Tearful goodbyes.



THE TRAINER:

Akos Gerold is a business communication consultant and public speaking expert dividing his time between Brazil and Europe. He helps companies build and expand client bases in international and local markets by transforming the way they communicate their message and by changing their customer experience. His training sessions take individual and corporate clients on an experiential journey of discovery so that they can incorporate research-based communication principles and tricks into their business and private lives. Akos is passionate about public speaking and presentations and in October 2017 he launched his Powerful Presentations online course. He has worked with clients from Australia, Brazil, Canada, Colombia, Ecuador, Germany, Hungary, Italy, Poland, the Balkans, South Africa, the UK, Uruguay and the US. To find out what some of his clients thought of his work, please visit akos-gerold.com/testimonials.



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