



Verbal communication is more powerful when combined with visual communication . People learn and retain visual information more readily than information which is only provided verbally. Thus the ability to use visuals to communicate more powerfully is an invaluable resource.

With the exponential increase in the number of degree-holders in today's world, "standing out" requires an externalization of one's individuality. This can only be done through an optimal combining of one's visual and verbal communication skills. Coupled with the wealth of programs and tools available today to create more dynamic and compelling presentations than ever before, persuading or instructing others has never been easier. This is what **VOX LAB's 'Slide Show Time'** hopes to equip participants with.

'Slide Show Time' is specially designed and taught by VOX LAB Director, Mr **Stefano Virgilli**. Stefano's expertise in visual communication and design is unparalleled in Singapore. It is for this reason that Stefano, for the 2nd consecutive year, was appointed Head Consultant by Singapore's Ministry of Finance for their Budget Proposal 2012 slides.

Stefano ranks among the most certified Adobe trainers in the world, with over 70 Adobe certificates under his belt. Through VOX LAB, Stefano aims to let you experience for yourself the vast creative potential that lies within you. And have fun doing it.

Out of 30 million daily presentations, only 5% gain an applause at the end. Be that 5%.

VOX LAB

www.voxlab.sg

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Workshop Content

'Disaster Slides'

- An overview of the most common errors in presentations
- Out of 30 million daily presentations, only 5% gain an applause at the end. Be that 5%.

Session 1: Colors and Feelings

- Typography & Design
- Theory of color
- Layout
- Rule of Thirds
- Refining slides

Session 2: Copywriting

- Visual communication
- Maximizing Presentation Effectiveness (includes body language, voice projection, room setup)
- Flow of slides
- Killer bullet points
- Case study

Session 3: Show Time

- Presentation by participants
- A critique/review session moderated by Stefano Virgilli

Who Should Attend

- Those who work with PPT but feel their message is not getting across
- Those who wish to optimize their PPT slide shows' impact
- Marketing communications executives
- Designers

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