



## Webinar Events *live & interactive*



## Writing skills: PowerPoint Decks

**Presented by:** Craig McGregor

**Delivered as:** A live and Interactive 90 minute webinar

Includes as much practical work and interaction as possible, and: theory-led discussion; real-life examples, comparison and analysis; individual (and team) objectives.

### **Who will benefit?**

We all use PowerPoint and this incisive, practical webinar shows how to construct and reinforce your message with proven techniques, formats and visuals.

### **You will learn:**

- To create your purpose and objectives
- Story-telling techniques
- Empathy with your audience to strike many chords
- Impact = Delivery and Content
- Visuals, charts, graphs, and visuals
- Building your Pitch
- Less is always more
- Call to Action and next Steps

### **What next?...**

- Emotional Intelligence in Sales
- Writing skills: Proposals
- Writing skills: Emails

Ask about post-course 30 – 60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email **[enquiries@gbclearning.co.uk](mailto:enquiries@gbclearning.co.uk)**