

Data

the powerful way
to persuade and
engage.

Showcase your data and grab
your audience's attention.



slidemaster™

"At Slidemaster we know the power of data to reach your audience and tell a compelling story. Our team of expert designers, writers, illustrators and animators have a wealth of experience in transforming dry data into award winning presentations."

Paul Coelho

Co-Founder

Data is everywhere

Data is collected at rates never seen before and in our noisy world, knowing what to do with data can be overwhelming.

Making your data stand out is key in extracting meaning from your information and telling a story that gets people interested and engaged. And this means it's not just about the numbers, it's about the story behind the numbers.

A great presentation can help you uncover the insights in your data and present it in a way that your audience cannot just understand it, but in a way that creates engagement and conversion.

In business, using data to tell a story is one of the most effective ways to share information and drive outcomes. Telling a business story with data is a powerful way to share insights, facts, and new ideas in a memorable, persuasive and engaging way.

Data is a vital component of business communication. But in order for the stories to be effective, you need to stop boring your audience with dry numbers and Excel spreadsheets. Instead, using the power of visuals, you can showcase real world scenarios and create a narrative that fosters connections and stirs emotions in your audience. When you present and communicate your insights effectively, you give your data a powerful voice to help drive success.

Using data effectivity in presentations helps you connect with your audience, and importantly, makes your content memorable and persuasive. So understanding your audience is crucial.

Before you even start writing your presentation, you should ask yourself:

- Who is my audience?
- What do they need to know?
- What do I want them to remember?
- Why do I want to communicate?
- How do I want them to feel?
- What do I want them to do?



Only once you're clear on these details can you start to think of how you'll use your data to shape a powerful story that will influence your audience. And in business, this is everything. It can mean the difference between winning that new client and securing your business future, or losing the pitch to your competition.

In this e-book, you'll find some tips on how you can transform your dry facts into powerful presentations filled with emotive storytelling and stunning visuals that will engage your audience and create a healthy return on your investment.

Take your data presentations to the next level with our top design tips

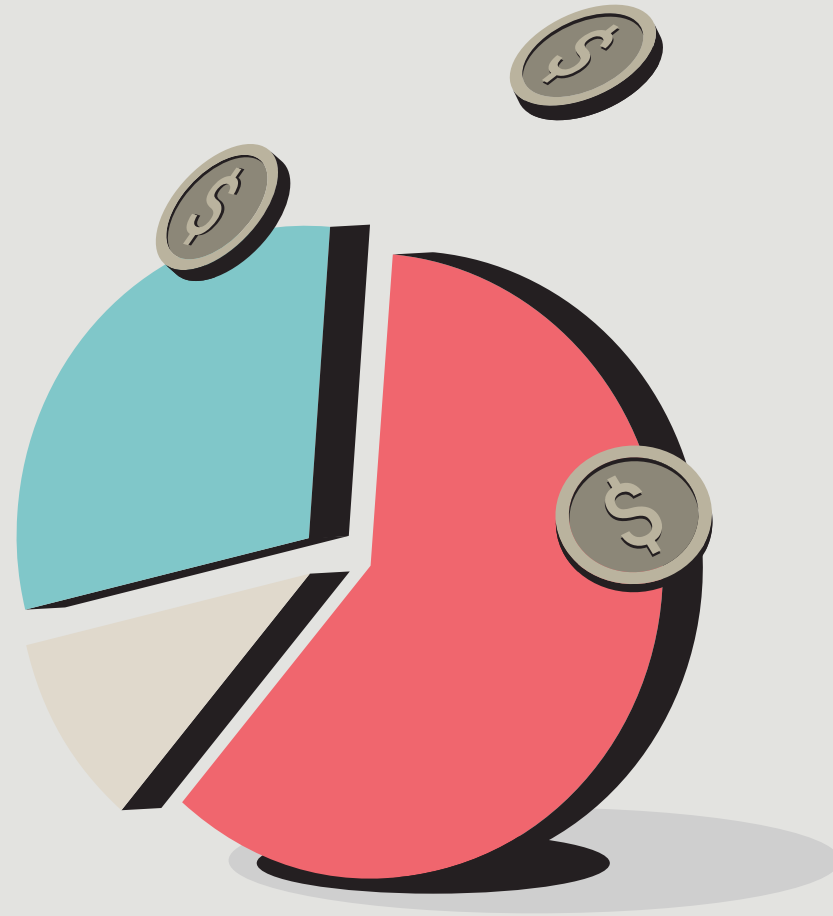
When data is a key component of your story, it's important to showcase it in a way that's effective and keeps your audience engaged. There's nothing worse than death by PowerPoint, but done the right way, PowerPoint can be the perfect tool to present a visually powerful narrative.

The Slidemaster team - is experienced at putting together award-winning presentations with real wow factor.

Their top 5 recommendations include:

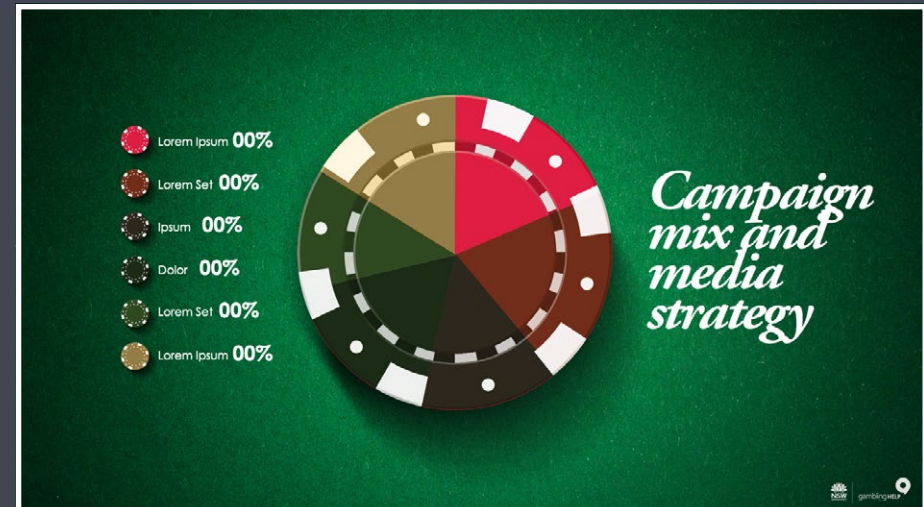
Get creative when showcasing your data

Don't be boring. Sure, a pie chart is easy, but there are more interesting ways to showcase your data. Think outside the box and consider using icons, images, diagrams, animation and interesting graphics to bring your numbers to life.





Our expert designers go above and beyond standard formatting ideas to make important data really stand out.



Focus on the key result

This is where you focus on your point of view and the result you want to achieve from your presentation. By being intentional about what you're asking your audience to do you can choose the most relevant data that backs your position and creates a persuasive call to action.





When it comes to communicating your point of view it's useful to keep in mind:

What do you want to say?

What do want done?

Powerful visuals can go a long way to getting your message across, but remember, great visuals don't leave a lot of room for text. No one wants to sit in a presentation and have the speaker simply read out all the copy on the screen. Too much information can put your reader to sleep. It takes away from the oral presentation and misses the opportunity to show (and not tell) your important message.

To create cut through we recommend filtering key figures and emphasising the most important information graphically. Using large numbers can create a big impact and prove your point while directing your audience's attention.

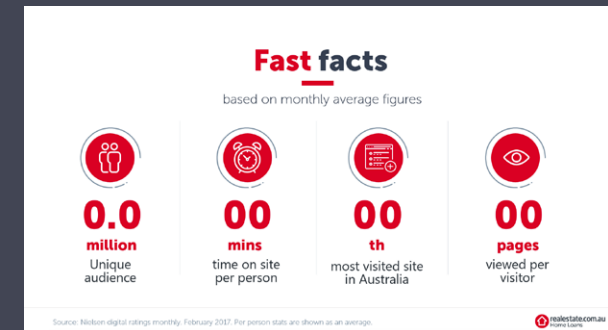
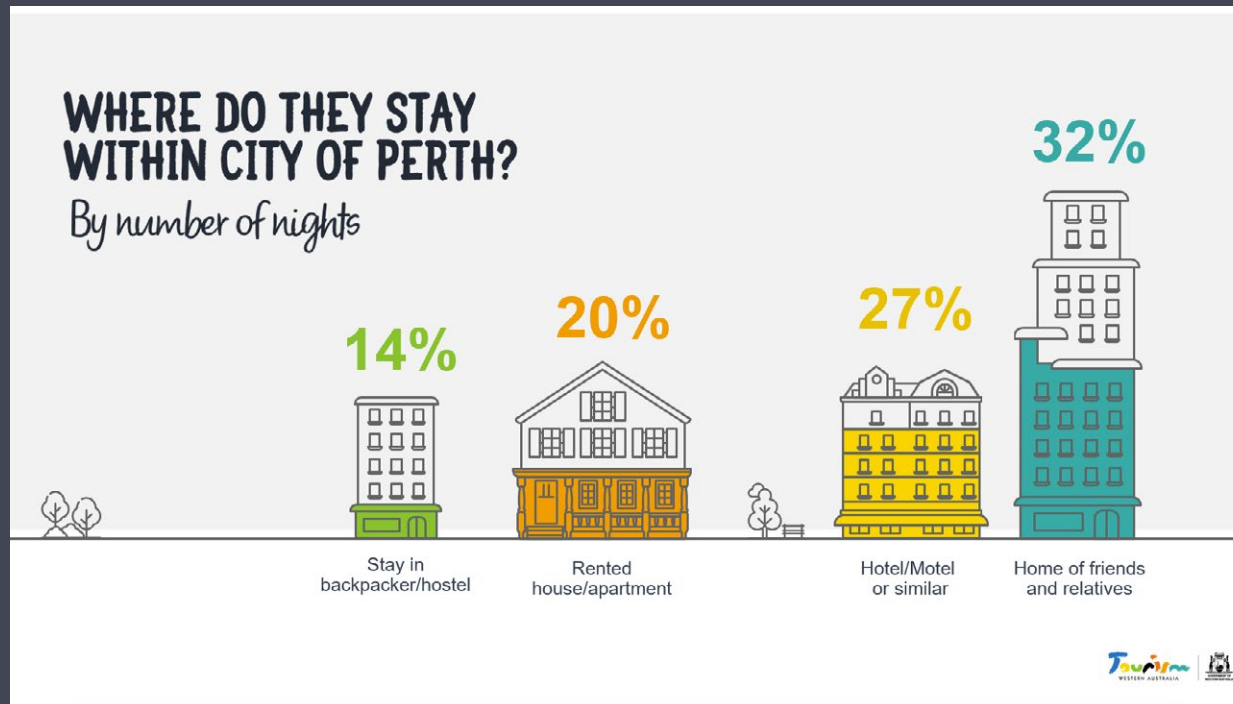
Harness the power of icons

Icons are a powerful communication tool. They can help the audience scan the page, point readers in the right direction, and can even help mark new sections and headers. Icons are also a great way to showcase stats without the yawn factor, or in some cases without any text.



By turning facts into visuals, you will not only keep your audience engaged, but you will also increase their retention rate.

Icons are more than cute images to help guide and inform your reader. They can be arrows or symbols. Remember that in order to use icons effectively, they must be simple and easily recognizable.



Create emotion with numbers

Whatever the subject or objective of your presentation, stats will probably feature. A good presentation is more than just logic and numbers. It's about telling a story that grabs at your audience's heart and mind. Sometimes something as simple as a photograph, showcasing a real-life scenario and putting your data in a way that's memorable, can generate the emotion and connection you're looking to create.





Good ways of communicating emotion is to use emotive and powerful imagery that talks with your audience.

Putting your data into context, such as using a narrative, can also help to bring it to life and make it memorable.

Keep it simple

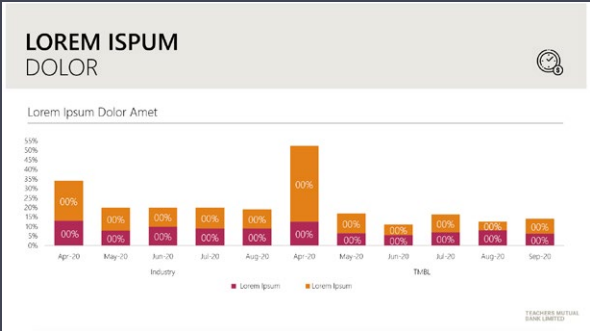
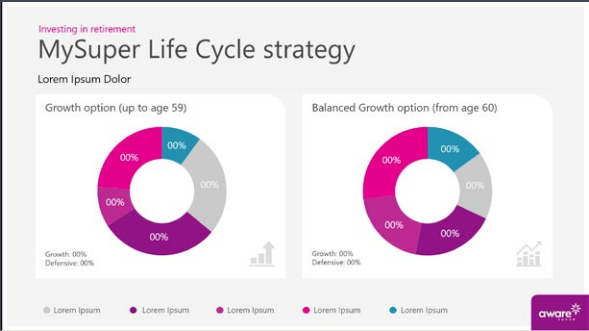
If you don't have the design skills or budget to create an infographic style presentation, don't be scared to use charts, but keep them simple! Ideally only use one chart per slide, unless is a comparison. And don't make your audience count zeros – use 100M instead of 100,000,000 and skip unnecessary decimals.

Keep your slides clean and make it easy for your audience to quickly scan and get the key takeaways. Simplify legends, condense axes, display information horizontally and use colour to highlight the key information.



Charts are a useful way to communicate a lot of information in a simple, easy to understand way. We recommend choosing simple charts that everyone understands. While complex charts can look impressive, they often obscure data and make the main point hard to quickly grasp. Bar charts, pie charts and line charts are elegant and effective.

Layouts are also an important consideration. Choosing panels for emphasis helps the information pop. Panels also draw the reader's eye to important content and key takeaways.



The best thing about all of these top tips is that they can be used across a number of platforms:

Infographics

An engaging and clever way to present information quickly and clearly, infographics are a visual representation of data. They consist of imagery, charts and minimal text to help give an easy to understand overview of a topic or idea.

PowerPoint slides

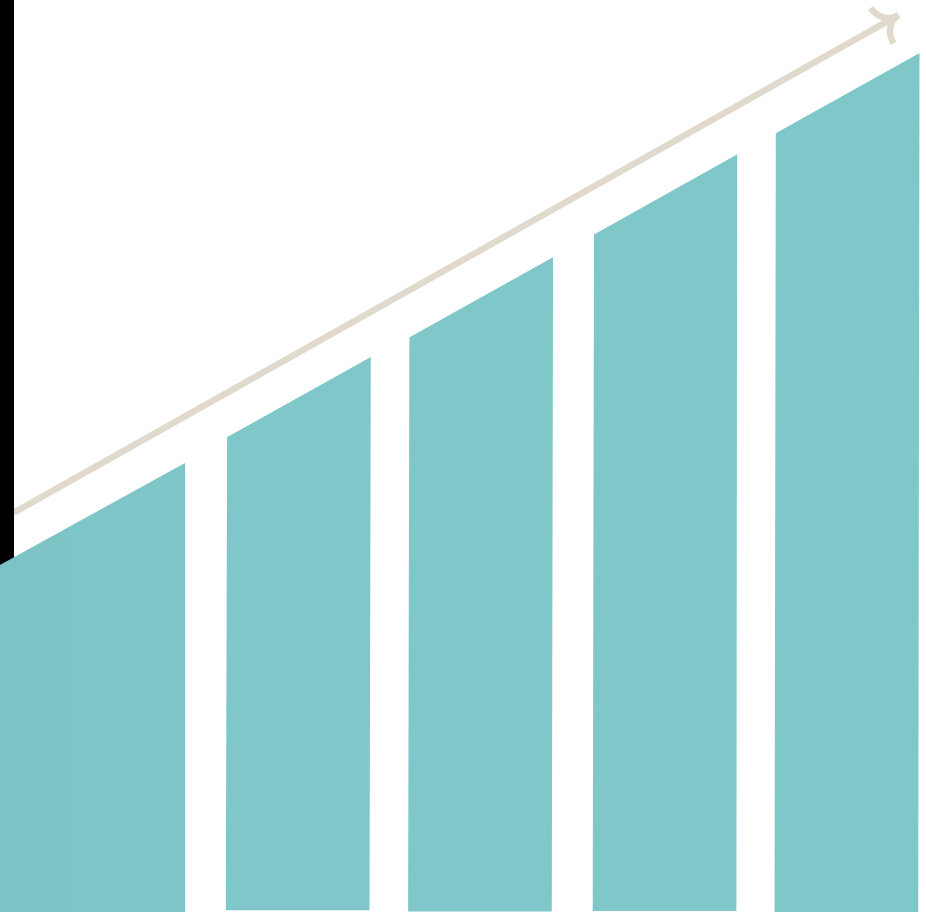
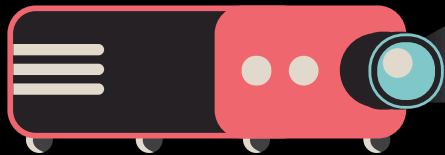
Created using Microsoft PowerPoint software for business meetings and corporate conferences, they can include infographics, icons and animation to get a point across

Explainer videos

Short, usually less than 90 seconds in length, an explainer video is an animated video that focuses on explaining an idea in a simple, visual engaging way to quickly grab a viewer's attention.

Powerful presentations get results

Data is powerful evidence that when used correctly will prove a point and persuade an audience. Applying the design tips shared in this document will contribute to the success of your data presentation and help you:



- Make dense topics more engaging
- Enhance and promote your message
- Achieve a good return on your investment



Good results mean different things to different people, and sometimes it can be hard to calculate a return on investment (ROI) for presentations.

Your ROI depends on the type of presentation you're giving, the type of business you run, who your audience is and what exactly you want them to do.



You know your data presentation was a success when:

For a sales pitch

Your presentation got you new leads, built your referral network and, most importantly, helped you close the deal and win the job.

For a training presentation

Your team became more knowledgeable about new products, felt inspired to sell more, gained a deeper understanding of new processes, or simply felt more aligned with your company's objectives.

For an internal presentation

You managed to inform, motivate your audience and influence your business culture thanks to your marketing, sales presentation or company update.

For an external presentation

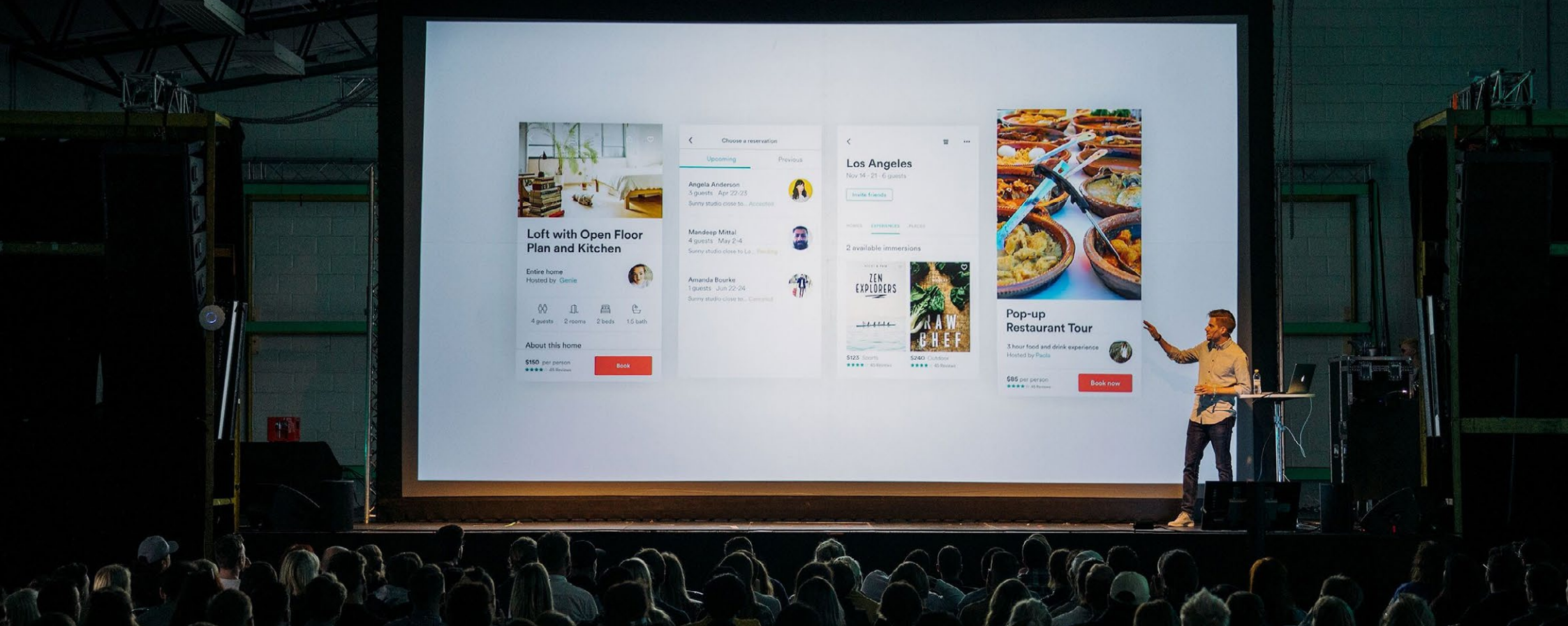
Your presentation generated a good impression, inspired, built trust and business goodwill. Business is not just about selling. It's also about informing or promoting your brand and company image.



Tell your story with powerful data visuals.

A presentation that visually weaves story and data in an interesting way, can boost your chances of a positive outcome and better results. Sometimes, you need experts to help you extract and present your data visually to bring your messages to life.





If you want your data presentation to win over your audience, you need to:

- Understand them and what they want.
- Make them feel more than they think.
- Walk them through challenges related to the data.
- Choose key figures. Don't overwhelm them with numbers and too much information.
- Keep the message simple – don't overload the slides with content, save it for your speech.
- Engage in a PowerPoint designer, someone who is an expert at presenting information in an appealing way that grabs a person's attention.

The more you understand your audience and tailor your presentation to them, the more your message will cut through and the easier you'll achieve your business goals.

The team at Slidemaster are the masters of building award-winning presentations. As experts in extracting and presenting visual data, we can help you make your message come alive and give your presentation the wow factor your audience deserves.

Creating a well-thought-out PowerPoint deck	Building your brand image and credibility	Improving your strategy	Helping you stand out
When your presentation flows logically, is clear and visually interesting, you boost the emotional impact of your data and create a powerful sales tool.	An interactive presentation helps to build upon a cohesive brand experience, which helps promote trustworthiness and loyalty.	We know how to communicate your value proposition and cohesively build your business messaging as a whole in a way that addresses your customers' challenges.	Our designers and copywriters know how to build an powerful PowerPoint presentation that can help you stand apart from other businesses.

If you need:

- Help to engage your audience with a visually impressive presentation
- Some free advice about your next data presentation
- To simply share your comments, experiences and feedback with us

**Get in touch
with us today.
We'd love to
hear from you.**

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