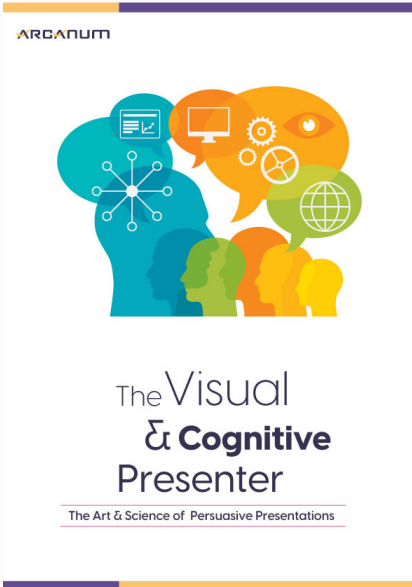


'The VISUAL & Cognitive Presenter'

The Art & Science of Persuasive Presentations for Sales Teams

VIRTUAL WORKSHOP WITH PRE & POST MODULES
USING THE WIZTANGO DIGITAL LEARNING PLATFORM



A CUSTOMISABLE DIGITALLY BLENDED
COLLABORATIVE LEARNING EXPERIENCE WITH
MULTIPLE DELIVERY AND DURATION OPTIONS & FORMATS

SELECTED TOPICS & MODULES

'SLIDE ALCHEMY'

THE DIFFERENT PRESENTATION
STRATEGIES & STYLES FOR SALES TEAMS

UNDERSTANDING COGNITIVE LOAD
& COGNITIVE TECHNIQUES

MESSAGING & STRUCTURE
THE 'BIG IDEA', 'VALUE PROPOSITIONS

VISUALISATION, GRAPHICS
& VISUAL STORY STRUCTURES

AUDIENCE DISTRACTIONS
& AUDIENCE COGNITION

PRESENTER TECHNIQUES & SKILLS
SHORTCUTS, TIPS & TRICKS

THE IMPORTANCE OF 80:20 &
ALTERNATIVE PRESENTATION FORMATS

With the competition for audience attention now at an unprecedented level, for presentations to be engaging and effective, companies and individuals now have to be multi-faceted, and employ an innovative mix of cognition, visuals and storytelling to help messages 'stick' with audiences, and aid memory and recall.

'The Visual & Cognitive Presenter' is one of the most comprehensive and complete presentation training courses available today. It teaches a wide range of unique and evidence based methodologies, that focus on learning the widest possible range of presentation skills, with an emphasis on selling, sales and sales team presentations.

The 'Learning Circle' is delivered virtually & comprises of Pre & Post Modules before any after the main workshop. The tools and techniques are all evidence based, and have been developed using Arcanum's knowledge of presentations having created over 30,000 visual slides for over 150 clients.