



# THE STORYTELLING WORKSHOP

Transform your presentations by utilizing the power of story! This workshop will help transform how you develop a presentation for greater audience impact using the power of stories. Through storyboarding and a greater understanding of how to impact an audience, you will learn how to increase buying decisions and how to inspire any audience to action.

Participants learn specific ways to break down charts and data and learn to build stronger slide series that tell compelling stories.

## PARTICIPANTS WALK AWAY UNDERSTANDING:

### **Planning for flow:**

When we plan first, and design slides second our entire presentation reaches new heights and engages our audience.

### **Inspiring an audience:**

Understanding the science of engagement and how to connect with your emotionally with an audience and increase your presentation's impact.

### **Secrets of Story Development:**

Utilizing high-impact images, developing a stronger story flow will not only improve a presentation, but it will also create a dynamic impact.

### **How to Break Down Boring Data:**

Using proven and simple techniques, you will learn how to turn charts into powerful conversation tools.

## ABOUT THE INSTRUCTOR:

Paul Vorreiter is a creativity and presentation expert with over two decades of graphic design, branding and marketing experience. He speaks and leads workshops to help people develop better presentations using the power of story. Paul brings his strategic way of thinking, his creative director's viewpoint and his easy-going style to help increase how audiences and workshop attendees think creatively.



reflective spark.

## WHAT PARTICIPANTS SAY ABOUT THE STORYTELLING WORKSHOP:



I loved the hands-on experience of transforming my boring presentation into a story-based presentation. This workshop rocked! -SA

Paul will help you redesign your deck but also rethink the way you are communicating. He'll help you make the story make sense. —ED

This workshop was fantastic! Seeing real examples of transformed slides was great. I will be using the sticky note process to create new presentations. -SF

The workshop was very helpful, and I appreciated the one-on-one advice. I will be using everything I learned today going forward. -TR

I highly recommend this workshop. The tips and techniques were great, and I will be using the new skills right away. -JJ

The process of planning a presentation was great. It's so freeing to know I don't have to start with PowerPoint. -BL

Changing my complicated slides into simple, and effective versions was great — It's going to be so much fun to share my information now. -TS

Seeing examples of transforming data points into something more digestible. I plan on adding more visually appealing images into my presentations. -NG



## SOME OF PAUL'S CLIENTS:

