

# Target-group-oriented presentations with PowerPoint («MPZGP»)

In this one-day course, you will learn how to create specific and powerful presentations for specific audiences. Topics covered include corporate, financial, and team presentations, as well as presentation structure.

**Duration:** 1 day

**Price:** 750.–

**Course documents:** Digital courseware

## Content

1. Getting Started and Repetition
  - Work Interface
  - Keyboard shortcuts
2. Structure of a presentation
  - Outline Structure
  - Objective(s)
  - Target Audience
3. Collection of topics
  - Techniques (e.g. MindMap)
  - Storytelling techniques
  - Content coordination and selection
4. Three audience-oriented presentations
  - Company presentation
  - Inspirational presentation (a la TED Talk)
  - Financial presentation
5. Topic-specific use of
  - Graphical elements (images, shapes)
  - SmartArts
  - (Excel) tables
  - Animations and transitions
  - Audio and video
6. Create your own topic-specific presentation

The course is supported by well-known techniques such as Pecha Kucha, TED talks, etc. In addition, many tips and tricks will be given on the correct use of rhetorical and interactive tools during the presentation.

## Key Learnings

- Creating topic-specific presentations
- Learning the structure of a presentation using different techniques
- Using interactive tools to make presentations more engaging
- Getting to know mandatory and topic-specific content for each type of presentation

## Target audience

This course is designed for advanced PowerPoint users who need to create specific presentations. People with assistant functions who want to create and/or customize presentations lively, focused, targeted, timely and efficiently. This course is not suitable for beginners.

## Requirements

PowerPoint knowledge analogous to the following course is required:

- [Microsoft PowerPoint fundamentals \(«MP1»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-microsoft-office/microsoft-office-apps/microsoft-powerpoint/course-target-group-oriented-presentations-with-powerpoint](http://www.digicomp.ch/courses-microsoft-office/microsoft-office-apps/microsoft-powerpoint/course-target-group-oriented-presentations-with-powerpoint)