

# Cheating Death By PowerPoint



A Workshop By

laura.m.foley

**DESIGN**

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Have you ever sat through a boring PowerPoint presentation where the speaker basically reads the slides to you, or the colors are so loud they give you a headache, or there is so much stuff packed onto each slide that you don't even know what's going on? Or maybe you're guilty of creating your own bad PowerPoint...? If you want to avoid making "Death by PowerPoint" presentations, this workshop is for you. This discussion of PowerPoint design will help you to create presentations that act as powerful marketing tools.

In this 90-minute workshop you'll learn about some common PowerPoint mistakes and how to avoid them. You'll also learn how to create effective leave-behinds that will reinforce your message long after your presentation is done. At the end of the workshop, you'll view some PowerPoint presentations and use your new skills to brainstorm ways to improve them.

**Learn the  
PowerPoint tricks  
that designers use**

**Improve your  
presentation skills**

**Communicate  
more persuasively**

*"Cheating Death by PowerPoint" will forever change the way you view and create PowerPoint presentations!*

## In this 90-minute workshop you'll learn valuable PowerPoint tips and techniques, including how to:

- Recognize and avoid common PowerPoint mistakes
- Support your main speaking points with clean design
- Effectively use photographs to communicate clearly and to create emotional impact
- Create PowerPoint graphs with a designer look
- Choose colors that reinforce your message
- Make your slides look more professional with good typography

## Here's what past attendees thought of "Cheating Death by PowerPoint"

Bravo, Laura! Your presentation was very professional and eye opening! Funny, after leaving your talk, I then attended another that was 57 slides of black-and-white bullets. The guy read the slides to us, with a couple of interjections for emphasis.

Yawn! Thanks for the tips!

**Jim Girouard**

Senior Program Development Manager  
Worcester Polytechnic Institute

Laura pointed out some striking examples of what I should avoid in order to better connect with my audience using visual media. As someone who prepares hundreds of slides each semester for students and other professionals, my approach has changed dramatically, and I am seeing the results develop in making connections!

**Walter Towner**

Certified Financial Planner  
TD Corsair, Towner & Co.

# Start Cheating Death by PowerPoint today! Call 978.820.1149 to schedule a workshop.

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# DESIGN

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### About your instructor



Since 1989, Laura Foley has been helping organizations such as Atlas Venture, Kodiak Venture Partners, Polaris Venture Partners, and Tufts New England Medical Center to Cheat Death by PowerPoint.

As the principal of Laura M. Foley Design, she helps her clients to communicate their messages with dynamic corporate branding and marketing materials. Offering a full range of editorial, design, and marketing services — as well as PowerPoint instruction and design — Laura M. Foley Design is your one-stop design agency.

Learn more at  
[cheatingdeathbypowerpoint.com](http://cheatingdeathbypowerpoint.com)

This valuable onsite workshop can be scheduled at your place of business for just \$500. Cheating Death by PowerPoint is best suited to audiences of 25 or fewer people, to encourage participation and discussion. Please contact Laura Foley at 978.820.1149 or send email to laura@lauramfoley.com to schedule your workshop or to learn more about Laura M. Foley Design. Speaker's fees do not include travel expenses. These expenses, if extensive, will be paid by the client. To reserve a speaking date, a 50 percent deposit will be payable (Net 10 days) upon contracting the speaking services. The deposit is refundable if cancellation is received 30 days prior to the event. If canceled less than 30 days prior to the event, the deposit is non-refundable.