




IBCC PPT WORKSHOP



Think about what your
visuals tell people

Agenda

1. Short intro OMD & Ulrik
2. The role of PowerPoint
in a presentation
3. The good example
4. Hands on
slide/template building



Agenda

1. Short intro OMD & Ulrik
2. The role of PowerPoint in a presentation
3. The good example
4. Tips and tricks on how to build
5. Hands on slide building



introduction

Ulrik Sandholt, Direktør CX & Strategy



Current role

Transforming OMD Denmark's service and solution offerings towards a Customer Experience paradigm. Innovating and developing new data and technology driven offerings

Career Background

1. Online marketing coordinator (CRM)
2. Online marketing consultant (Adtech)
3. Senior Web analytics manager (Analytics)
4. Digital Business Optimization Director (Tech & Business)
5. Chief Digital Officer (Management, Tech & business)
6. Direktør, CX & Strategy (Transformation, innovation & tech)

15 years of industry experience in total

We are the market leading marketing performance agency

Better decisions, faster.

**NORTH
AMERICA**

2 countries
21 cities
4,700+ experts
\$26.9bn billings

EMEA

63 countries
78 cities
9,200+ experts
\$21.48bn billings

**ASIA
PACIFIC**

18 countries
28 cities
4,600+ experts
\$9.9bn billings

**LATIN
AMERICA**

18 countries
20 cities
940+ experts
\$1.31bn billings



Size – largest media agency in the world in billings (RECMA)



Scale – most extensive resource, anywhere in the world (RECMA)



Integrated – the simplest company structure of all agency holding groups (RECMA)



Consistent – higher number of global clients than anyone other agency (RECMA)



Innovative – most creative and innovative media agency in the world (GUNN Report)



1,700+ agencies



100+ countries



+19.400 employees



5,000 clients



\$59.6bn billings

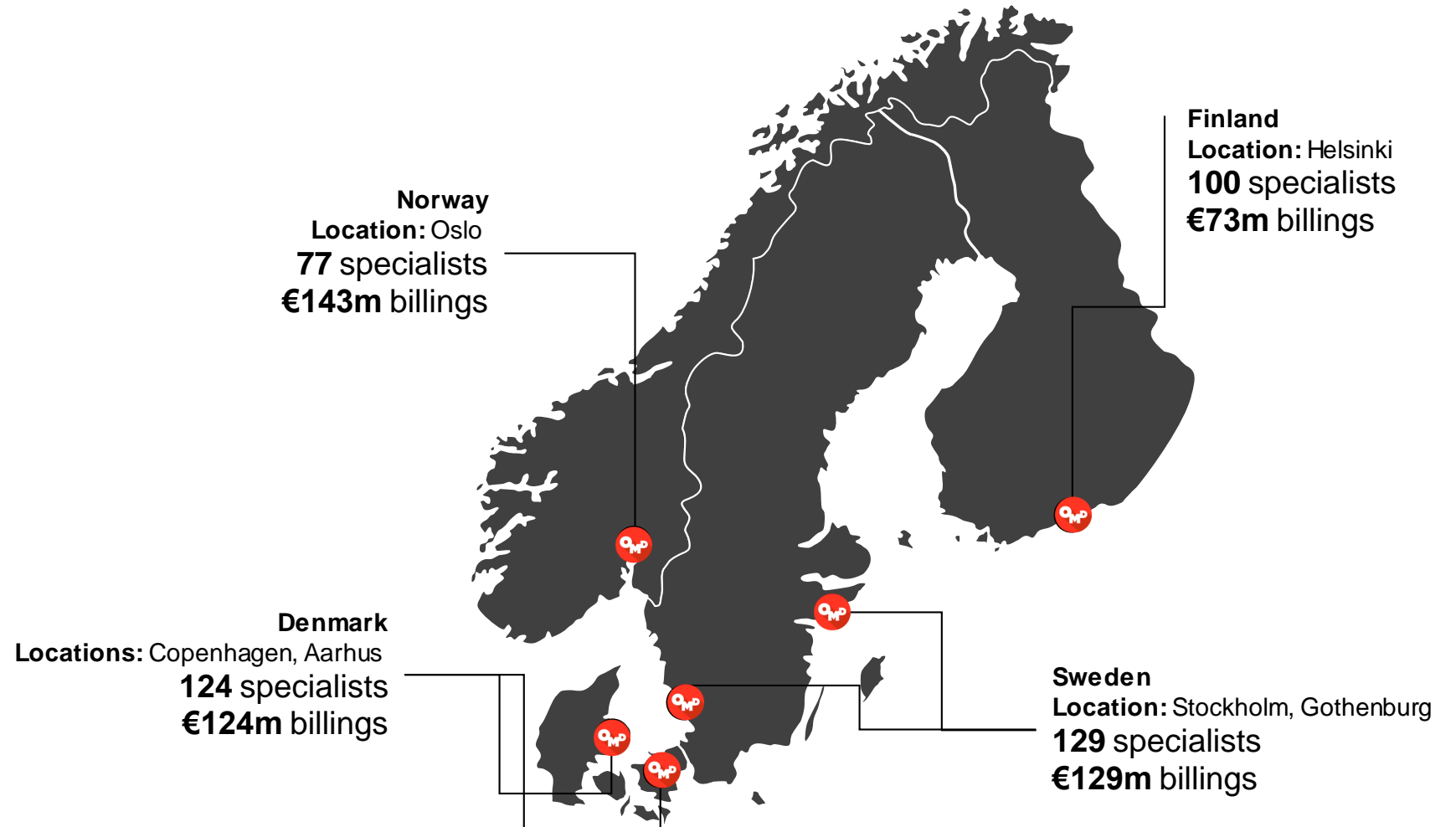
We are the stronger and bigger network in the Nordics

€501m
NORDIC BILLINGS

4
COUNTRIES

6
OFFICES

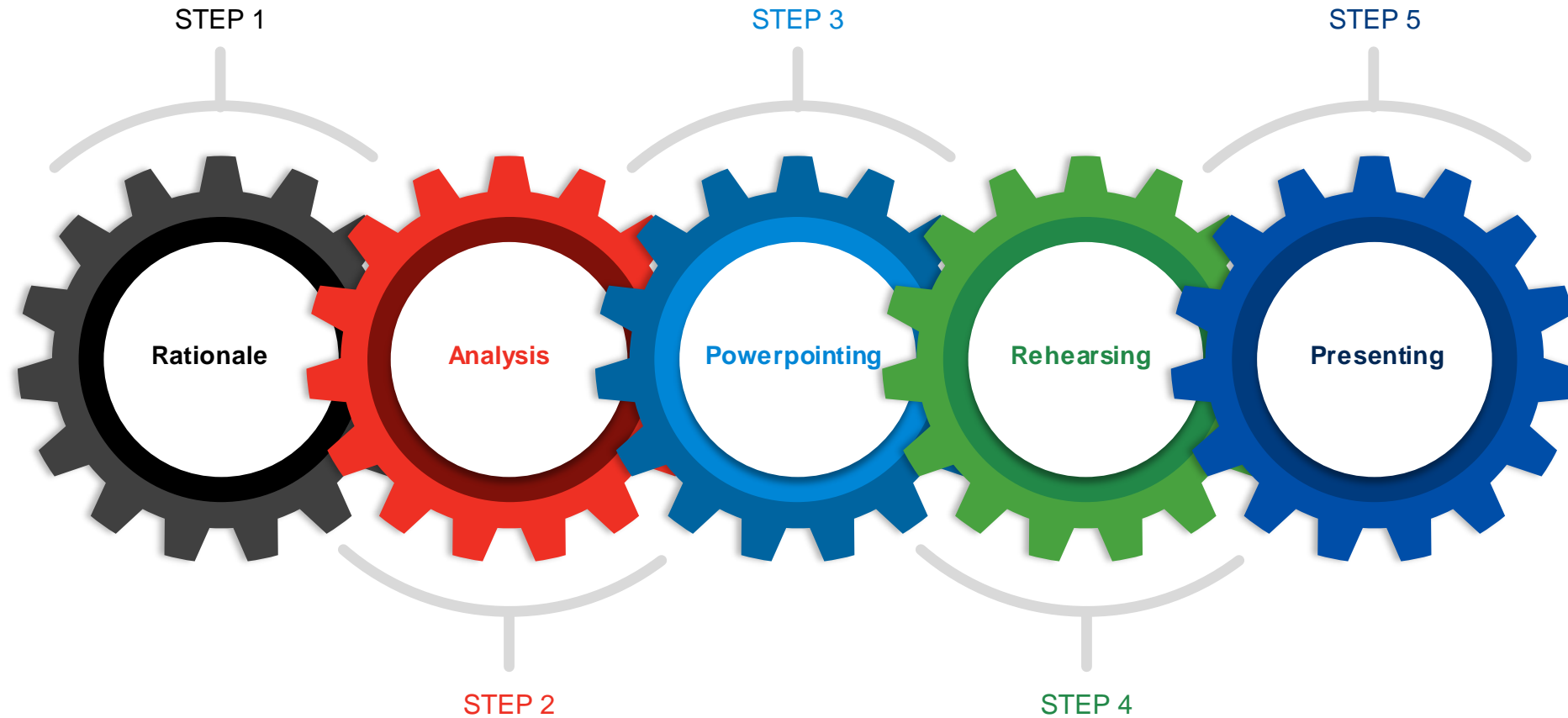
500
SPECIALISTS



The role of Powerpoint



Do not give PowerPoint center stage – it should enhance, not be your presentation



A note of caution

1

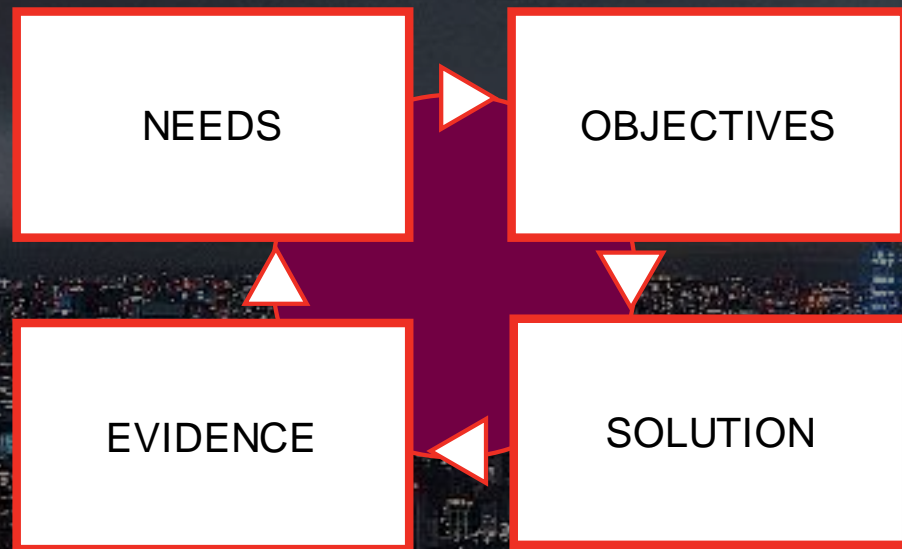
Make sure to be crystal clear on the *why* of your presentation. What is that you want your audience to do or think as a result of the presentation.

2

Make sure to spend enough time thinking through the *what* – the content – of your presentation. That you've thoroughly researched the supporting evidence, that the conclusions are logical, that the recommendations are realistic, and that what stands between you and success is the presentation – the vehicle that carries the facts and the ideas to your audience.

3

There is no substitute for the confidence that comes with knowing your material.

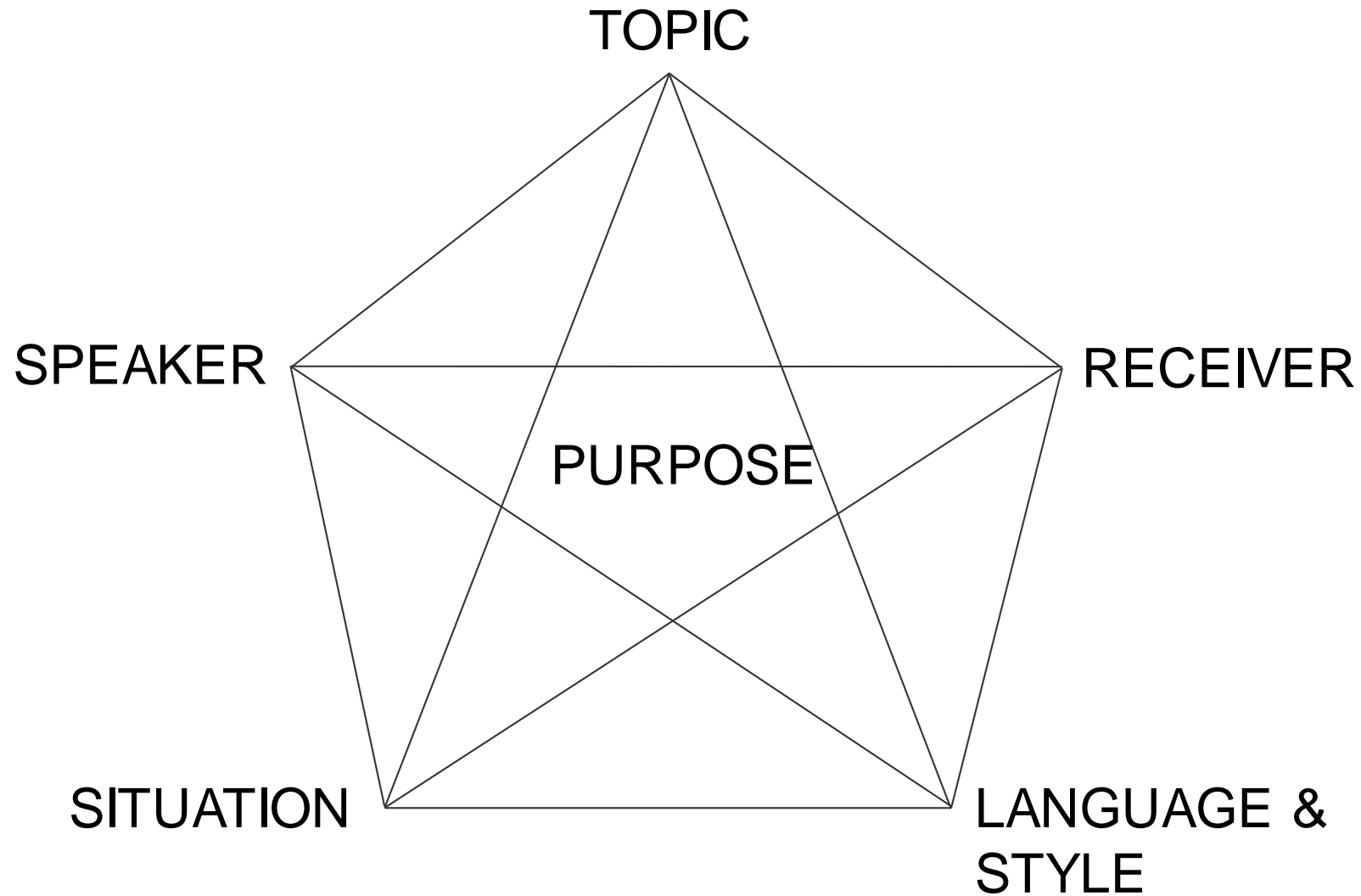


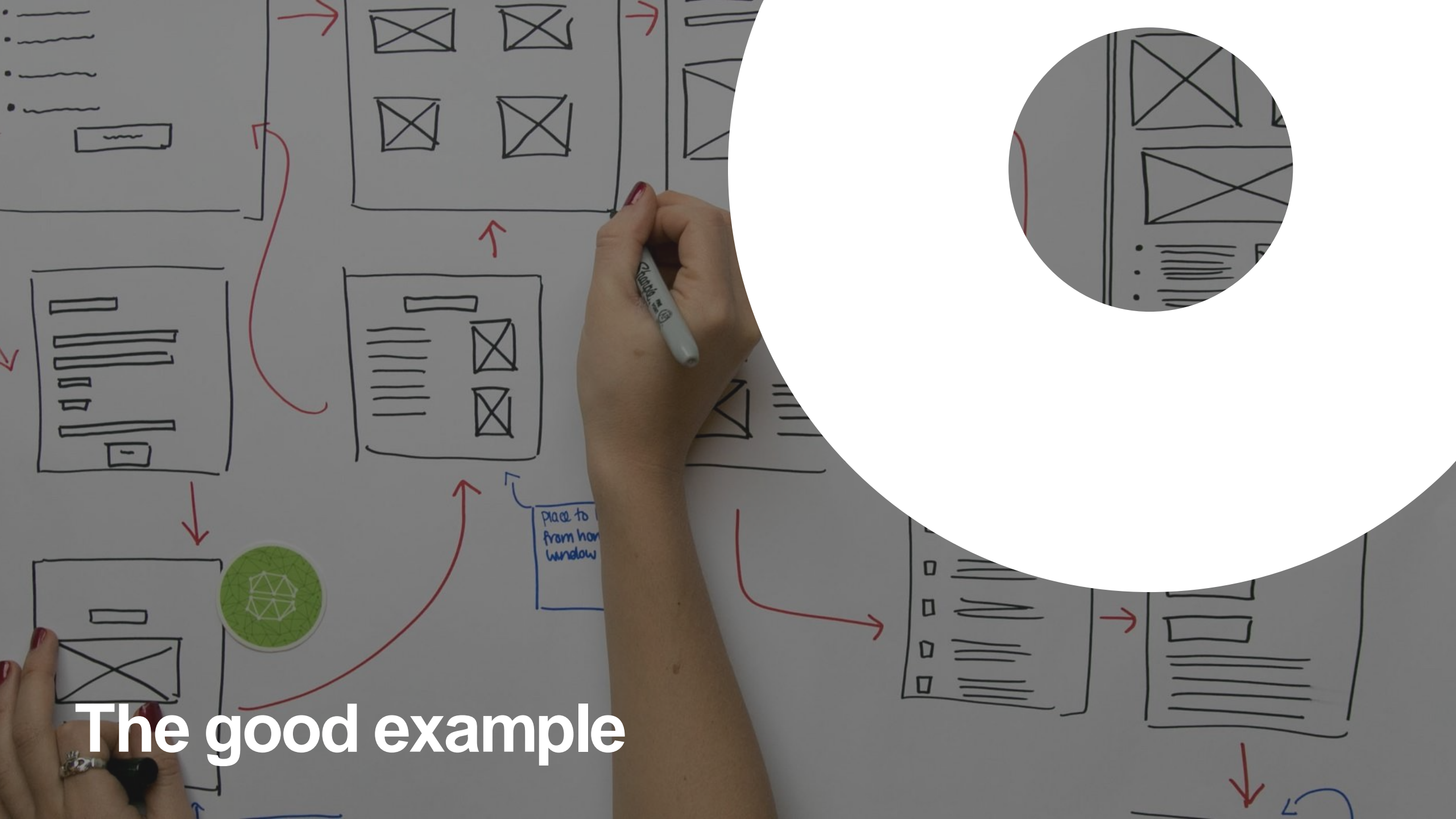
NOSE

Sales Model

Creating Great
Communication

Start out by thinking through Cicero's rhetorical pentagon





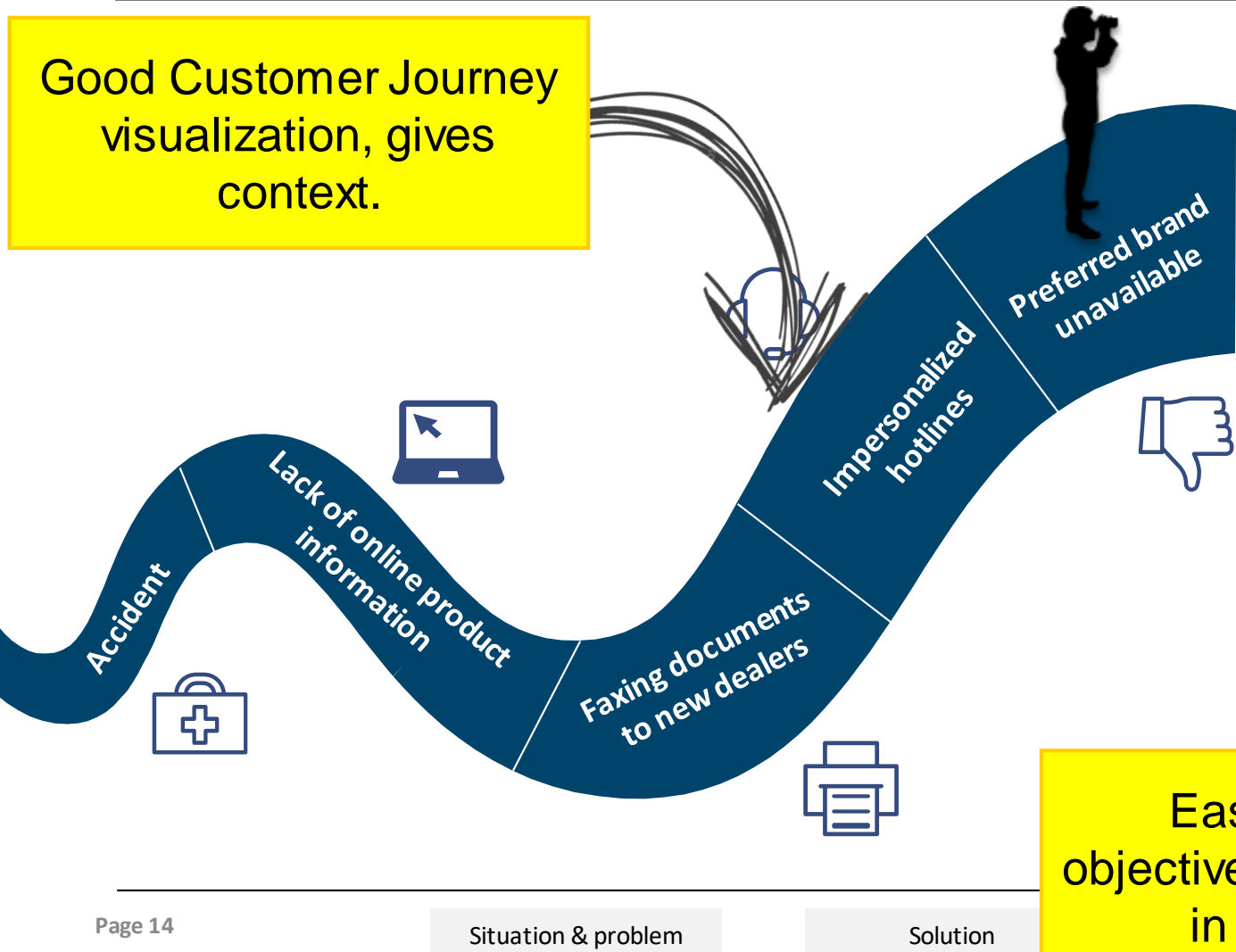
The good example

MED360° enables patients to make informed decisions through a transparent system^{OMP}

Since Michael's accident, he has been met with multiple problems...

...but MED360° will make his life easier

Good Customer Journey visualization, gives context.



Transparent market place

Offer a wide range of product types and brands so Michael can purchase his preferred catheters

Administrative assistance

Handle all paperwork so Michael only has to provide his information once

24h service hotline

Provide professional help that caters to Michael's needs

Community forum

Facilitate sharing of experiences in a safe space

Easy to decode objectives to solve issues in the journey

Numbering is good, but beware, it can look like a prioritization

are faced in the industry
in the market

Good use of imagery.
Good overall structure

exploit

seizing market

Four significant challenges...

- 1 **Lack of trust** Opportunistic dealer behavior has **undermined customer trust**
- 2 **Lack of transparency** No clear **overview of products** and dealers, creating **high search** and **switching costs**
- 3 **Bureaucratic inefficiency** **Outdated processes** for procurement translates to **high transaction costs** for all stakeholders
- 4 **Lack of knowledge sharing** Little **information sharing** between end-consumers implies minimal **knowledge interaction networks**

opportunities

Digitizing procurement



Changing consumer behaviour



Big data analytics

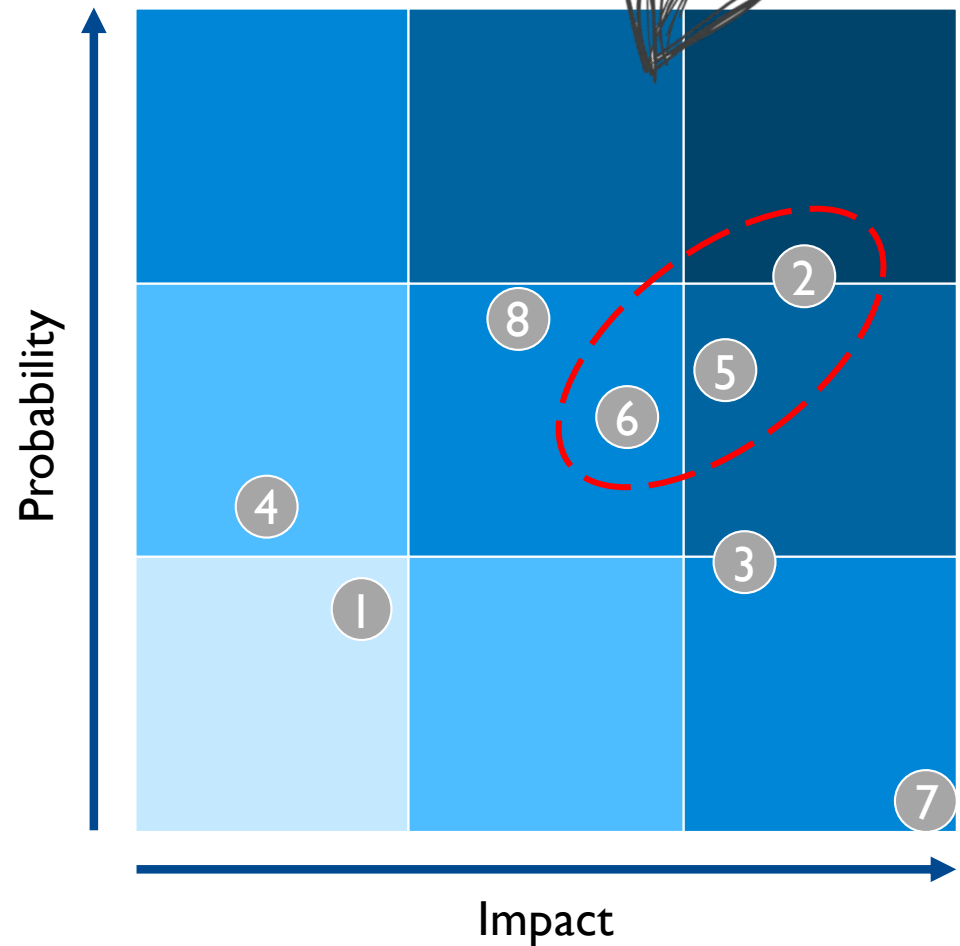


Electronic health records



Appendix 1: Extensive risk analysis

Great use of a model. The quadrant both tells a story of analysis, impact and priority



1 User wants to sign up, HCP does not support platform

2 OpenEMR not interested in partnership

3 HCPs not interested in online platform

4 Regulatory changes regarding personal data storage

5 Lack of scalability (in terms of partnerships)

6 Imitation by larger competitors

7 Discovery of cure for irregular bladder disease

8 Saturation of market



Hands on building

THE DOC VS. THE MASTER

Start here

This is often quite tricky to get your head around and even designers don't always get this one right.

A simple way to remember this is to think:

THE MASTER

creates the rules

THE DOCUMENT

listens to the rules

Things to remember when using the slide master

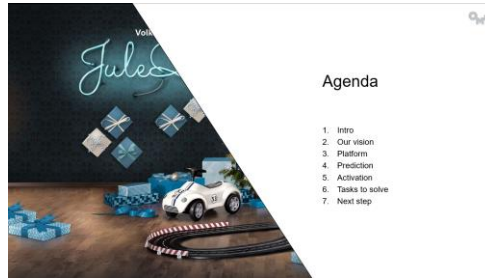
1. Try to set your font styles in the master so that you can get consistency throughout your document
2. Set your title position and size again for consistency
3. Anything you place in the slide master will appear on your document. If you don't want a logo to appear on all slides, consider making a layout in the slide master that doesn't have the logo present
4. Remove any layouts that you aren't using – this will reduce your file size dramatically
5. Don't worry about deleting things you need you won't mess things up because if your document is using the layout then you won't be able to delete it



Let's create a master
template together

Slide elements

Agenda



Agenda

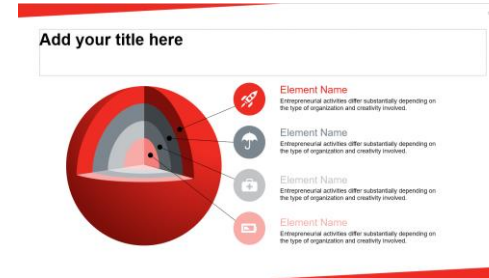
1. Intro
2. Our vision
3. Platform
4. Prediction
5. Activation
6. Tasks to solve
7. Next step

Breakers



EXERCISE

Challenge (issue)



Add your title here

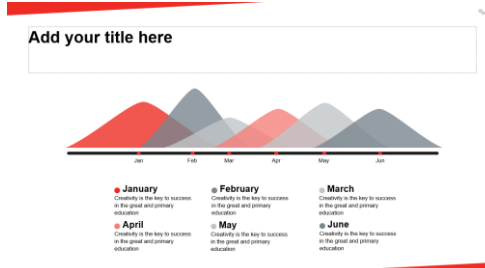
Element Name
Entrepreneurial activities offer substantially depending on the type of organization and creativity involved.

Element Name
Entrepreneurial activities offer substantially depending on the type of organization and creativity involved.

Element Name
Entrepreneurial activities offer substantially depending on the type of organization and creativity involved.

Element Name
Entrepreneurial activities offer substantially depending on the type of organization and creativity involved.

Analysis (Insights + issue id)



Add your title here

January
Creativity is the key to success in the great and primary education.

February
Creativity is the key to success in the great and primary education.

March
Creativity is the key to success in the great and primary education.

April
Creativity is the key to success in the great and primary education.

May
Creativity is the key to success in the great and primary education.

June
Creativity is the key to success in the great and primary education.

Objectives (goals)



Add your title here

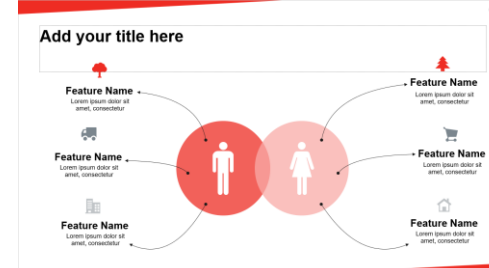
Number One
There are many variations of passages but the majority have suffered alteration in some form by injected.

Number Two
There are many variations of passages but the majority have suffered alteration in some form by injected.

Number Three
There are many variations of passages but the majority have suffered alteration in some form by injected.

Number Four
There are many variations of passages but the majority have suffered alteration in some form by injected.

Solution (action)



Add your title here

Feature Name
Lorem ipsum dolor sit amet, consectetur.

Feature Name
Lorem ipsum dolor sit amet, consectetur.

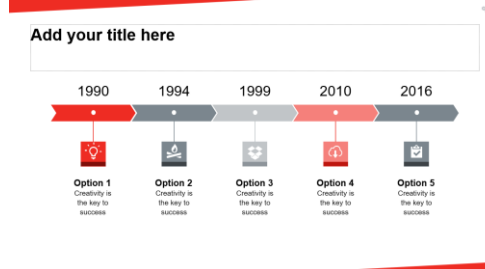
Feature Name
Lorem ipsum dolor sit amet, consectetur.

Feature Name
Lorem ipsum dolor sit amet, consectetur.

Feature Name
Lorem ipsum dolor sit amet, consectetur.

Feature Name
Lorem ipsum dolor sit amet, consectetur.

Timeline (plan)



Add your title here

1990 1994 1999 2010 2016

Option 1
Creativity is the key to success.

Option 2
Creativity is the key to success.

Option 3
Creativity is the key to success.

Option 4
Creativity is the key to success.

Option 5
Creativity is the key to success.

Take aways (priority)



Add your title here

1
Solar Energy
Creativity is the key to success in the great and primary education.

2
Solar Energy
Creativity is the key to success in the great and primary education.

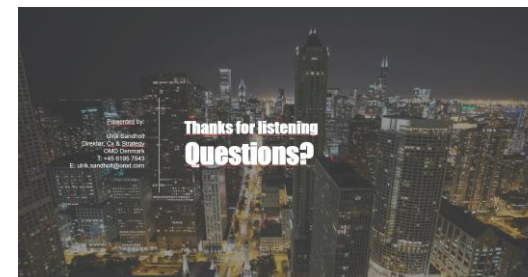
3
Solar Energy
Creativity is the key to success in the great and primary education.

4
Solar Energy
Creativity is the key to success in the great and primary education.

5
Solar Energy
Creativity is the key to success in the great and primary education.

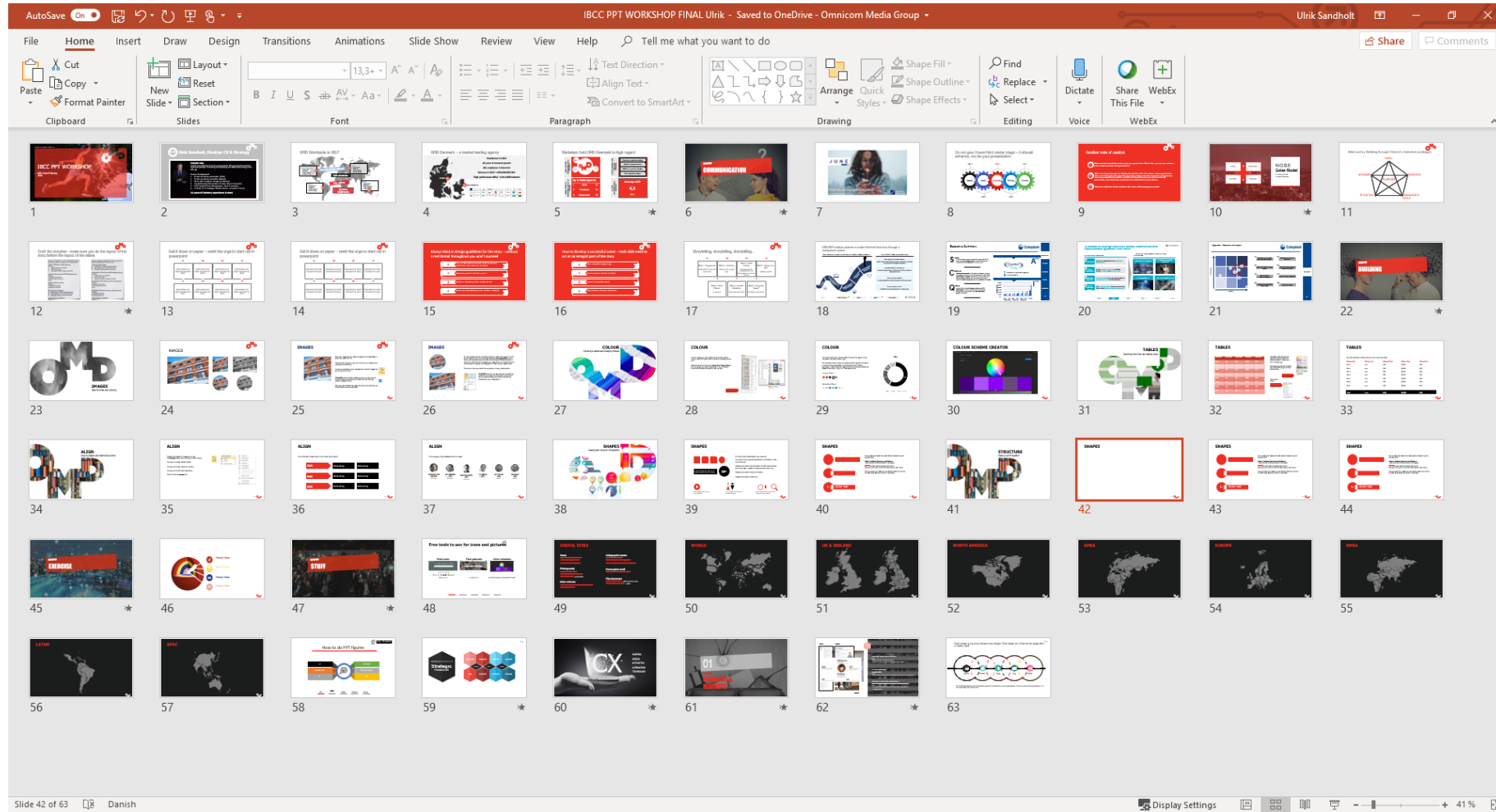
6
Solar Energy
Creativity is the key to success in the great and primary education.

Last slide



Thanks for listening
Questions?

One overview to rule them all



Images



Resize using shift
and/or CTRL/CMD



CROP to make
images fit or all



Animated gifs underline a story



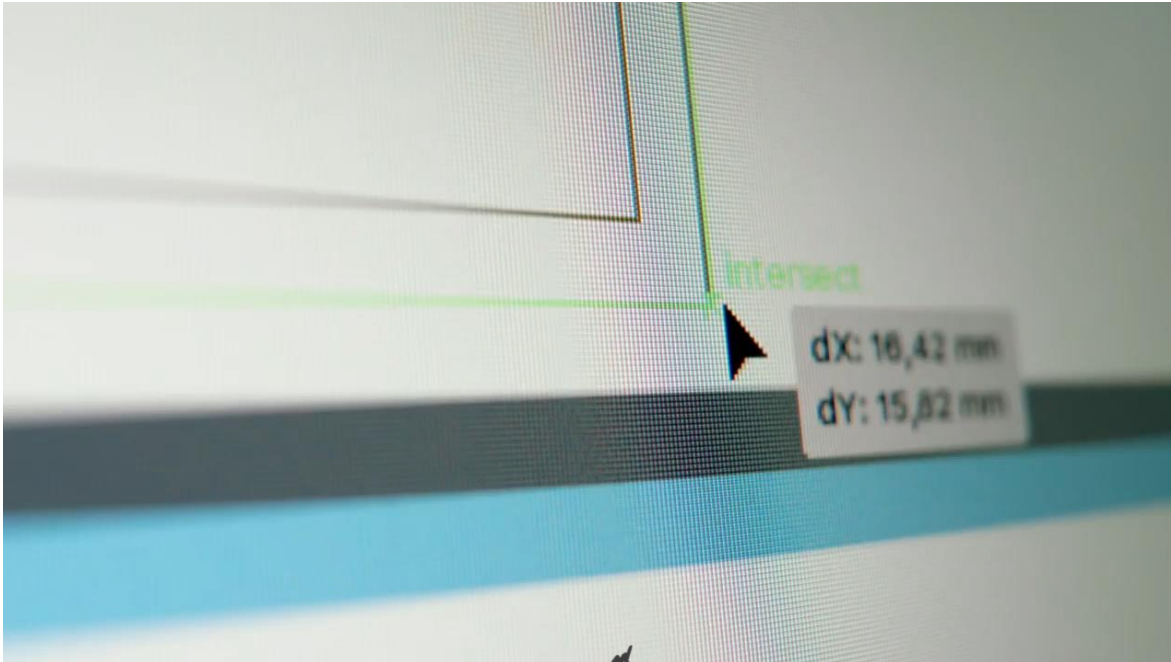
Animated gifs function great as a subtle animation of a slide.

Use animated gifs to underline a tough process you want to achieve or an argument you want to make.

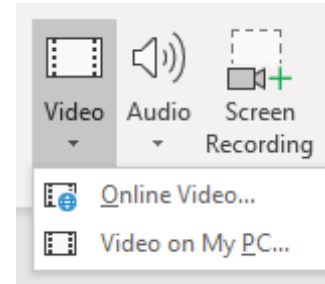
Animated gifs can also take away from the argument you are trying to make, by distracting attention, so use them with care.

REMEMBER Any video can be converted into an animated gif. Either use Adobe Photoshop or numerous converters (use Google) Frames Per Second and resolution determine the quality of an animated gif (and size)

Videos introduce an angle



Videos can be great to underline an experience or a story. Videos can be inserted using the “insert” -> “Video” tool. You can insert videos from your harddrive or from online sources.



REMEMBER Videos usually take up significant space in the presentation, so use them wisely. You can use videos either to autoplay when a slide shifts or by clicking them. Use videos wisely and only if needed

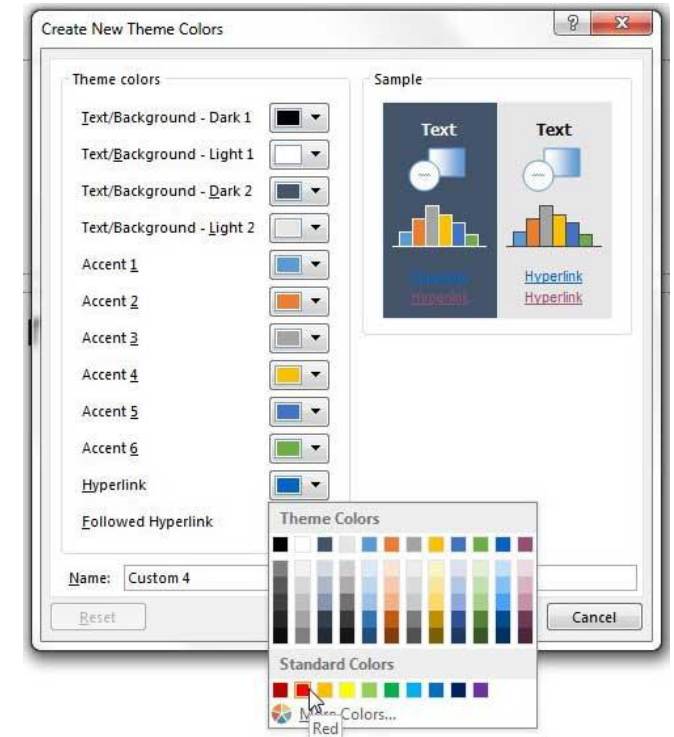


Snagit is a fantastic tool for easy capture of screenshots and videos + editing. On a PC you can also use Xbox Gamebar (Windows + X)

Colours are like a symphony they need to fit together

You can change your colour palette using the colour button, which is under the Theme ribbon on a mac or the Design tab on a PC.

Select a style you wish to use or **Create New Theme Colors** if you wish to use your client's brand colours. You will need to know the RGB values to be able to insert correctly.



Colours make a difference

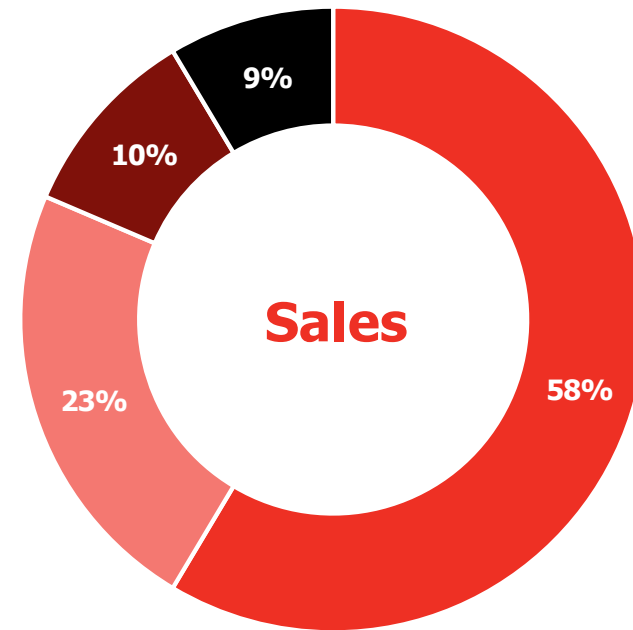
Try to use **simple primary colours/shades** to present the majority of your information

Your secondary **colours should only really be used to highlight** information in order to communicate better. Try to avoid using lots of colours particularly in media charts as it begins to look like a rainbow. Instead use shades of one colour or just 2 or 3. See example here.

Primary Colours

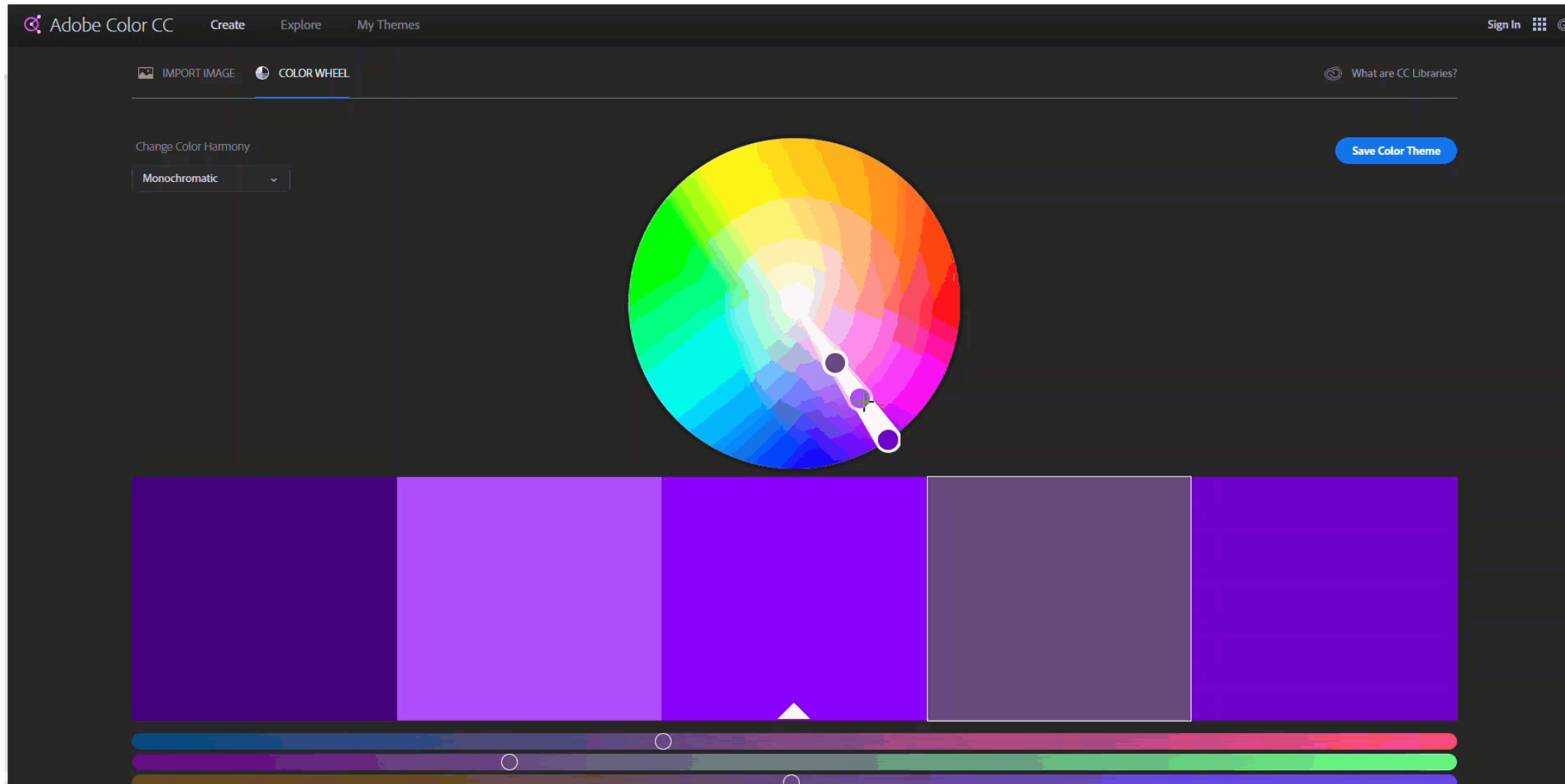


Secondary Colours



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Colour scheme creator



Fonts

Courier New

Customer experience

Calibri

Customer experience

Roboto Light

Customer experience

Lato Black

Customer experience

Lato Medium

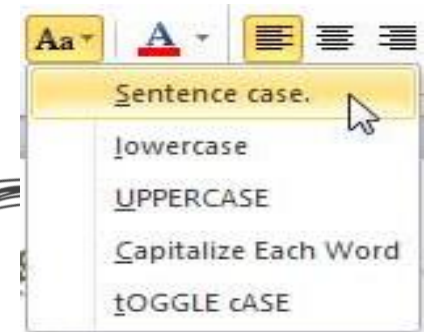
CUSTOMER EXPERIENCE

Lato medium 4pt spacing allcaps

CUSTOMER EXPERIENCE

Lato medium 6pt spacing allcaps Black back

CUSTOMER EXPERIENCE



REPLACING FONTS

To make all your font in one document the same,
simply click on the replace button and select Replace
Fonts

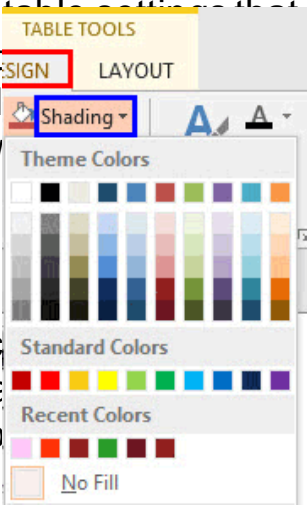
In the box choose the fonts you wish to **replace:**
and then choose the font you want to change **to:**



TABLES can be overwhelming if overcolored

Column One	Column Two	Column Three	Column Four	Column Five
Row 1	xxxx	0.00	00,000	0.00
Row 2	xxxx	0.00	00,000	0.00
Row 3	xxxx	0.00	00,000	0.00
Row 4	xxxx	0.00	00,000	0.00
Row 5	xxxx	0.00	00,000	0.00
Row 6	xxxx	0.00	00,000	0.00
Row 7	xxxx	0.00	00,000	0.00
Total	xxxx	0.00	00,000	0.00

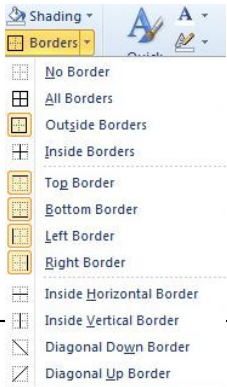
The default table settings that PowerPoint uses are dated and do not look like the best version of the table.



Some advice is to use the whole table color and not the cell color.



And remove border.

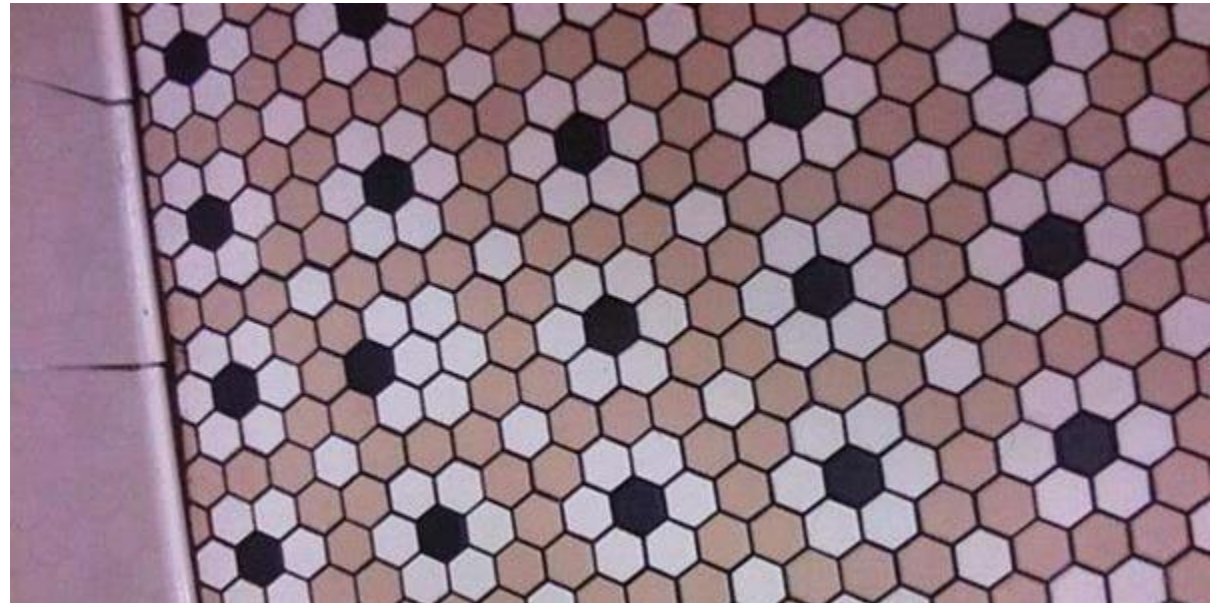
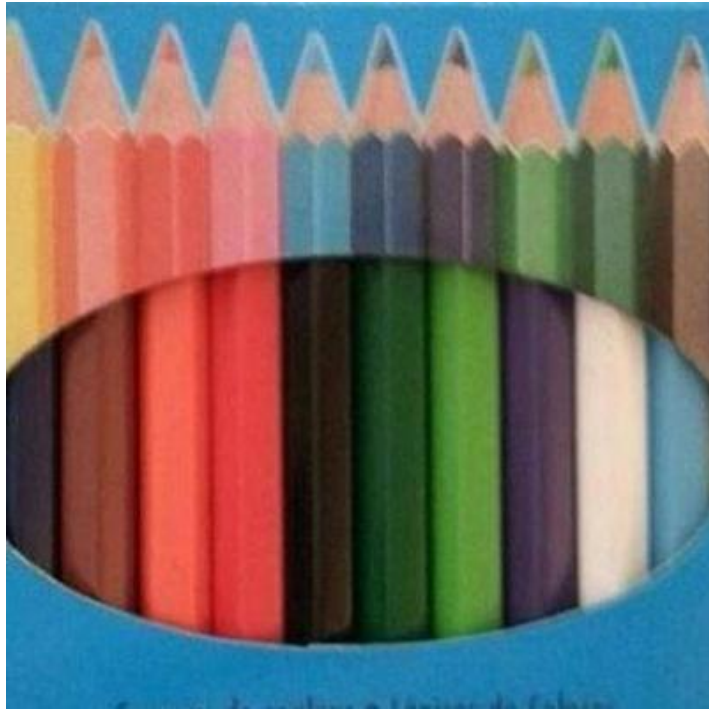


Simplicity goes a long way

Your table could look something like this within only a few tweaks

Column One	Column Two	Column Three	Column Four	Column Five
Row 1	xxxx	0.00	00,000	0.00
Row 2	xxxx	0.00	00,000	0.00
Row 3	xxxx	0.00	00,000	0.00
Row 4	xxxx	0.00	00,000	0.00
Row 5	xxxx	0.00	00,000	0.00
Row 6	xxxx	0.00	00,000	0.00
Row 7	xxxx	0.00	00,000	0.00
Total	xxxx	0.00	00,000	0.00

ALIGN objects or people get mad

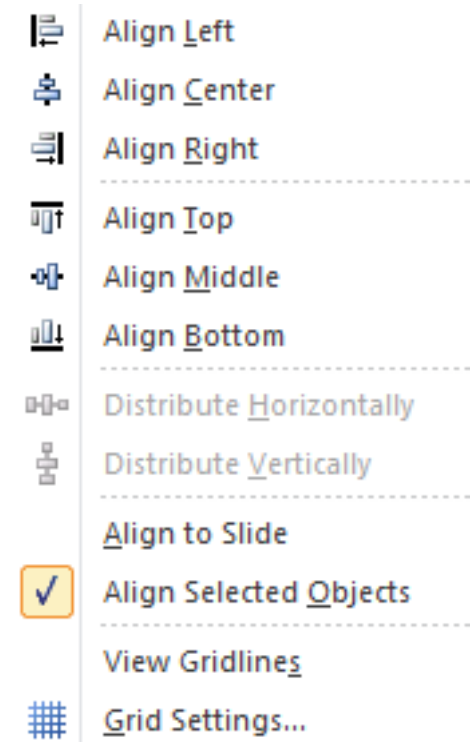
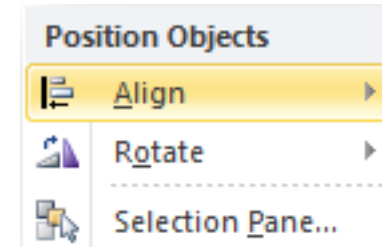


Fortunately there are tools available

To easily align objects on a page you can use the **Arrange** button which will give you various options.

- You may wish to align people's photos.
- You may wish to align boxes with numbers.
- You may wish to distribute things evenly.

To do this use the **Arrange** tool.



Its real easy



And arrange your lovely colleagues evenly on a page.



COLIN GOTTLIEB
OMD EMEA
Performance
Guarantor



MATT SIMPSON
OMD
Head of Data
& Analytics



MARK GALLAGHER
OMG
Head of
Investment



LEE MORAN
EMEA
Emea Lead



MATT STYANT
EMEA
Business
Director



SAM BLAKE
EMEA
Digital
Director

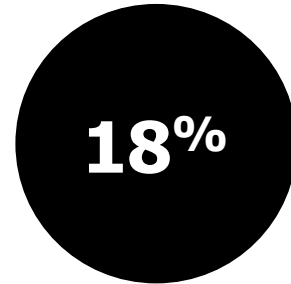
SHAPES can be simple but effective



It is fairly simple to add shapes to your document.

You can do this by using the shape button on the toolbar or insert from the top bar.

No need for a text box over a shape – you can actually just select the shape then start typing!



Shapes can be used to hold information. It's best practice to have text *in* the shape – instead of a shape and a text box on top.

Shapes can be used to highlight information.

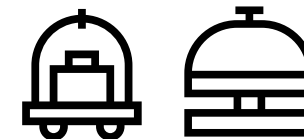
Shapes can be used to create icons.



Placing a triangle in-front of a circle makes a playbutton



Use the icon feature in Powerpoint



Icons can be found online
[thhp:www.flaticons.com](http://www.flaticons.com)
<http://www.iconfinder.com>

SHAPES can be customized



You can also take shapes and create bespoke shapes using the grouping tools:

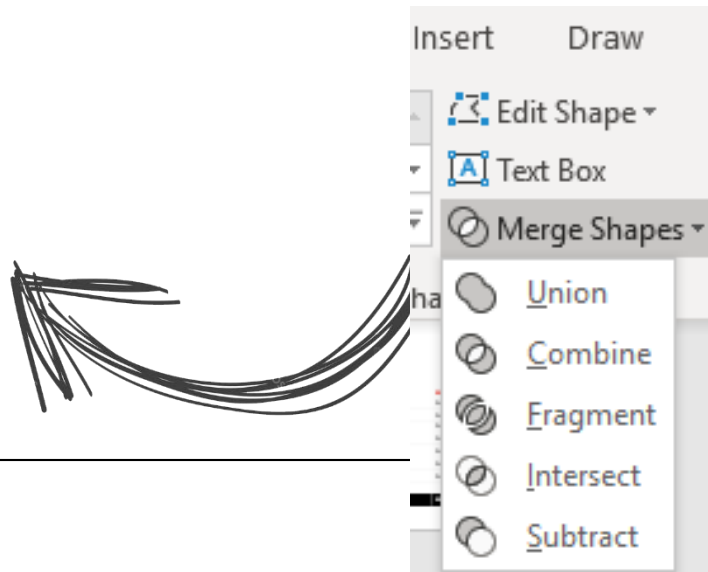
Union, Combine, Intersect and Subtract

– each one has a different effect on the objects.

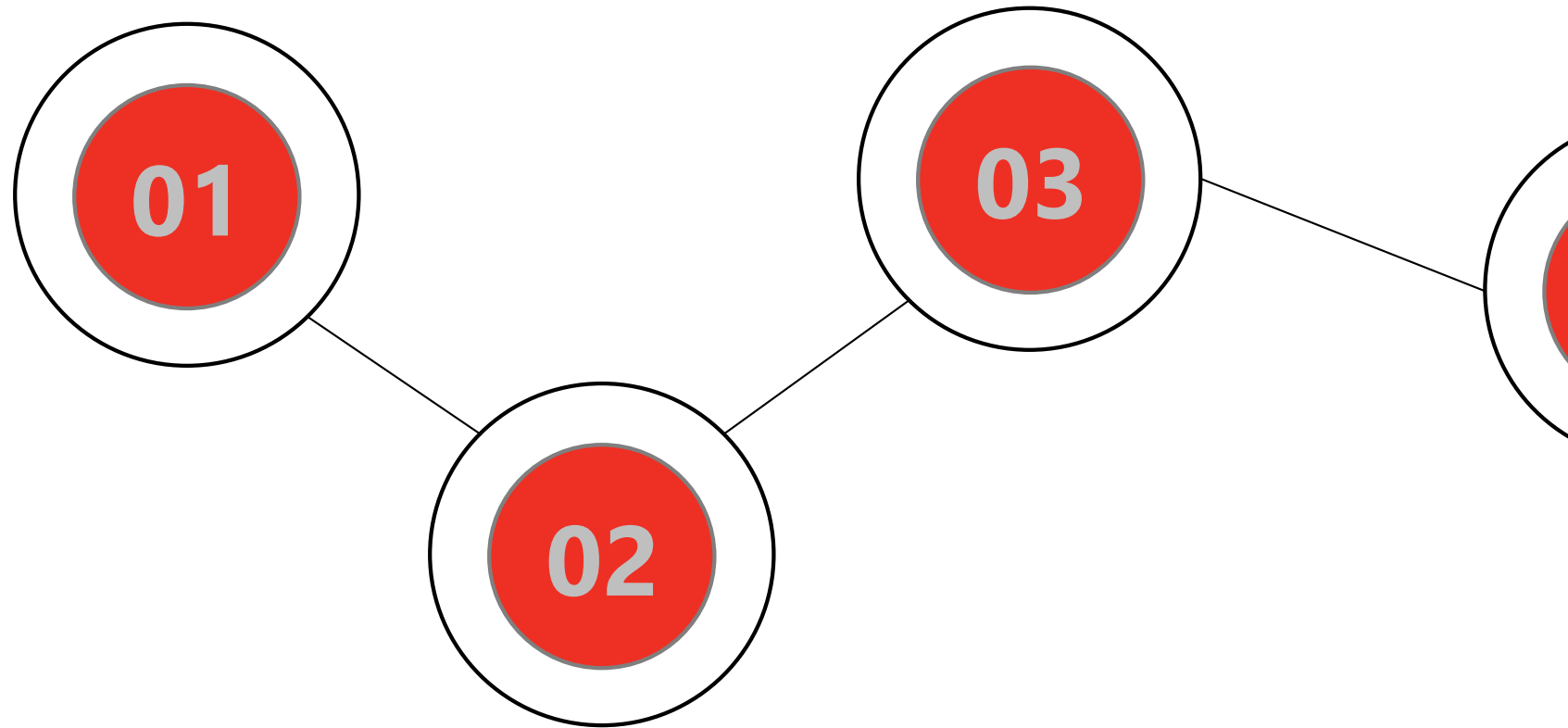
[This link](#) is super useful to achieve this on a PC.

Mac users just right click and find these options under Group.

Once you have your shapes you can add text boxes over the top to create lovely layouts for points or next steps.



You can string shapes together



And you can easily go from good to great

(with a little imagination)

YOU CAN USE SHADOWS,
HIGHLIGHTS AND OTHER MEANS
OF OBTAINING A MORE EXCLUSIVE
LOOK IN YOUR MODELS



And you can easily go from good to great

(with a little imagination)

YOU CAN USE SHADOWS,
HIGHLIGHTS AND OTHER MEANS
OF OBTAINING A MORE EXCLUSIVE
LOOK IN YOUR MODELS

01

HIGHLIGHTING THE BACKGROUND
USING A GRADIENT CAN MAKE
SHADOWS APPEAR NATURAL

02

03



stuff

Usefull websites and tools

Icons

<https://thenounproject.com/>

<http://www.flaticon.com/>

<http://www.iconfinder.com>

Photography

<https://unsplash.com/>

<http://www.istockphoto.com/>

<https://pixlr.com/> - photo editor

Color scheme

<https://color.adobe.com/create/color-wheel>

<http://colormind.io/>

Infographic maker

<http://piktochart.com/>

<https://biteable.com/infographic/>

<https://snappa.com/create/infographics>

Powerpoint stuff

<https://www.presentationgo.com>

Fonts


<https://www.fontsquirrel.com>

<https://fonts.google.com/>

File Converter

<http://smallpdf.com/> - pdfs and other docs

<http://www.zamzar.com/> - video



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E: ulrik.sandholt@omd.com

Thanks for listening
Questions?