

PHILIP VASSALLO, Ed.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Creating Powerful PowerPoint Decks

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| Audience | Staff responsible for creating management briefings or client proposals with PowerPoint |
| Duration | One day |
| Description | This workshop helps you to create high-profile, articulate, and memorable PowerPoint presentations that will enable their audience to make informed decisions. Throughout the day, you will work independently and collaboratively in a systematic process designed to improve the appeal of your decks. |
| Scope | <ul style="list-style-type: none">• <i>The Heading Level</i> – Develop a narrative line through focused titles and headings• <i>The Line Level</i> – Hit the high points by employing highly structured bullet points• <i>The Word Level</i> – Express language powerfully and precisely• <i>The Graphics Level</i> – Capture data visually with effective images |
| Format | This course requires participants to have access to PowerPoint. |
| Materials | <ul style="list-style-type: none">• <i>Creating Powerful PowerPoint Decks</i> course manual• <i>The Art of On-the-Job Writing</i> by Philip Vassallo |
| Enrollment | Limited to 12 participants |
| Consultant | Philip Vassallo, Ed.D. |
| Assessment | Pre-course customized <i>4S Writing</i> assessments of participant-submitted samples (add one-half consulting day) |