

Workbook:

I. Strategy

Goal

What do you want to achieve with this presentation?

Define here your goal in one sentence.

Message

Think about what you want your audience to tell about your presentation when they get home.

Define here your message in one sentence.

Audience

Describe your audience.

Think of gender, age, education, number of people, language and nationality.

2. Brainstorm

Use post-its to brainstorm and stick all the post-its here. Or use a larger piece of paper.

3. Title and keywords

Title

In one sentence.

Choose 3 keywords

4. Concept

Describe the creative concept for your project. Add images.

5. Story

Write down your story in simple sentences.

6. Storyboard

You can download this storyboard also on www.prezihotshot.com.

The storyboard consists of nine empty rectangular frames arranged in a 3x3 grid. Each frame is separated from the others by a thin vertical line. The frames are intended for drawing or writing scenes from a story.

7. Design

Describe design issues like the logo, colors and fonts. Add information from the corporate style guide when available.