

# Workbook:

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## 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](http://www.prezihotshot.com).*

The image shows a storyboard template with three rows and three columns of empty rectangular frames. Each frame is separated from its neighbors by thin vertical lines, creating a grid of nine empty boxes for drawing or writing.

## **7. Design**

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