

Amazing Sticky Presentations®

A **2-day workshop** for all presenters who want to stand out from the crowd with remarkable slides, apply simple ideas in their presentations to create lasting impressions and to take the boredom out of today's PowerPoint presentation.

Inspired by

sticky  **SPY**

Simple ideas. Lasting impressions.

Learn effective techniques and approaches to **CREATE** the best presentation design to captivate your audience and become a better presenter.

The refreshing perspectives and immediate applicability of **Sticky Presentations®** concepts will make a difference in your presentation to *communicate ideas across quicker, increase audience retention, get higher acceptance and improve your closing rate.*

2018 Course Date:
27 - 28 August 2018

CREATE Presentation That Deliver Results.

For more enquiries, please contact
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Please refer to the link below for online application.
www.sutsshortcourses.tk

Organised by

SWIN
BUR
NE

SWINBURNE
UNIVERSITY OF
TECHNOLOGY
SARAWAK CAMPUS


CLICKACADEMY
A S I A



Can your presentation keep him awake?

32% fall asleep during presentations

30% admitted walking out at least once

Source: IBOPE Zogby International

Don't let your presentations be part of these statistics.

46% PRESENTERS are just plain **AVERAGE**

Source: Slide Rocket

BAD PRESENTATIONS CAN **COST** ORGANISATIONS **OVER \$133k** per organisation / year

Source: thinkoutsidetheslide.com (What is the REAL Cost of Poor Presentations?)

#1 annoyance speaker reading from slides

Source: 2013 thinkoutsidetheslide.com

Learn to achieve **clarity** in your **content design**.
CREATE presentations that deliver results.

1. Communicate ideas Quicker

2. Increase audience retention

3. get Higher acceptance

4. Improve closing rate

Create presentations that are **focused**, **exciting**, and **easy to understand**.

The Banking **Battlefield**

Credit Card
main focus
1

Deposits
secondary driver
2

Advertising

Advertising

Learn **simple ideas** for creating presentations that will leave **lasting impressions**.

Macro Photography
skills, equipments, and focus

Photos courtesy of Paul Lim

74%
CASUAL RUNNERS
USING INCORRECT
RUNNING SHOES

* Information for illustration only

Beverages Sold
March 2009

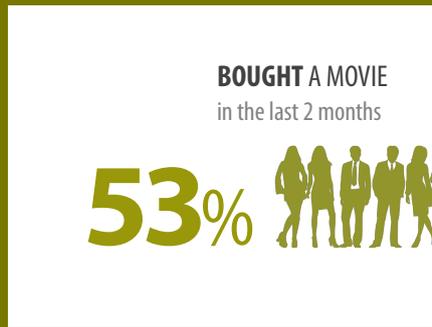
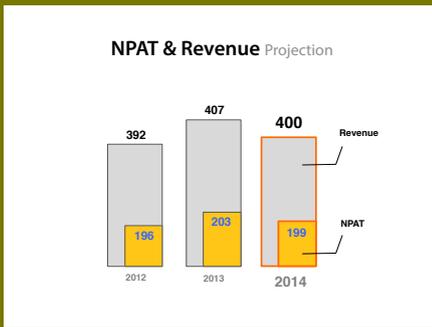
Tea

Juice
4,750

Coffee
24,300

Water

Build confidence by ensuring that the right message is designed and crafted into your presentation slides.



Energise yourself AND your team to think out of the template.

TRY
Scan This

How much information is in a QR code?

Challenges
Traditional CAD in supporting reuse

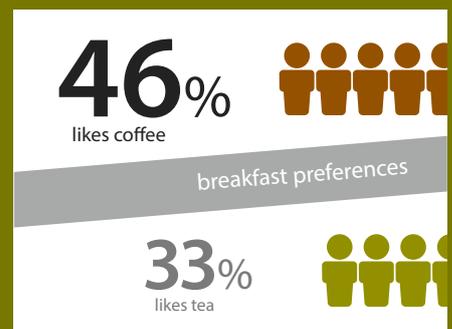
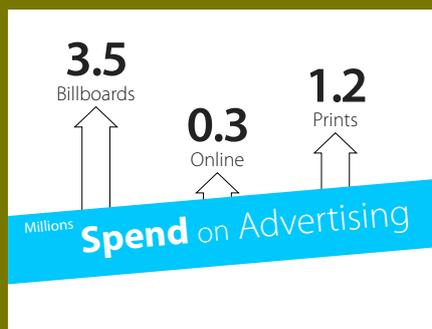
1 **Slow**
in making revisions

2 **Difficulty**
editing imported models

Is this **SEO?**

Design presentations that produce results.

76%
search online
for the advertiser ... after
seeing AD on TV, radio,
newspapers



17x more likely
to express their
experience

Embark into the journey of **Amazing Sticky Presentations®**

Learn the powerful **S.P.Y. Concept** working through the unique **Presentation Design Planning Framework** with the **6 Key Focus areas** that will guide you in designing remarkable slides and making your presentations effective and exciting.

S.P.Y.

Presentation Design Planning Framework



Key Focus



The powerful **S.P.Y. Concept** to make presentations sticky leaving lasting impressions.



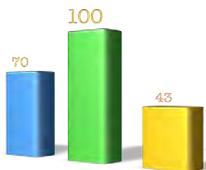
Build stories with **IMAGES** to excite your audience and apply enhancements for a more professional look.



Build impact with **TEXT** and messages including colour, contrast and styling awareness.



Enhance **POSITIONING** of objects using the proven Rule of Thirds photographic technique.



Bring boring **NUMBERS** to life, dealing with charts and financial reports.



Use **TRANSITIONS** to build focus and engage your audience adding impact to your final presentation.

Corporate Training Workshop Series

1 Quick Start

Entry into the journey of Amazing Sticky Presentations

3 Show & Tell

Advanced storyboard and delivery skills for engaging presentations

2 Spinning IDEAS

Design and guided creativity for quality presentations

4 MAGIC-i

Advanced motion techniques for high-impact presentations



Expert & Coaching

Special customised training tailored to organisation needs



Amazing Sticky Presentations®

World-Class Training in Presentation Design

What will I learn?

In a 2 day workshop, you will learn the key techniques and approaches to design the best presentation ever that will engage your audience and leave lasting impressions. To begin, you will learn core concepts to start your journey into the exciting world of Amazing Sticky Presentations.

- **Concept.** Expose to Sticky Presentations® approach and understanding how to get from boring to Sticky. Using the ingredients of Stickiness to make presentation design effective.
- **Creating impact with Text.** Move away from bullet-points style to create a focus for your audience. Learning the importance of text styling and methods of making text exciting.
- **Using Images for illustration of ideas.** Making use of images and storytelling styles to engage the audience in the presentation. How to make simple enhancements to the imported images for a more professional look.
- **Presenting Numbers.** How to bring numbers to life without boring your audience with the spreadsheet. Challenging the conventional ways for presenting numbers.
- **Effective content Positioning to achieve balance in slide design.** Understanding the Rule of Thirds and other positioning methods that will create interesting perspectives in your presentation visuals.
- **Transitions and Motion Effects.** Using selective transitions and motion effects to create an added impact to presentation design. Learn from what others have done in the industry.
- **Design Basics and Delivery.** Be aware of the do and don't in design to ensure your presentations are professional looking. Build confidence in delivering your presentation differently and to fully engage your audience with passion.

Learn from the practical hands-on individual and group exercises, and the invaluable sharing with other participants.

Overview

The Amazing Sticky Presentations® unique workshop opens the door for individuals to become better presenters.

The workshop features adult learning styles that is both interactive and engaging. Participants will benefit from the immediate applications of the concepts learned. The exercises and role play in the workshop encourages out-of-the-box thinking and experimentation of advanced techniques.

Who should attend?

These workshops are suitable for individuals who want to design presentations that are unique leaving lasting impressions. Anyone from senior executives to customer facing individuals in sales and marketing related functions, manager and team leaders, trainers, heads of departments who need to present either upwards or downwards, and individuals who assists in the development of presentations.

How will one benefit from these workshops?

Upon completion of the workshop, you will:

Be able to create presentations that are focused, exciting, and easy to understand.

Be energised to think out of the template and move away from the boring bullet points style to develop engaging presentations.

Have the ability to design presentations that will produce results.

Have higher confidence presenting by ensuring that the right message is designed and crafted into your presentation slides.

Amazing Sticky Presentations®

CAA

ClickAcademy Asia established in 2011 in Kuala Lumpur, Malaysia, to provide Asia's professional talents a professional community and learning platform.

CAA works with professional associations and bodies, and world class content providers, to inspire Asia's professional talents to continually upgrade their skills and connect with industry veterans and passionate experts who can share their experience and skills in the industry.

The academy specializes in digital marketing training covering all spectrums of the new media marketing, media and advertising, training, marketing and sales courses, leadership and management skills training and communication courses.

In addition to nurturing Asia's professional talents, CAA also believes in promoting Asia's experts and industry veterans who can passionately share knowledge and experience in their specific areas.

CAA is a Certified Training Provider by HRDF.



the Trainer

ANG TIAN TECK

founder and creator of **Sticky SPY**
author of **Sticky Presentations®**

Ang Tian Teck is a Presentation Design coach—a dynamic individual who has helped companies make a difference in their visual communications. With more than 20 years of extensive experience in marketing, IT and communication design, Tian Teck has developed a presentation design concept that greatly enhances today's presentation methods. His Amazing Sticky Presentations® approach has benefited many clients in delivering a uniquely different experience to their audiences.

Tian Teck gained his experiences through various roles in his career with multinational companies. His exposure in the areas of communication design, regional marketing, information technology, web design and development, supply chain, and training has set him in a unique position to understand the business communications requirements across these industries. Having sat through numerous presentation sessions and delivered many of them himself, Tian Teck will share with you in his workshop the Amazing Sticky Presentations journey and how to deliver a uniquely different experience that sets you way ahead of other presenters.

His clients include multinational companies and government organisations, local and regional.

Tian Teck is founder of Sticky SPY and author of **Sticky Presentations®** books. His books are published and sold in Singapore, Thailand (Thai language), and Apple's iBookstores.

what participants say about Sticky Presentations

"This is an excellent workshop. The delivery and methods thought were very clear and easy to follow. **This training has changed my mind-set about what an effective presentation should be.** A great workshop."

Amir Kamarudin, Vice President, Petronas

"It was a great experience. **The combination of various teaching methods used by a very experienced trainer really enhances my experience in this workshop.**"

Norizah Hanim, Manager, PLUS Berhad

"Sticky Presentations workshop is great workshop. **The knowledge gained in the workshop is very useful in helping me with my presentations.** Starting with defining clear objectives and learning how to use images, colours, and other elements to make presentation slides simple and interesting."

Belinda Ng, Nestle

"Sticky Presentations workshop have benefited me personally. **It has equipped me with the skill to present information professionally with clarity and focus.** I strongly recommend this workshop to any individual or organisation who really want to make a difference in their presentations."

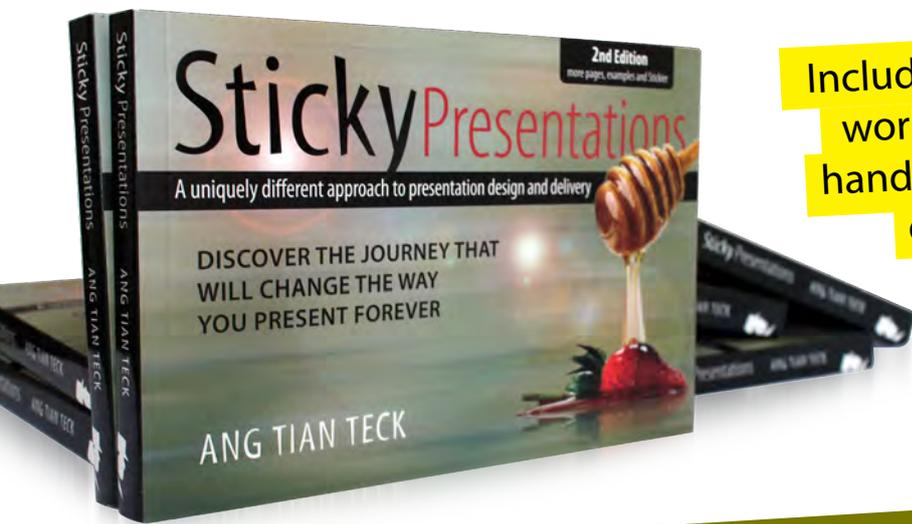
Christine Lee, Director, DHL Supply Chain

"I now have better understanding on how to design a presentation that is effective. Sticky Presentations workshop is interesting and also challenging in many ways. **Makes me think out of the box to do things I never knew I could.**"

Jessica Liew, Manager, OCBC Bank

"**This workshop is AWESOME! Open minds to new ideas for designing presentations. Simply AMAZING!** It is structured, well conducted, and encourages teamwork. A very different but exciting way to develop presentation slides. It definitely boost my confidence in presenting."

Farah Su/Mohd Siddiq/Mohd Izreen,
Managers of Telekom Malaysia



Included with our world-class training workshop is a full colour 170-page handy reference containing inspiring design ideas and examples.



Some of the organisations that have benefited from this training

Singapore

Malaysia

Thailand

2 DAY AMAZING STICKY PRESENTATIONS WORKSHOP

*HRDF Claimable | *RM2,200/pax + 0% GST | *Register 2 pax and above to apply RM2,000/pax + 0% GST