
THE
PRESENTATION
SCORE
PROGRAMME



IDEAS ON STAGE

| WHO ARE WE?

Ideas on Stage helps leaders deliver powerful presentations, create inspiring events and empower their organisations with high quality public speaking coaching and training.

In a world of boring conferences and endless meetings, you will stand out and shine.

We created Ideas on Stage in 2010, convinced that successful presentations are a key competitive advantage, and offered a revolutionary blend of storytelling, visual design and speaker coaching. Our intuition was right: our clients realised the value of high-impact presentations, kept coming back for more, and told their friends.

Today the communication experts of Ideas on Stage provide a full range of presentation services around the world in English, French, Spanish, Italian and German.



**Ideas on Stage is the
global specialist in
business presentations.**



A big part of the way most business professionals and companies sell is to use a PowerPoint or Keynote presentation that shows the complex benefits of the solution they are offering.

But even great companies — who are very good at what they do — often lack the ability to clearly share their value to their target audience using presentations. So they come to Ideas on Stage because they want to improve their presentations.

There are many reasons why our clients want to improve their presentations but at the heart of it what they really want is to win more deals, get more customers and sell more.



THE 3 KEY PROBLEMS

- 1 Unclear message:** most presenters find it difficult to identify their key messages and to craft a story that communicates.

- 2 Death by PowerPoint:** the way most people and companies use slides is far from aligned with what science knows about communication.

- 3 Inability to connect:** without a compelling narrative and powerful visuals that amplify their ideas, most presenters find it difficult to connect with their audience.



THE 3 KEY SOLUTIONS

- 1 Compelling message:** identifying your key messages and shaping them into a compelling storyline that grabs the audience's attention.

- 2 Elegant visuals:** illustrating your talk with memorable visuals that help your audience to understand and remember.

- 3 Powerful communication:** preparing to speak, rehearsing, and delivering your presentation comfortably and convincingly.

THE PRESENTATION SCORE METHOD

IT'S MORE THAN JUST POWERPOINT

If you think a presentation is just about PowerPoint, you've missed the point. It's about connecting. It's about a story, a proposition or a value that gets communicated.

FIVE SUCCESS CRITERIA FOR EVERY PRESENTATION

The Presentation SCORE Method aims to ensure all presentations meet five key success criteria:



THE PRESENTATION SCORE METHOD CONSISTS OF FOUR STEPS:

STEP 1

IDEATION

Understanding your audience and their needs, setting your objective, and brainstorming to find your key messages

STEP 2

CREATION

Shaping your messages into a compelling storyline that grabs and keeps the audience's attention and makes your key messages stick

STEP 3

ILLUSTRATION

Illustrating your talk with powerful visual aids that help your audience to understand and remember, instead of the typical death-by-bullet-point that only makes them switch off

STEP 4

DELIVERY

Preparing to speak, rehearsing, and delivering your presentation comfortably and convincingly

WHAT'S INCLUDED IN THE PRESENTATION SCORE PROGRAMME

- 1 session on IDEATION - to help you understand your audience and their needs, set your objective, and brainstorm to find your key messages

- 1 session on CREATION - to help you translate your messages into a compelling storyline that grabs and keeps the audience's attention

- 1 session on ILLUSTRATION - to help you storyboard your presentation with highly effective visuals (slides) that support and amplify your storyline

- 1 session on DELIVERY - to help you rehearse and deliver your presentation comfortably and convincingly

- A workbook with practical activities and tasks that'll help you create your own presentation

- Design of highly effective visuals (slides) that help your audience to understand and remember

- A copy of Presentation Zen by Garr Reynolds, a must-read book for presentation enthusiasts

This hands-on programme will ensure your presentations will never be the same again.

Who's This For?

This programme is ideal for business professionals who are looking to learn and practise new techniques for creating successful business presentations.

This is not for people who are not open to trying a different way of creating presentations. At Ideas on Stage, we avoid any association with poor presentations. Our reputation is very important to us, therefore if a client does not allow us to make their presentation a success, we prefer not to be associated with that presentation at all.

If, however, you are keen to change the way you and your team present, then this is definitely for you.

What We Want From You

There's only one thing we want from you: to commit to the process. After each session we will propose exercises and activities which will be different from the things most people do when they create business presentations. Do the work, and trust and enjoy the process. Your audiences will thank you.

| WHY IDEAS ON STAGE?



MEANT FOR BUSINESS.

Ideas on Stage is led by former business executives. Our focus is on solving business problems through presentations. We truly understand the 'business' in business communication.



NOT JUST TRAINING.

We are not just a training company. We've produced presentations for thousands of business leaders in many of the world's leading organisations to help them win more deals, get more customers and sell more.



DOING GOOD.

We aim to help as many deserving presenters and causes as possible. We dedicate 10% of our time to helping charities, associations and social entrepreneurs with their presentations, either at no charge or at a low fee to cover our costs.

| WHAT OUR CLIENTS SAY



I recommend Ideas on Stage for the conception and creation of high-quality presentations.

Nicolas Beau
International Director, Chanel



Ideas on Stage's methods have revolutionised our way of working, presenting and selling our services.

David Mussotte
Project Manager, Airbus



Ideas on Stage provided terrific feedback to our startups.

Roxanne Varza
Director, Station F



Ideas on Stage helped me be the best presenter I can be.

Cesar Harada
TED Senior Fellow

WHAT WE BELIEVE



Great ideas need great presentations.

In a world where far too many presentations are quickly forgotten, Ideas on Stage helps leaders and communicators to achieve their objectives through successful presentations that inspire, motivate and transform audiences.



Every presentation should be an experience.

Whenever a presenter takes time from an audience, they should give them something that is worth their time, and stays in their memory.



Presentations should rhyme with inspiration and transformation.

While too many presentations aim only to share information, and fail to do so, what presentations do best is to inspire and transform audiences: changing beliefs, generating emotions, and provoking actions.

MEET THE PRESENTATION COACH



ANDREA PACINI

UK Presentation Director, Ideas on Stage

Andrea has an extensive sales experience for international companies, driving innovation and business development projects with major UK clients.

Always passionate about the power of great presentations, he was the founder of Absolute Presentations, an agency based in London that specialised in helping small entrepreneurs create and deliver engaging business presentations.

In 2019, he decided to join the Business Presentation Revolution by becoming part of the Ideas on Stage family as Presentation Director for the UK.



“I had a very important presentation to make and I wanted to get it right. Andrea helped me clarify my message so that it resonated with my audience. We started from a rough idea and ended up with a powerful presentation that helped the audience better understand my message. I believe I had the best presentation at the event.”

Paul Watts

CEO, The Charge EV



“Working with Andrea made me be crystal clear on my message, how I was going to deliver it, I had slides that I felt confident to use and proud about and it made me refine the whole process.”

Kerrie Dorman

Founder and COO, Association of Business Mentors



“After your presentation, if your audience doesn’t do, feel or believe something different, then you’ve wasted your time — and worse, you’ve wasted theirs.”

Phil Waknell



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