m62 Stresses the Importance of Focusing on Presentation Message

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m62 visualcommunications

Liverpool, UK (RPRN) 01/06/10 — m62 visualcommunications, the global leader in presentation effectiveness, today urges presenters to avoid the pitfall of not fully considering the messages they wish to convey in a presentation.

Millions of presentations are given every day, yet a surprising number of these are not as successful as they should be. Many presenters are now actively seeking to enhance their presentations, yet most begin by focusing on PowerPoint design and soft skills such as hand gestures and voice projection, neglecting other areas entirely.

Arguably the most overlooked aspect of a presentation, and the one that has the most impact, is the message. Presenters often fail to consider the reasoning behind a presentation, beginning their preparation by adapting old PowerPoint slides or compiling a lengthy description of the company's background.

To maximise the effectiveness of a presentation, presenters should begin any preparation by considering why the presentation is being given. A single message should be decided upon, which forms the basis for the value proposition. Everything in the presentation should be centred upon that message; irrelevant data can risk alienating the audience, who quickly become bored if they do not feel that information is useful to them.

The m62 process involves messaging consultancy to produce the value proposition, and the uses passive mnemonic processes to ensure that this information is remembered.

Nicholas Oulton, Founder of m62, commented: "Every presentation has a message, and the key point to preparing a presentation is to uncover what this message is. At the end of a presentation, every presenter should want his audience to *do* something – whether this is to buy a product after a sales presentation; invest in the company following a pitch for investment; or implement new procedures taught in a training session. Once this is realised, the presenter can focus the entire presentation on ensuring that this is message is truly conveyed."

m62 has produced almost 10,000 presentations across a variety of B2B sectors, from finance and IT to, construction and medical. m62's services include PowerPoint design, PowerPoint training, and free downloadable PowerPoint templates.

For more information about m62 visualcommunications, please call +44 (0)151 259 6262 or visit m62.net.

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m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore.
PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

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