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APPROVED HRD CORP  
TRAINING PROGRAM  
NO 1000167498

# making good presentations great

BY JOE NAJIB

(AHMAD NAFIZUL MAF'UZ  
BIN AHMAD NAJIB)

**01 November  
2022**

8.30am – 5.30pm

**Eastin Hotel**

Pusat Dagang, 13, Jalan 16/11,  
Seksyen 16, 46350 Petaling Jaya,  
Selangor Darul Ehsan



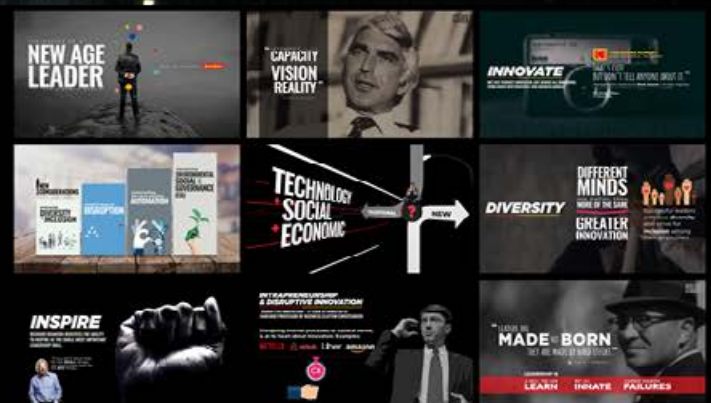
# what why

Joe Najib's Making Good Presentations Great training gives its attendees a whole new perspective of what they can do with MS PowerPoint, one of the world's most used MS Office programs in the corporate & business world.

To produce powerful and effective presentation slides, one must realise that MS PowerPoint is, above all, a design tool that makes it easier to create presentations with.

The key formula is "creative manipulation" – on how to utilise PowerPoint's existing (and already familiar) functions by using unconventional methods and thinking approach, resulting in slide layouts and designs that break the dry, traditional norm & expectations.

**"Some of the best ideas are so obvious, they're simply overlooked."**



Presentation audiences have to use **500% more brain energy resource** to consume information that are not optimally laid out on slides.

The way we design our content, slides, and presentations as a whole will have a **cognitive and psychological impact** on our audiences.

The methods and ideas shared in this training are based on design principals that **optimise attention levels**, which, in turn, can often result in **positive and favourable outcomes**.

# ABOUT THE TRAINER



*Ahmad Nafizul Maf'uz*  
*Ahmad Najib aka*  
**JOE NAJIB**

Joe Najib is a senior advertising & marketing individual with over 20 years of experience in the communications industry, having worked for both local and multinational advertising agencies such as SearchGuru, ISC, Dentsu, Havas, TribalDDB and TBWA\Tequila, to name a few.

Joe has worked across various fields in the advertising spectrum —as an account management person, a digital marketing strategist, to heading a creative team. He also had a stint as the Head of Social Media at Hong Leong Bank, under its Digital Innovations team.

More significantly, Joe is known industry-wide for his ability to create stunning presentation documents and delivering them with flair, contributing to his 90% overall pitch-win-rate.

He now conducts PowerPoint presentation workshops and trainings full-time to MNCs, GLCs, and the general public. He also designs keynote addresses for some of the country's most celebrated CEOs and corporate figures.



# key takeaways

A great presentation isn't just about good-looking slides; it happens when there's a great synergy between the presenter and the slides he/she projects.

MS PowerPoint should not be perceived as a program used merely to present data. It is a great design tool where one is able to apply his/her own creative expression, or reflect a brand's persona.

It is not so much about knowing the functions, more about what you can do with them. There will be tips, cheats and design trickery shared during the training that will leave you wondering why you've never thought about doing it.

## WHO SHOULD ATTEND

Executives who are already familiar with MS PowerPoint but in search of new ways to jazz up their outputs and break conventional presentation barriers.

People in marketing, communications, sales, strategic planning, finance, human resource & talent management —any discipline that requires any form of reporting, proposing, or presenting content of any kind.

# COURSE OUTLINE

MORNINGSESSION

01 NOVEMBER 2022

8.30am

Registration & Introduction

9.00am

## INTRODUCTION

9.15am

## REFERENCES, CASE STUDIES, BEST PRACTICES

9.30am

## VERSIONS

Preparing Your Canvas Grid & Guides

Slide Master Templates

Creating New Objects Typefaces

Typography Design

10.00am

## EXERCISE

“Typography-styled Header”

10.15am

## BREAKING CONVENTION

Images & Image Editing

11.00am

Coffee Break

11.15am

## EXERCISE

“Image Editing Tryout”

11.30am

## BREAKING CONVENTION

Images & Image Editing

12.00pm

## SLIDE TRANSITIONS

Content Animation

12.30pm

Lunch & Networking

# COURSE OUTLINE

EVENING **SESSION**

01 NOVEMBER 2022

2.00pm

## **BEST PRACTICES**

“Keeping it Clean” Visualizing Data – “Infographic Design”

2.30pm

## **EXERCISE**

“Create an Infographic”

3.00pm

## **GRAPH, TABLE & CHART DESIGNS MS EXCEL INTEGRATION**

3.30pm

Coffee Break

4.00pm

## **EXERCISE**

“Chart Design”

4.20pm

## **MEDIA FILES**

Audio Editing

Video Editing

Creating Videos + Live Demo

4.35pm

## **EXERCISE**

“Video Creation”

5.00pm

## **GOOD CONTENT FLOW METHODOLOGY**

Content Flow Best Practices / References

Presenter & Presentation Synergy

Presenter Tips – Combating Nerves

5.20pm

Q&A and Wrap up

5.30pm

Close



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# REGISTRATION FORM

APPROVED HRD CORP  
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NO 1000167498

## DURATION DATE

01 November 2022

## TIME PER SESSION

8.30 - 5.30 PM

## VENUE

Eastin Hotel

Pusat Dagang, 13, Jalan 16/11,  
Seksyen 16, 46350 Petaling  
Jaya, Selangor Darul Ehsan

## ADMISSION FEE

RM1,650.00 + 6% SST  
per pax



## CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER  
COMMUNICATIONS (M)  
SDN BHD** 289967-W

22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur,  
Malaysia

Bank Transfer to  
RHB Bank Berhad

**2-14389-000-10505**

Swift Code: RHBBMYKL

## FOR ENQUIRIES:

## CONTACT

**Ruby**

**+603-7726 2588**

**[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)**

## CONTACT INFORMATION

NAME \_\_\_\_\_ DESIGNATION \_\_\_\_\_

ORGANISATION \_\_\_\_\_

CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

## PARTICIPANT/S DETAILS

NAME \_\_\_\_\_ NRIC NUMBER \_\_\_\_\_

DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_

CONTACT NUMBER \_\_\_\_\_

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CONTACT NUMBER \_\_\_\_\_

### Registration & Payment for Non HRD Corp Employer

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

### Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

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