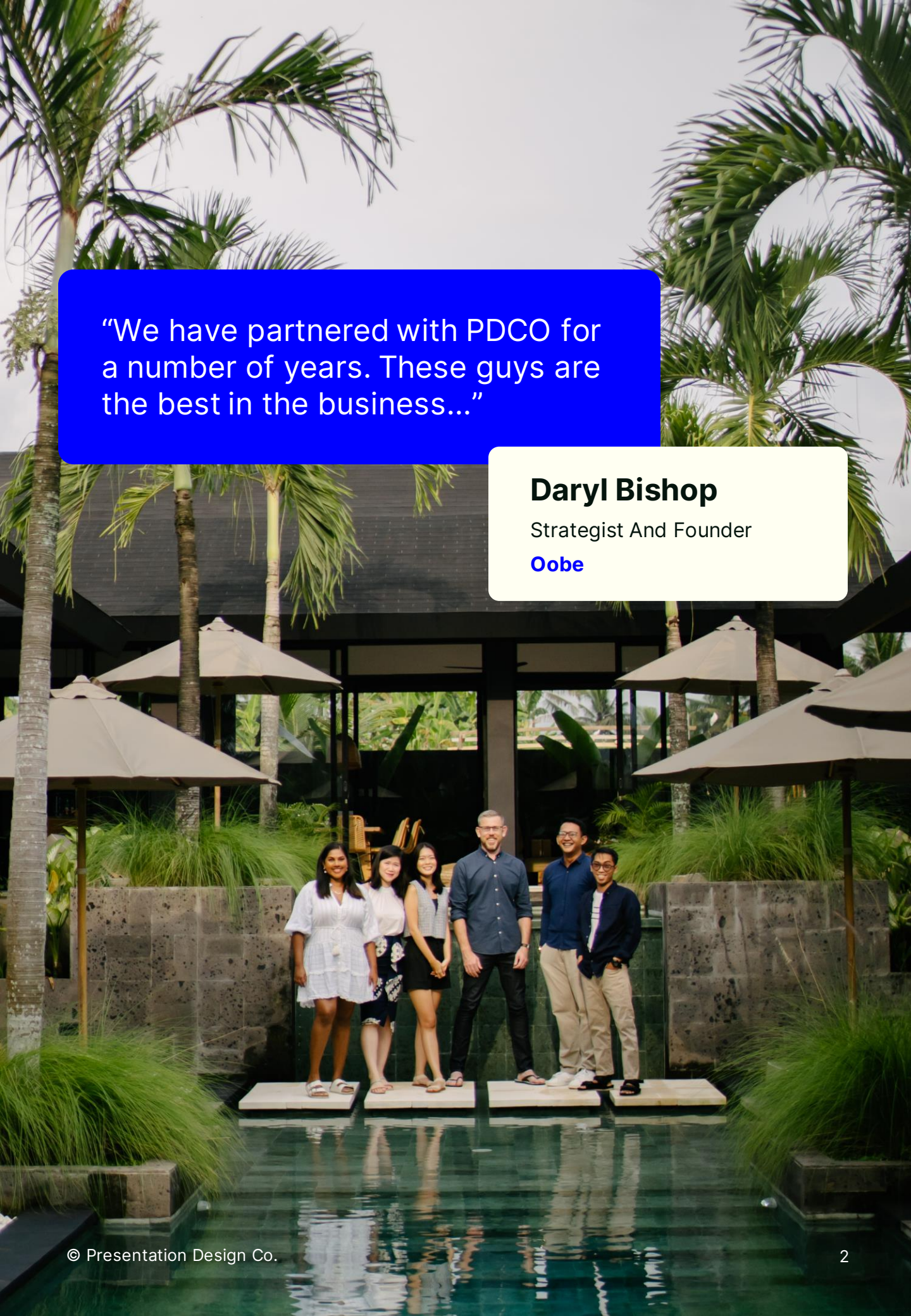


# Service Overview



“We have partnered with PDCO for a number of years. These guys are the best in the business...”

**Daryl Bishop**

Strategist And Founder

**Oobe**



# Every presentation is an opportunity

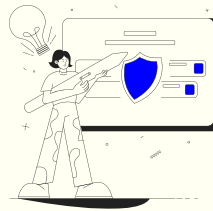
To influence

To persuade

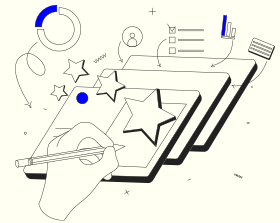
To motivate



It's a chance for leaders to engage a business.



It opens the door for salespeople to solve client's problems.



It helps marketing teams cut through the noise by strengthening their brand's voice.

**A great presentation connects, makes an impact and should create a difference in the way an audience think and feels.**

**Great Product,  
Ideas and  
Services  
Need**

**Great design**



# Unfortunately, most presentations fail to make an impact

Some are destined to fall off a cliff in disastrous fashion - others simply don't make an impact strong enough to spark a difference.

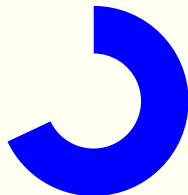
Presenters often don't know what happened. There's no objective data that can quantify where it all went wrong, only the unmoved faces of those being presented to.



**Great Product  
Ideas and  
Services Get  
Lost And Die  
In Bad Design**

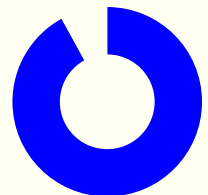
**68%**

of business presentations don't meet basic brand guidelines.



**92%**

of professionals feel effective presentation delivery is critical to the success of their role.



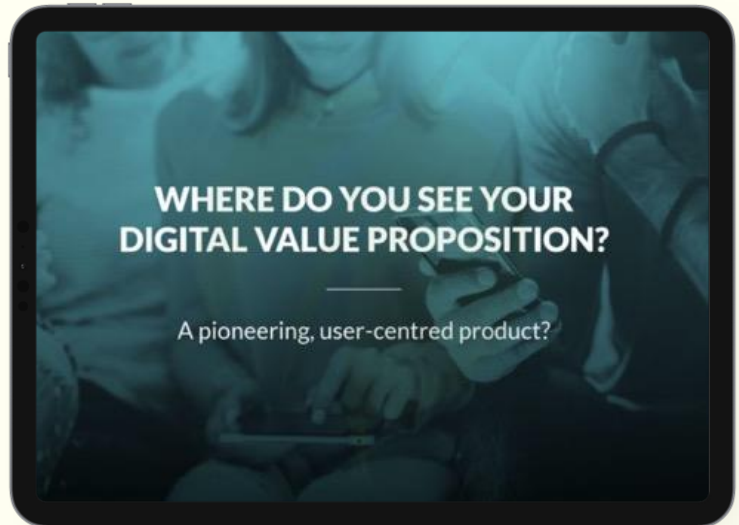


# From these examples, who would you rate as...

## A better tech thought leader?

After

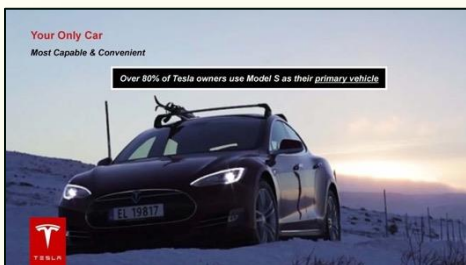
Before



## Having better engineering?

After

Before





# From these examples, who would you rate as...

## A clearer proposition?

After

Before

**AUDIO AND DIGITAL EXPERIENCE & EXPERTISE**

## Better money manager?

After

Before

Let's assume the worst!  
How bad does it get?

Date	Event	Nominal Dividend Decline from Peak	Three years after low measured from Peak	Time for dividends to regain Peak	Dividends at prior peak above real trend?
Dec 1897	1890s Depression	-38%	-27%	14.7	Yes
Jan 1917	WWI	-18%	-1%	5.5	Yes
Jul 1932	Great Depression	-55%	-22%	7.7	Yes
Jul 1943	WWII	-29%	-18%	9.7	Yes
Jul 1953	Korean War	-21%	+14%	3.2	Yes
Jul 1962	Credit Crunch	-18%	-2%	2.7	Yes

02 Let's assume the worst!  
How bad does it get?

Event	Nominal Dividend Decline from Peak	Years taken to regain Peak
1890s Depression	-38%	14.7
WWI	-18%	5.5
Great Depression	-55%	7.7
WWII	-29%	9.7
Korean War	-21%	3.2
Credit Crunch	-18%	2.7
Oil Shock	-27%	5.6
Recession	-47%	6.1
Recession	-37%	-7.3
2010 GFC	-34%	7.5

Average: -32%, 7 years to recover



# Did you **notice** the difference between these slides?

Did you feel drawn to one but not the other?

That's because the way we present our ideas, services and products is just as important as what we are presenting.

Getting your ideas  
**accepted**

**Engaging** and  
**captivating** your  
audience

Higher levels of  
**credibility** and  
**professionalism**

Getting a **YES!**





# Creating great presentations is a **challenge** for all businesses



**Almost every business would have experienced these problems at some stage when it comes to creating a great presentation.**

Some might have the bones of a interesting presentation but lack the ability to flesh it out into a one worth listening to. Others will have important ideas but experience a disconnect with their audience because they are not presenting them effectively.

A haphazard, DIY approach to design may also leave the presentation wanting. Businesses make the mistake of investing millions in their website and branding but cut-corners when it comes to presenting.





# It is something we see at PDCO, all **too often**

**As the Director of Presentation Design Co,**

I understand the challenge as I spent over a decade in business at Macquarie Bank and ANZ being stuck in the same scenario. I endured years that were full of late nights and mashed-together decks - and I didn't know there was another way.

When I found Prezi in 2011, I completely changed my approach to developing and designing presentations. I then left banking to share this new passion.

Today, we specialise in PowerPoint and Prezi. Our experience with Prezi means that we think differently to the traditional presentation world of headers and footers.

**Kris Flegg**

Director

Presentation Design Co.





# At PDCO our award-winning team specialises in creating tier 1 presentations for business

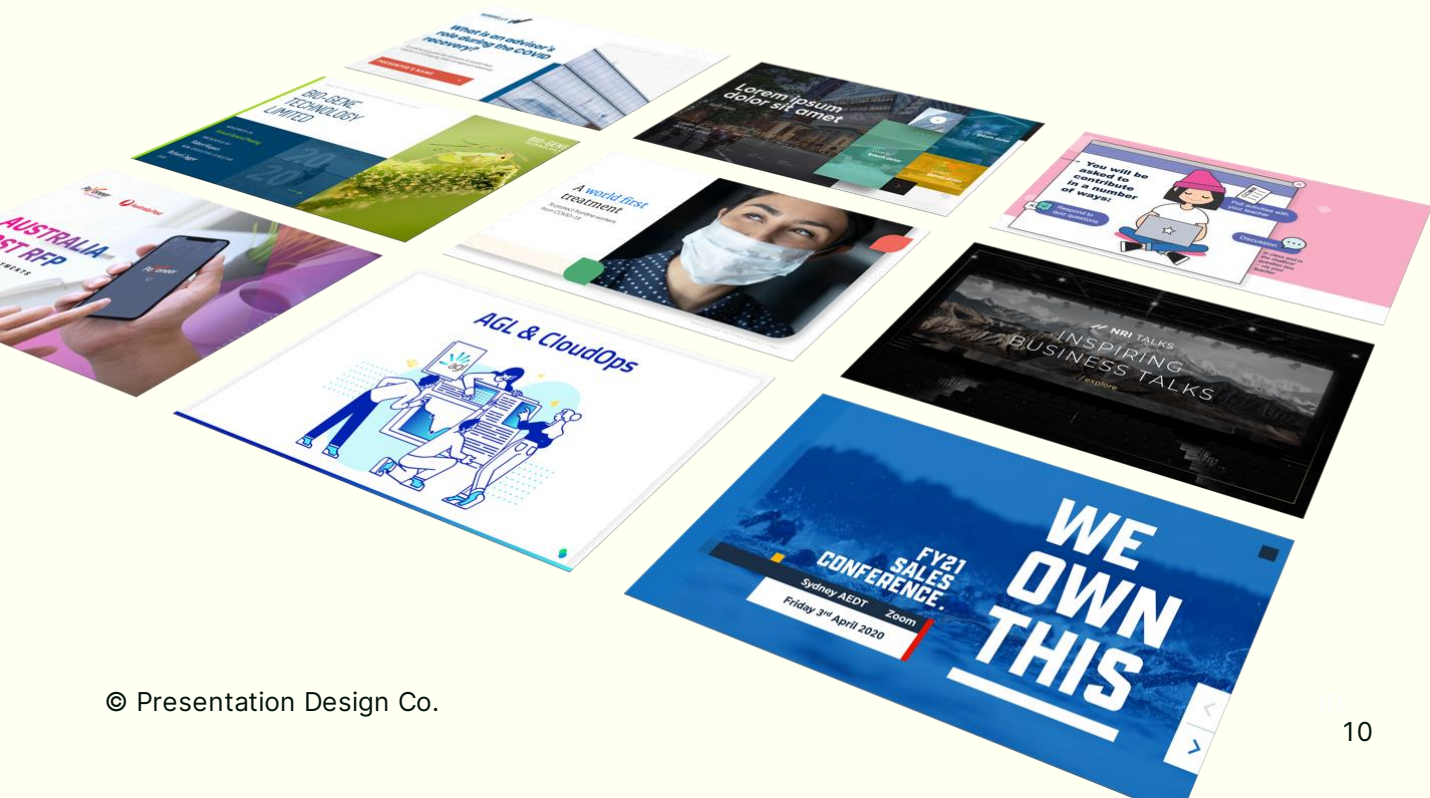
They are clean, modern and professional, and always help your ideas to be heard loud and clear. You can feel the difference when you present with Tier 1.

Award-winning presentations are achieved when you have a team who specialize in visual communication, graphic design, creativity and problem solving.

**Together, we support business professionals looking to create an impact with Tier 1 presentations.**



**A tier 1 deck is one that belongs in the top 10% of presentations.**





# In the last decade, we've been trusted by over **1,500** clients to deliver

## There isn't an industry our Tier 1 presentations haven't made a difference in.

The one thing that is constant across all of these projects is the trust that our clients place in us. Since our inception, PDCO has never delivered a project late, and we treat each of our clients with the respect they deserve.

Our background and experience in working with Prezi means that we're able to apply new methods of design when using PowerPoint.

Our team's extensive knowledge of both have broadened our creative boundaries, resulting in award-winning designs.

Combining our knack for design with my background in banking, we're able to astutely understand the challenges our clients face in the world of business.

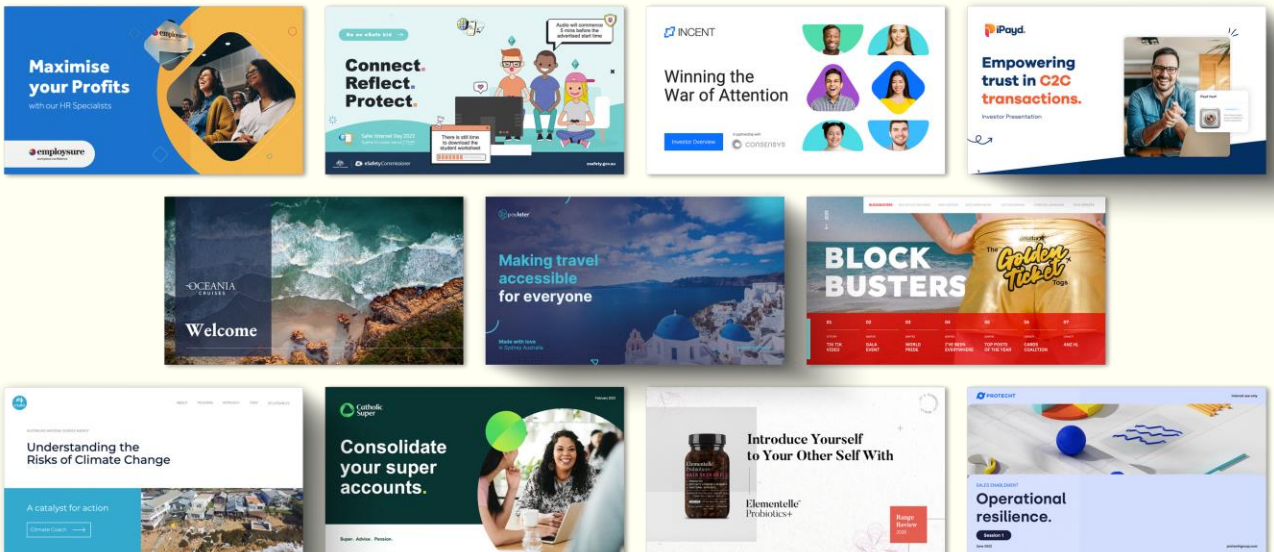
This can be seen in our work and the results we've helped our clients achieve. From raising funds, sharing new ideas, connecting with staff or increasing sales, we share and celebrate the success of our clients.

			Morgan Stanley			



# We guarantee to make an **impact**

After a decade of experience and thousands of successful projects, our intelligent design process has been streamlined to perfection.



Our six-step tried and tested methodology allows us to guarantee with presentations that get results with unwavering confidence.

This is supported by award-winning service and a willingness to go the extra mile to deliver results.

Presentations often happen with short lead times and a fair amount of pressure. This presents a challenge to most design agencies as they have layers of communication to deliver a project.

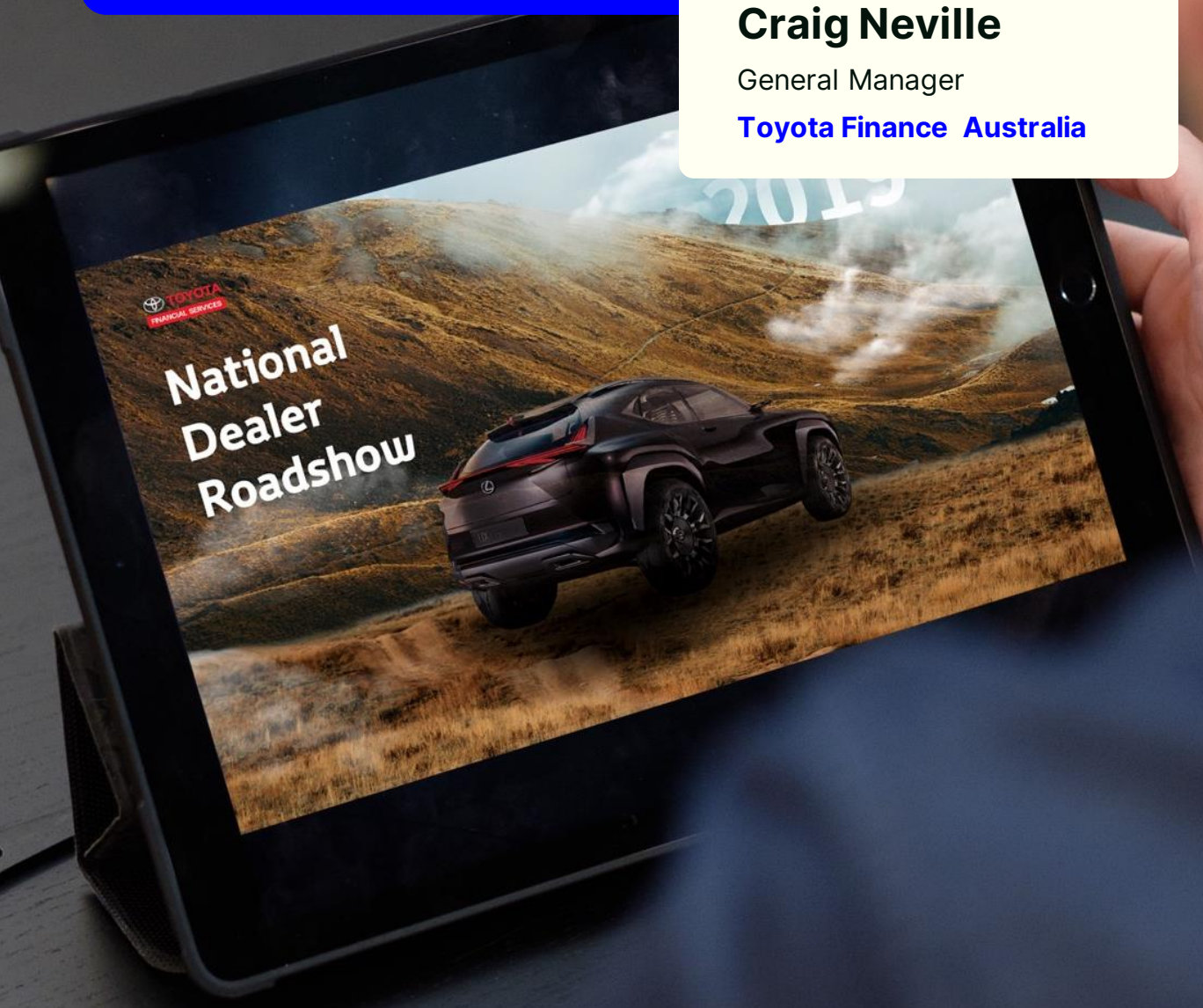
At PDCO, every project is matched directly to a dedicated presentation designer as a primary contact. This direct communication increases the efficiency of a project and cuts through the barriers, allowing us to deliver where others can't.

“Our roadshows have always looked first class, we consistently get great feedback from attendees...”

**Craig Neville**

General Manager

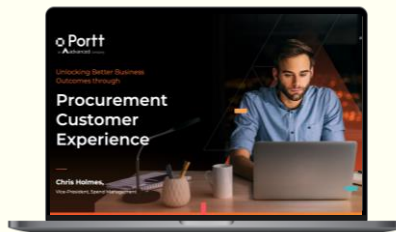
**Toyota Finance Australia**





# How can we help you reach the **tier one** level?

We offer clients a range of design and content development services - from a quick polish that transforms rough decks into on-brand displays, to a complete deck redesign or new project.



## Presentation Polish

**Tidying up a deck to an existing presentation style**

You have a deck that's been created using an existing template or design, that is close to being finalised but needs a 'touch-up'. The goal is to format the slides to look cleaner, more professional, and better aligned with your brand.

**\$1,000 – \$2,000**

**Internal and external presentations built from a template but formatting, layout and imagery isn't consistent.**

## Presentation Redesign

**Creating a new custom look and redesigning content**

You have a deck that needs to be taken to the next level of design and professionalism. Whether this is beyond your skillset or because you lack the time, our promise is to elevate your presentation into Tier 1 whilst keeping it on-brand.

**\$2,000–\$5,000**

**Refreshing sales presentations, town halls, reports, product updates, campaigns, fund raising pitches.**

## Presentation Development

**Helping to develop content and develop a new presentation deck**

You need expert advice and project support to help develop content and design for complex or must-win pitches. The goal is to create a professional, highly creative and compelling presentation that cuts through to your audience.

**\$5,000 - \$10,000**

**Templates, roadshows, RFPs, keynotes and staff roadshows.**

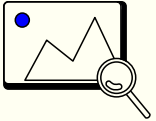
Prices are in \$AU excluding GST



# Presentation Polish

An efficient and effective solution with instant results.

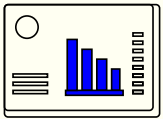
Timeframe 1-3 days



01

## 95% Content Completion

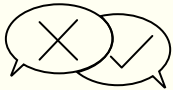
The content and structure of your presentation is close to being internally approved and ready for a touch-up.



02

## Formatting

We work within the current design of the presentation and go through each slide to make it consistent and tidy in these key areas: typography, layout, alignment, branding, chart & graphs, image use, and if requested - animation.



03

## Revisions

You might want help with simple text changes or swapping out an image. Otherwise, your final deck is fully editable so that you have full control of making minor changes yourself.

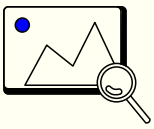




# Presentation Redesign

**Transforming existing content into tier one presentations.**

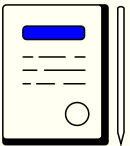
Timeframe 1-3 weeks (express delivery in consultation)



01

## 70-90% content completion

The content and structure is almost there but it needs a fresh perspective and some help optimising heavy content and complicated slides. The current deck may just be raw content or based on an old presentation that you would like to have completely refreshed.



02

## Visual approach

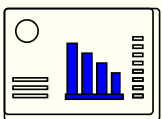
You want this presentation to stand out as a tier one, highly professional deck that follows your brand but has its own creative style. From our research on design trends, we will create a custom inspiration mood-board of layout examples and creative approaches for you to review to draw out your design preferences.



03

## Create concept

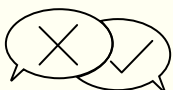
We've got a feel for your brand and have narrowed down your style preferences based on the mood-board. We'll take those visual references to create a concept(s) of 3 - 5 slides that will set the creative style of the presentation.



04

## Develop slides

Now that we have an approved concept, we'll develop the rest of the slides in the new creative style. We will optimise your content by sourcing imagery/graphics and creating visualisations for complex ideas. You might want to include animations, so we'll design the layouts to help tell the story through meaningful movement.



05

## Feedback + revisions

As we develop the slides, we'll check in along the way to give you updates to make sure we're on track with your expectations. Typically, a project needs 2-3 rounds of feedback. The first round mainly focuses on changing text, design and animation. The remaining two rounds are for minor changes - chipping away and refining the presentation. You might need more and that's okay, we always see a project out to the end.

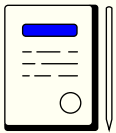




# Presentation Development

**A custom Tier 1 presentation built from the ground up.**

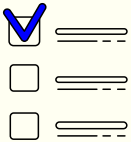
Timeframe 1-3 weeks (express delivery in consultation)



01

## Content development

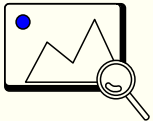
We'll facilitate a POP (presentation optimisation process) session which aims to unpack and organise your ideas, draw out your key points and help refine your compelling messages. These will form the outline of your presentation.



02

## Storyboard

Following the POP session, we will have a clear understanding of the scope and needs of your tier 1 presentation. Our creative team will begin brainstorming the story and structure of your presentation. We'll plot this into a storyboard and work with you to develop the content details.



03

## Visual approach

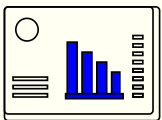
We'll compile a custom selection of designs, intended to provide inspiration for you, so you can review and help define the visual approach.



04

## Create concept

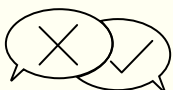
Once we have an understanding of your visual preferences and the creative direction you'd like to take, we'll develop a concept of 3-5 key slides that will set the visual approach of the presentation.



05

## Develop slides

After we've approved the visual approach of the concept, we'll continue to develop the presentation following the storyboard, sourcing imagery/graphics and creating visualisations for more complex content. You might want to include animations, so we design the layouts to help tell the story through meaningful movement.



06

## Feedback + revisions

It can take several iterations to get the story and design perfect. We'll work through feedback as needed to get to the desired result, whilst keeping track of the set budget.

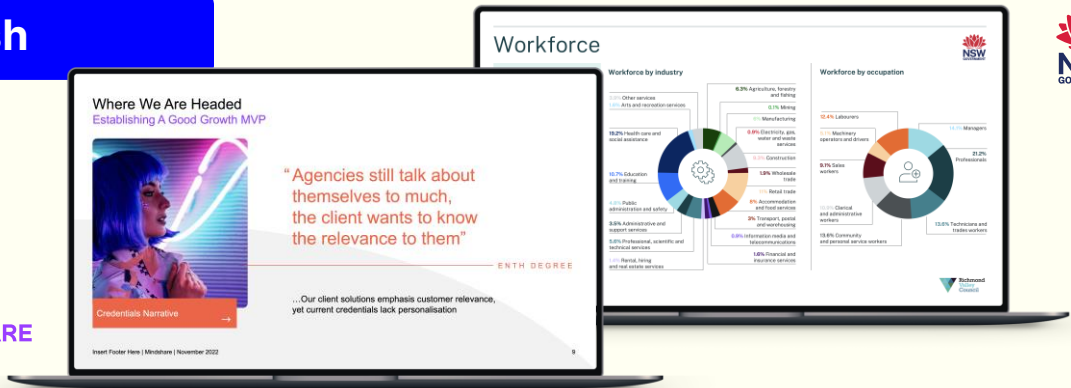


# Our work

Check out our work at [presentationdesign.co/our-work](https://presentationdesign.co/our-work)

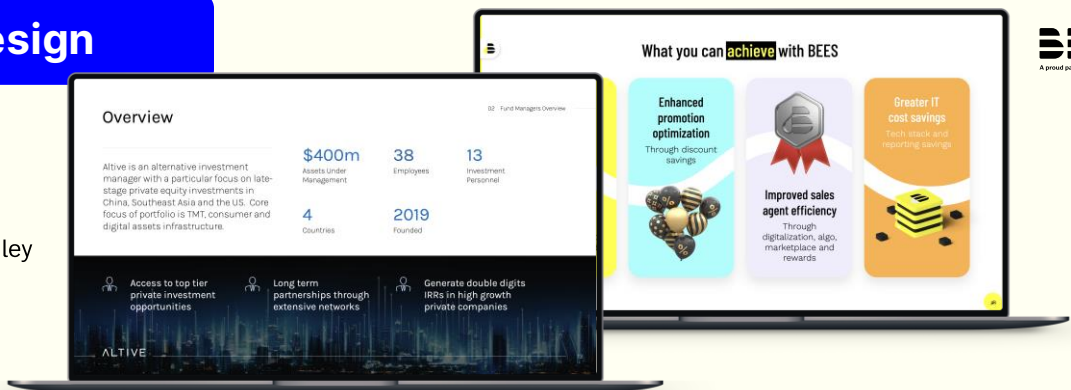
## Polish

MINDSHARE



## Redesign

Morgan Stanley



## Development





# The 5 most common questions that new clients ask

1

**Will my Tier 1 presentation be on-brand?**

Our response — of course it will be. The correct application of a corporate brand and style guide is the crux of what we do. We've worked with hundreds of brand guidelines to make it work. If your brand guidelines or assets don't cover everything, we will look to source and create what's needed to fill the gap.

---

2

**What do I need to get started?**

Clarity is the first step in any presentation. You don't need to have all of your content ready, just an idea of what you want. We can get started on the building blocks whilst you develop content and then work on developing this as content is finalised. What we do need is clear instructions on what you want to achieve and then we will work with you to make it happen.

---

3

**I'm pressed for time, will you deliver?**

More than 90% of our projects have a 'tight' deadline, that's the environment we operate in. Of course, the more time we have, the more time we are given to work on your presentation, the closer it will be to perfection. Keeping your resources in mind, we will always let you know what's possible within your timeframe and budget. If you have regular projects with tight timing, you can let us know ahead of time so they are in the schedule and we can be ready to work on them as soon as they come through.

---

4

**Can your team work to a tight budget?**

We look to create value for clients and provide a high ROI on their project. The tiered product offering allows clients to choose a service that best fits their needs and budget. We provide upfront estimates on work and are open to discussion on the scope of fixed prices projects.

---

5

**Can I make changes before, during and after your processes?**

All of our work is fully editable when delivered, so yes. If content is fluid or currently in the design stage, it can still be changed. Final content will have less revisions than the iterative process of fluid content. This is due to the work and budget required to cater for retrospective changes.

---



# Other services

**At our core, we are presentation specialists.**

Once we know a client and understand the values behind their brand, we're able to apply the same skills to other formats required.

## Training

We share a methodology that has been forged from a decade in the space, giving our clients the keys to designing their own Tier 1 PowerPoint and Prezi designs.



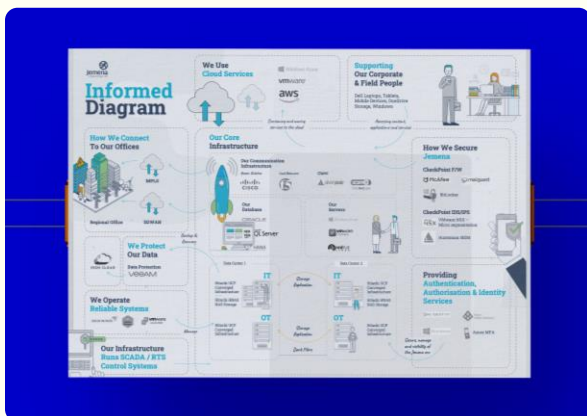
## Documents and brand collateral

Often designed as a Slidement; an on-brand editable PPT, Word, or an interactive, online document.



## Infographics

Simple and complex visual diagrams and infographics.



## Video production and editing

Editing existing footage or creating animated explainer videos.



# \*PDCO.LAB

We are always looking to push the boundaries of design, develop new ideas and explore what's possible.

The world of design is moving quickly and we are looking to be ahead of it. What we do in The Lab doesn't always have an end in mind. It's the process of playing and exploring with things like 3D models and advanced animation that helps bring new ideas to clients. Some things stay in The Lab, others make their way into client projects.

These are our internal projects that we've always kept behind the curtain, until now.

If you'd like to see new approaches and techniques to presentation design, you can visit the lab here:

[www.presentationdesign.co/lab](http://www.presentationdesign.co/lab)



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LAWYERS

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Presenter name  
Date

February 2023

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Catholic  
Super

Consolidate  
your super  
accounts.



Winston

TRIM PARENT BRAND

“The team immediately understood our needs and the impact we wanted to achieve...”

**Chris Champion**

National Manager

**Positive Partnerships**

Take Co  
er Different Outcomes

Location  
Brisbane



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