

MONDAY ♦ 8:30am
OPENING KEYNOTE ADDRESS

The Presentation Evangelist

How to change the world,
one slide deck at a time



Monday

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CLIFF ATKINSON

Can a PowerPoint presentation really change the world? Yes it can, as a series of dramatic presentations have proven the past few years. Attorney Mark Lanier used PowerPoint to persuade a jury to award a quarter-billion dollar verdict, and of course Al Gore used Keynote to persuade the world to pay attention to climate change. How can you take advantage of the exciting presentation trends afoot, and change the world, one deck at a time? Our keynote speaker addresses that question—topics will include:

- Finding your powerful message
- Presenting your ideas in innovative ways
- Using social media to build an even bigger platform for your ideas

