

TUESDAY ♦ 9:45am

DESIGN & DELIVER

Love at First Slide

Wow your audience
right from the start



CARMEN TARAN

People tend to remember their “firsts” and usually enjoy discussing them. From first families, to first impressions, to first kisses...the brain tends to retain initial moments in a series of events. And we often act on what we remember. It makes sense then, in business communications, to talk about first slides. Your first slide is a moment of truth. When it is well designed, it should trigger the eyes, the brain, and the soul. Join this presentation to learn how to build the best first slide that you possibly can. Topics to include:

- Unique elements such as counterpoints, Rembrandt lighting, unmotivated light, smash cut, denial, and reward
- Wabi sabi techniques to highlight your soul
- Movie techniques to sustain attention after the first slide
- Mixing principles from fashion design, interior design, and body art

This session is for anyone who wants to make the best possible first impression.

