

5 WAYS TO MAKE YOUR PRESENTATION GO FURTHER

In our experience it can take hours, even days, to create a presentation from scratch – but that presentation may only get one outing. Doesn't sound right, does it?

That's what we thought at HN HQ – so we're sharing a few ideas to help you make your presentation go further.

1 VIDEO IT



A sharp video can capture the emotion and punch of a live presentation for posterity.

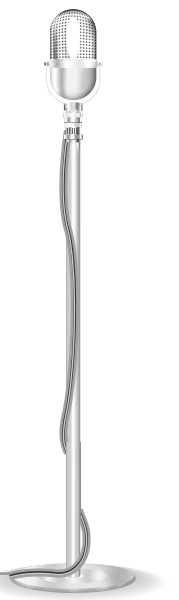
You can make the full version available or edit the presentation down to hone in on the pithy messages you want to get across.

The final video could go on to YouTube or reside on your website as a helpful resource for visitors.

2 ADD A VOICE OVER

If you want more control over the audio, or to focus on the screen rather than the presenter, then recording a voice over is the perfect solution.

As with a video, the final article could end up on YouTube or on your website.



3 CREATE AN INFOGRAPHIC



If you've got awesome illustrations in your presentation, turn them into an infographic and let them shine.

You can use components of the infographic in social media to entice viewers to click through to the bigger picture.

4 CRAFT AN EBOOK



By combining elements from your slides, speaker notes and the transcript of your presentation, you can create a succinct ebook to turn your presentation into a page-turner.

5 WRITE SOME BLOGS AND AN OPINION PIECE

Use the thinking and different opinions that went into your presentation to create short pieces. If you feel more comfortable, get a colleague to interview you to create a mini Q&A session.

Who knows, you might find you've got a whole paper's worth of content!



What do you think?

Share your tips for making your presentation go further with us on Twitter.



@hnmarketing