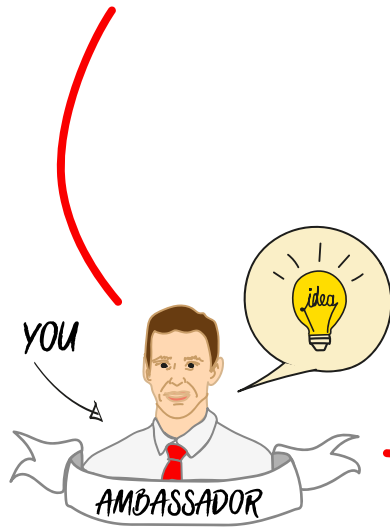


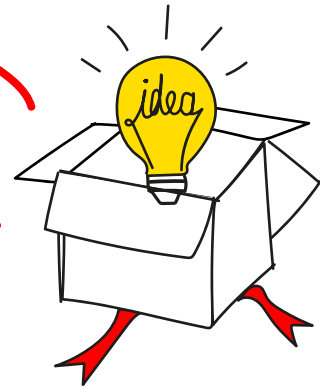
Tips & tricks for better presentations

Cultures pass on their knowledge from generation to generation using stories. They use pictures to make them come alive!

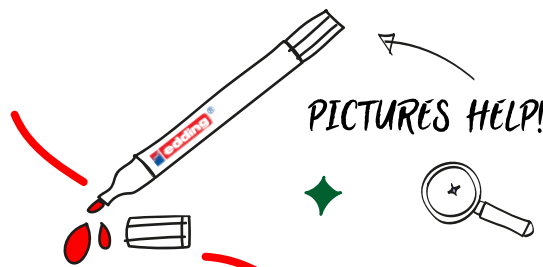
1. Every story needs a messenger to tell the story.



2. The story, the idea behind it, is a gift for the audience.



3. Every story has a central message: what's the essence of the idea? Pictures make the idea clearer!



4. The audience wants to be spoken to with feeling. They want the story to move them: Make them hold their breath, give them goosebumps and make them sigh with relief.



INSPIRATION

5. But, most importantly: is the story inspiring and a gift for the audience? Does a picture help bring the story to life?



6. Get straight down to it with pen and paper: www.edding.com/how-to-scribble
By the way: infographics are made for sharing: Have fun sharing them!

