



How we can help you

2026

PREZEXPERT
effective business presentations



PrezExpert is a boutique communication firm
dedicated to **effective business presentations**

Presentations impact

42%

of the professional time
of people like you

19%

of time spent
DEVELOPING
presentations

23%

of time spent
ATTENDING
presentations

Sample of 2,500+ people trained by PrezExpert since 2018



More impact...

... in less time

To improve the **PERFORMANCE** of your organization

4 complementary services

Training



Exhaustive
APPROACH

Presentation design



Turnkey
SOLUTION

PowerPoint templates

*Generic or
Purpose-specific*



Useful
TOOLS

Coaching



Relevant
ADVICE

A ONE-STOP-SHOP for ALL your presentation-related needs

An impressive client roster

Very large organisations



Medium to large size organisations



Universities and other organisations



Canadian Investor Relations Institute
ciri
Institut canadien des relations avec les investisseurs

A highly professional and passionate team



**Karl
Genest**
President and
Founder



**Kim
Moore**
Trainer and
Coach



**David
Braun**
Trainer and
Coach



**Charlotte
Verbiest**
Trainer and
Coach



**Svea
Braun**
Coach



**Benoit
Lévesque**
Head of
Presentation Design



**Fannie
Genest**
Training
Coordinator



**Luc
Deslauriers**
Graphic Designer

Karl Genest brings 20+ years of experience in high-impact presentations

- B. Com in Finance from McGill University
- MBA in Strategic Management from The Wharton School of the University of Pennsylvania (top 5%)
- Balanced Consulting / Corporate experience
 - Consulting: Bain & Company, Gemini Consulting, SECOR
 - Corporate: Bombardier, BRP, CN, Nortel
- Has worked directly with several CEOs such as...
 - José Boisjoli BRP
 - Robert Brown Bombardier, CAE
 - Marc Parent CAE
 - Michael Sabia CN
 - Claude Mongeau SECOR, CN
 - Alexandre Taillefer XPND Capital
 - Yves Leduc BRP, VELAN



4 great reasons to partner with PrezExpert



PRESENTATION FOCUS

Benefit from our deep expertise



BUSINESS KNOWLEDGE

Improve your content's look AND quality, faster



COMPLEMENTARY SERVICES

Enjoy one-stop-shop simplicity and synergies



LONG-TERM PARTNERSHIP

Strengthen your capabilities - year after year

Training

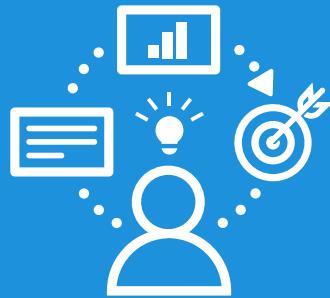




Presentation skills rank very high amongst “power skills” contributing to professional growth and success

4 essential skills required for effective presentations

Storytelling & Structure



Slide Design



Delivery



Knowledge of PowerPoint



8,000+ professionals, managers and executives trained worldwide

7 workshops to cover all potential needs

Storytelling & Structure



Slide Design



Delivery



Knowledge of PowerPoint



1 **Developing Effective Business Presentations**

7-8 hrs

2 **Communicating with IMPACT**

3.5 hrs

3 **Creating Effective Slides**

3.5 hrs

4 **Making Your Data Speak**

7-8 hrs

Under development

5 **Presenting like a PRO**

3.5 hrs

6 **Presenting to Executives**

3.5 hrs

7 **Mastering PowerPoint**

3.5 hrs

Personalized workshops delivered virtually or in your office to groups of ~10 participants

	1 Developing Effective Business Presentations	2 Communicating with IMPACT	3 Creating Effective Slides
Length (hours)	7-8	3.5	3.5
# of sessions	1 or 2 on-site / 2, 3 or 4 virtual	1 (on-site or virtual)	1 (on-site or virtual)
Typical learners' profile	Professionals of all levels who must lead meetings, craft compelling stories and create effective slides to bring their stories to life. This exhaustive workshop teaches a thorough process which will help them to structure their ideas and to build presentations from scratch.	Professionals who need to improve their communication skills and become more strategic in order to better influence and persuade. This workshop will help them to better adapt to their audience and structure their ideas to ensure the success of important meetings and communications.	Professionals who create short presentations (2-5 slides) and want to maximize the impact of their slides while saving time. This workshop will teach them how to make slides that are easier to process, to understand and to remember... but does not address structure or storytelling principles.
Skills developed	Storytelling & Structure  Slide Design  Delivery  Knowledge of PowerPoint 		
Hands-on exercises	Team exercise to better choose the best building blocks to create impactful introductions + Workshop #3 exercise.	Team exercise to better understand and choose the best building blocks to create relevant and impactful introductions.	Rework one of your own slides in PowerPoint and present the «slide makeover» to the other participants.
Maximum # of participants	13	13	13

Prices above are valid for any workshop delivered in 2026. Excluding \$100 extra charge for any training session delivered in person.

Personalized workshops delivered virtually or in your office to groups of ~10 participants

	4 Making Your Data Speak	5 Presenting like a PRO
Length (hours)	7-8	3.5
# of sessions	1 or 2 on-site / 2, or 3 virtual	1 (on-site or virtual)
Typical learners' profile	<p>Professionals working in data-heavy environments, who need to distill large quantities of data into simple business stories and effective data-based visuals.</p> <p>This workshop will help them to turn data into business insights and to make effective data-driven recommendations.</p>	<p>Professionals of all levels who must frequently lead meetings or deliver content to diverse audiences.</p> <p>This workshop explores the attributes of the voice and provides effective tactics to keep audiences engaged in virtual, face-to-face or hybrid meetings.</p>
Skills developed	<p>Storytelling & Structure </p> <p>Slide Design </p> <p>Delivery </p> <p>Knowledge of PowerPoint </p>	<p><i>Under development</i></p>
Hands-on exercises	Under development.	Each participant delivers their own content, followed by constructive feedback.
Maximum # of participants	13	12

Prices above are valid for any workshop delivered in 2026. Excluding \$100 extra charge for any training session delivered in person.

Personalized workshops delivered virtually or in your office to groups of ~10 participants

	6 Presenting to Executives	7 Mastering PowerPoint
Length (hours)	3.5	3.5
# of sessions	1 (on-site or virtual)	1 (on-site or virtual)
Typical learners' profile	Professionals who are frequently asked to present to senior audiences in higher-stakes situations. This workshop explores the different ways in which executives lead meetings and make decisions, how to adapt, to anticipate and to handle tough questions.	Professionals who are not comfortable with PowerPoint and make little use of the software's potential. This workshop will boost their confidence and help them to save precious time.
Skills developed	Storytelling & Structure  Slide Design  Delivery  Knowledge of PowerPoint 	
Hands-on exercises	Each participant applies the concepts presented to prepare an executive meeting of their choice.	Several short exercises to practice many of the PowerPoint features covered in the workshop.
Maximum # of participants	12	12

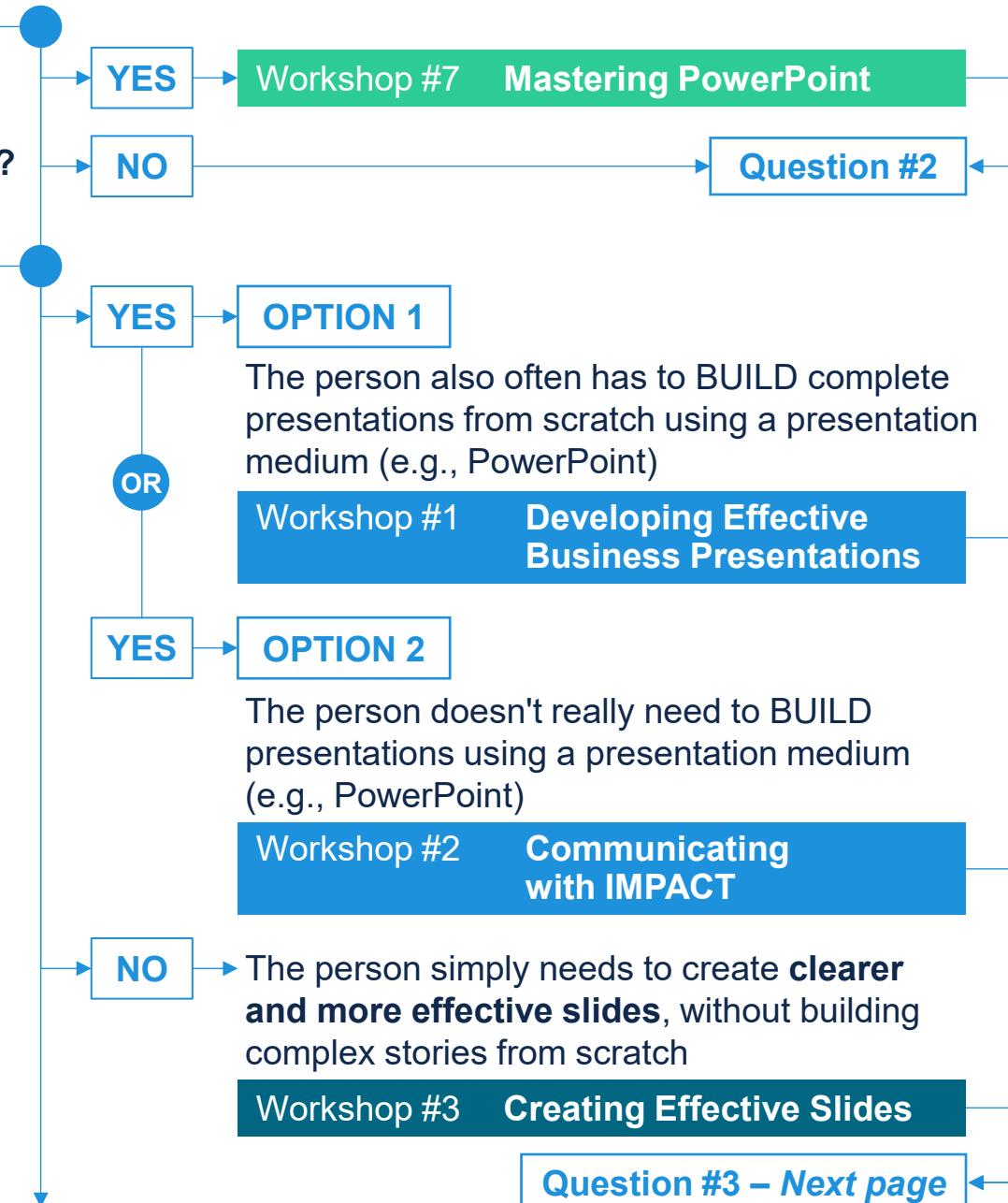
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Proposed training pathway

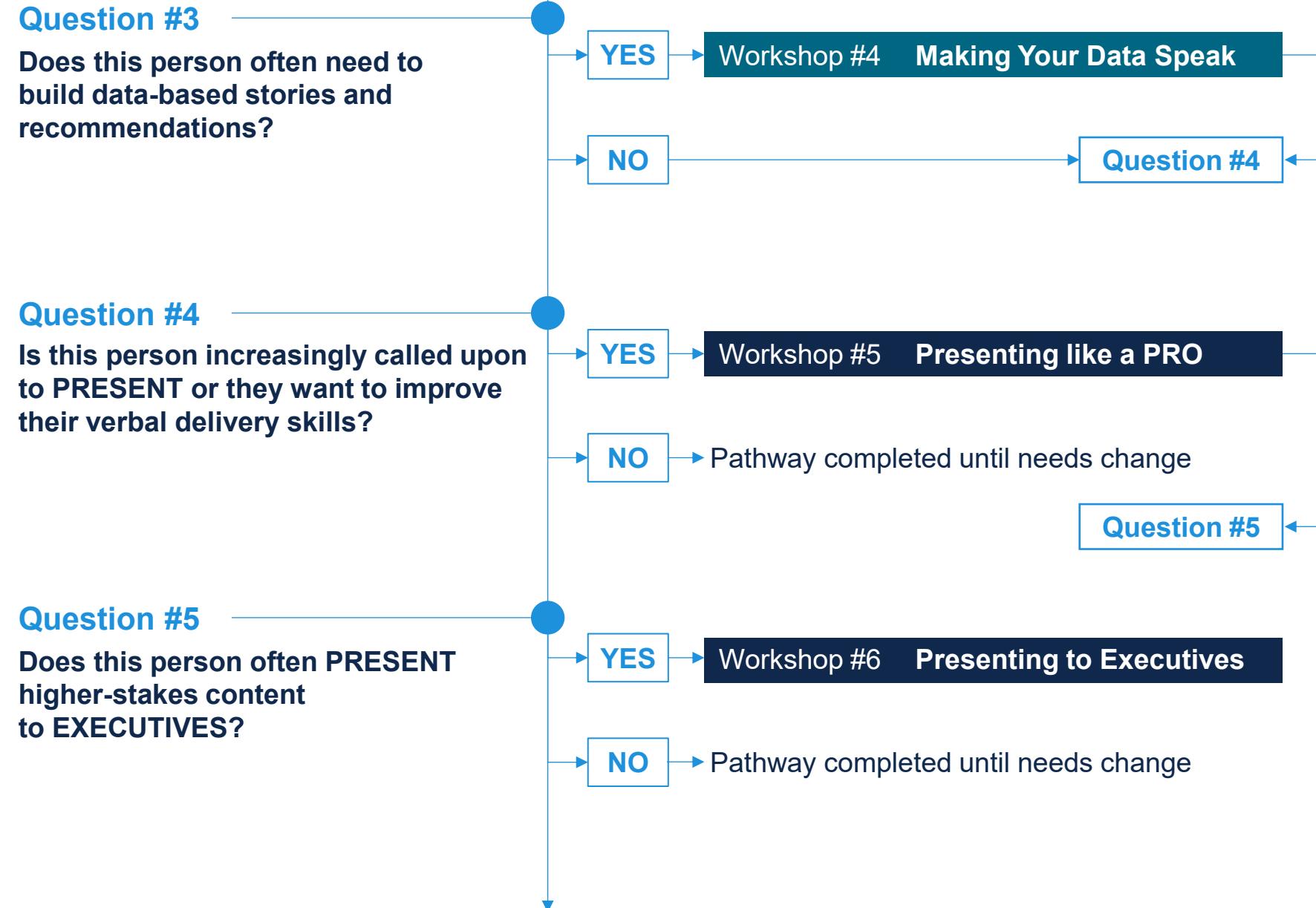
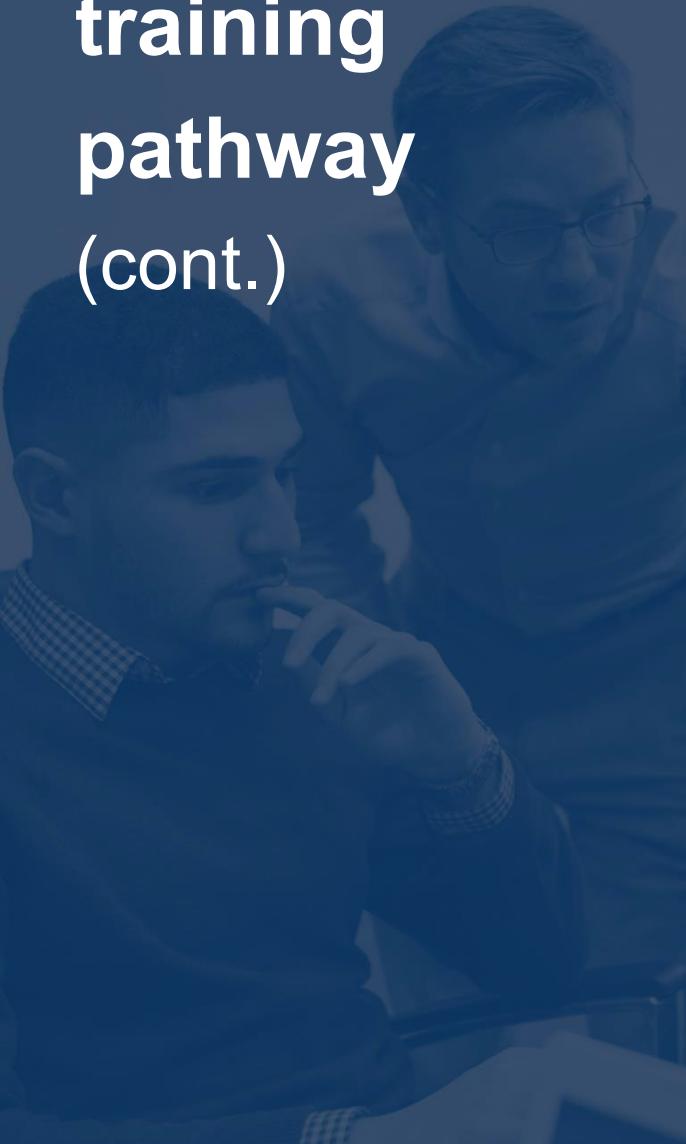


Question #1

Does this person need to improve their **KNOWLEDGE** of the PowerPoint **SOFTWARE** to become more efficient?



Proposed training pathway (cont.)



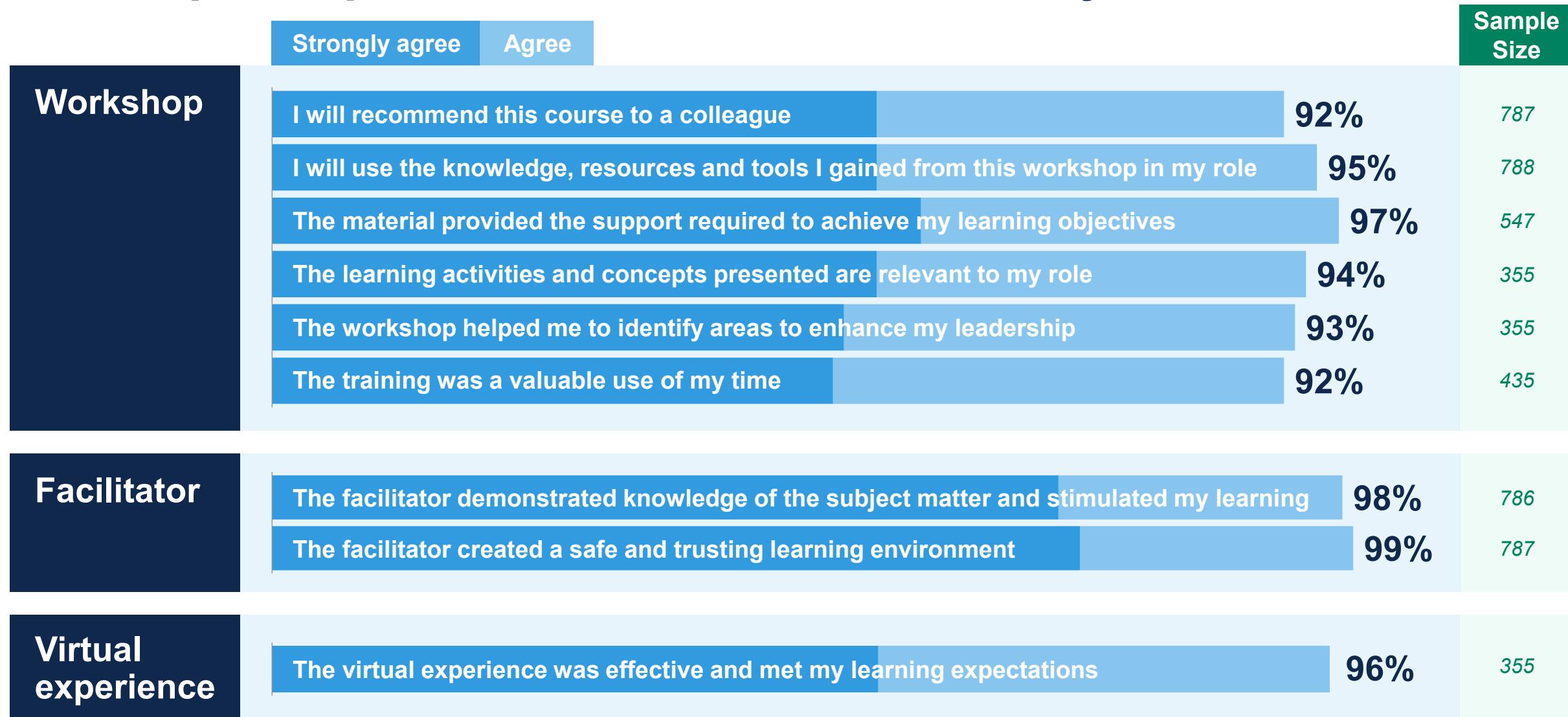
PrezExpert recognized as a top workshop provider in Canada

Click here to read the full article
from *Manage HR*



Developing Effective Business Presentations

92%+ participant satisfaction across all key metrics



Source: Internal client survey of PrezExpert workshops participants



Long term impact confirmed by 55 participants

98%
of participants

create **MORE EFFECTIVE**
presentations



98%

87%
of participants

are **MORE PRODUCTIVE**
when developing
presentations



87%

55%+
of participants

COLLABORATE BETTER
with colleagues

This workshop has helped me
to better collaborate with colleagues

55%

~15% average
productivity gain

This workshop has helped me to work
more efficiently with my superior

66%

Also implies time
savings for the superiors
of people trained

Source: Internal survey conducted by PrezExpert with the support of 3 large clients. Sample size of 55 participants trained more than 3 months before the survey.



Better communications, leadership and impact

The PrezExpert process and tools help to focus the right work at the right level. Our leaders now clearly articulate the objectives from the start, making it much easier for presentation developers to effectively reach the right audience with the right message.

We now produce more powerful presentations with fewer iterations.

Kristine Emmett
Former Human Resources VP
Bell Canada

Compelling feedback from workshop participants

Excellent investment

“Overall, it's a great course, worth the time and cost.”

For all skills levels

“Whether you think you are an expert at creating presentations or not, there is always something to learn to communicate your ideas more effectively. It is the small things that you don't think of that can really take your presentation to the next level. This course is for participants at all levels.”

“Thank you very much for yesterday's workshop; it was very dynamic and instructive, regardless of our proficiency level in PowerPoint.”

For analysts to senior leaders

“I see great value in making this training and resources available to all employees in our company.”

“Excellent program which I would highly recommend to all leaders in our company.”

Applicable every day

“It was obvious even during the class how this can be readily applied to what I do.”

“The workshop was informative, practical and very useful for my job.”

Compelling feedback from workshop participants

Balance between theory and practice

“This workshop was very well balanced in terms of theory and practice, but also individual work vs team work.”

Deeper thinking for greater influence

“I have found that the course has taught me to structure my message according to whom I am presenting to. I find it has also helped me to step back and understand where and how I should structure my information without overloading the page.”

“This workshop will definitely help me in terms of credibility and professionalism.”

Practical tools included

“The material was impressive, especially the *pTOOLS* and the presentation templates customized for our company.”

Seasoned facilitator

“Karl Genest did a fantastic job of presenting the material. He is positive and enthusiastic and knows the subject matter very well. He had the whole class paying full attention throughout the course.”

Presentation Design

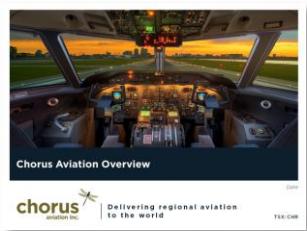


Creating high impact presentations carefully designed to achieve your goals

Decades of experience in creating strategic presentations for...

- **CEOs and management teams**
Strategic plans, briefs on complex matters, market trends, strategic projects
- **Financial analysts or investors**
Investor day updates, quarterly results, confidential information memorandums (CIMs), roadshows
- **Boards of directors**
Business updates, strategic plan summaries, internal audit reports, investment projects, briefs on complex matters
- **Employees**
Town hall presentations, quarterly updates, training material
- **Customers and distributors**
Why do business with us, products/services offering, new product launches, certification or incentive programs
- **Suppliers**
Meeting with strategic suppliers
- **Conferences of all types**

Hundreds of presentations developed for our clients in English or French



Many ways to create / enhance presentations for our clients

3 sample projects	Strategic Offsite National Marketing & Sales Team	Investor presentation in New York City	2 conferences delivered in Las Vegas	PrezExpert rate		
# of slides delivered <small>Excl. cover, section dividers, closing page</small>	328	65	53	\$	\$\$	\$\$\$
Embellish and harmonize the look	✓	✓	✓		✓	✓
Identify inconsistencies	✓	✓			✓	✓
Add relevant animations	✓		✓		✓	✓
Create Excel tables	✓				✓	✓
Rework key messages		✓	✓			✓
Rework text to cut words		✓	✓			✓
Build storyline and messages with/for client			✓			✓
Find and integrate relevant images			✓	✓	✓	✓
Create many slides “from scratch”			✓		✓	✓
Create icons or retouch images				✓		
Create a translated PowerPoint version				✓	✓	

We deliver quality ... right from the first time!



Helene V Gagnon, APR, FCPRS · 1st
Chief Sustainability Officer and Senior Vice President, Stakeholder Engagement at CAE Inc.
Montreal, Quebec, Canada · [Contact info](#)



merci

 Hélène V. Gagnon <helene.v.gagnon@cae.com>
To Karl Genest

 You forwarded this message on 2022-06-05 20:10.

We're in NYC on the eve of our investor day. I really want to thank you. I called you for help, and you delivered. The slides are clear, on brand and homogenous. I'm very happy! It's a huge improvement from what we had before. THANK YOU. We can count on you.

Hélène

Posts by Manon



Manon Blanchette · 1st

Senior Director, Protection, Data Warehousing and SA...

Reposted from Julie Muckleroy · 2w · 

...

Proud to be at SAS INNOVATE to share our experience in modernizing our analytical ecosystem. Thank you, Karl Genest, for the preparation and coaching, and to my team for your day-to-day know-how.

#SASINNOVATE

Our expertise and efficiency help our clients **SAVE TIME**



Helping CEOs on high-stakes presentations

For over 10 years, Karl Genest from PrezExpert has been instrumental in ensuring the highest quality for our most important presentations to our Board of Directors and other key stakeholders.

José Boisjoli
President and Chief Executive Officer
Bombardier Recreational Products



Partnering with Corporate Communications teams

PrezExpert has trained my Global communications team and over 200 CAE employees on how to make impactful presentations.

They have also been very helpful in creating important presentations in partnership with my team, while respecting our corporate branding guidelines.

Hélène V. Gagnon

Chief Sustainability Officer and
Senior Vice President, Stakeholder Engagement
CAE

Giving life to your vision



Starting from a verbal brief and a very rough outline, Karl Genest and his team rapidly found and blended the right words, images and data to "give life" to my vision in a crystal-clear and compelling way.

They saved us hours of work and discussions and delivered a highly professional presentation that exceeded our expectations by far.

Alexandre Taillefer
Managing Partner
XPND Capital

Convincing investors

PrezExpert's contribution to our investor presentations was highly valuable. As design and data visualization experts, they developed a more refined look consistent with our branding guidelines.

More importantly, they also significantly improved the quality and clarity of our content and messages. Very few presentation experts can excel in these two dimensions, and so efficiently.

Paul Butcher
Vice-President, Investor Relations
CN

PowerPoint Templates

Generic or purpose-specific



PowerPoint templates are the foundation of our trade

PowerPoint Templates



Training



Coaching



Presentation Design



We create 2 different types of PowerPoint templates

Generic

85-90% of projects

- For all employees of an organisation
- Promotes brand consistency in presentations, across the company
- Several page layout options covering a wide range of needs
- Often available in more than one language and more than one format

Purpose-specific

10-15% of projects

- **Recurrent meeting / presentation** for which we want to formalize specific page standards
 - Project or business review
 - Bid approval, pricing review
 - Budget presentation, etc.

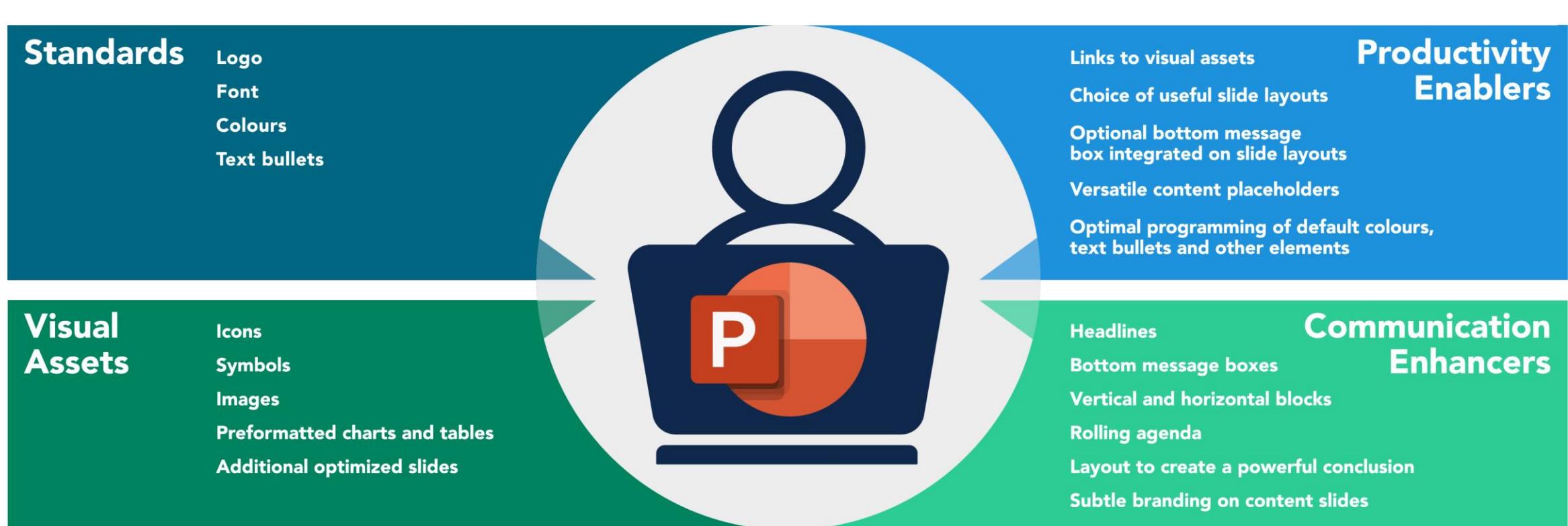
OR

- **Special event** for which we want to develop a unique look
 - Conference
 - Shareholders' meeting, etc.

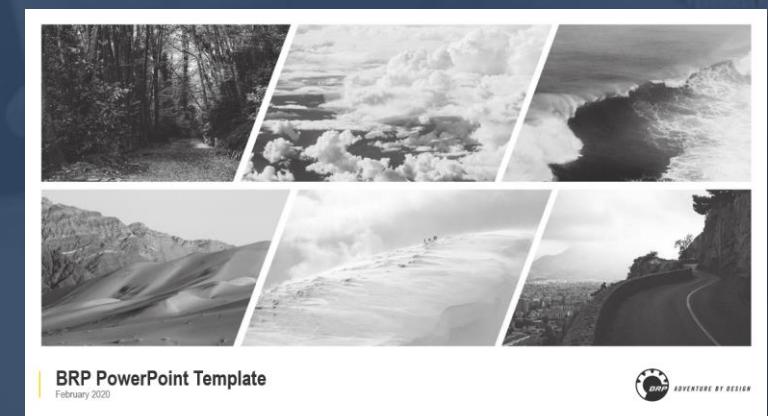
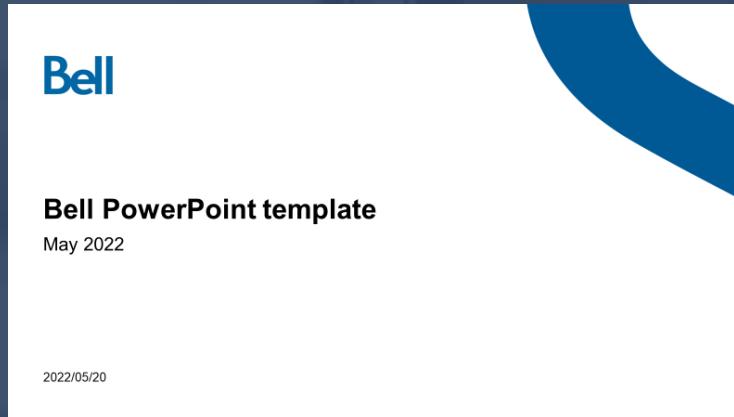
A professional template is the cornerstone of a high-performance presentation ecosystem

Brand image

Productivity and effective communications



Several renowned companies using a PrezExpert template



All the necessary expertise

Not only are they PowerPoint masters... but they understand and teach how to effectively communicate through slides in today's business world.

No graphic design agency could have delivered the versatile template they created for us.

Our new template is not just a branding asset... it is a real productivity tool for my team.

Debbie B. Drutz
President
Novus Media Canada

A superb productivity tool



Our corporate PowerPoint template already looked great, but PrezExpert took it to another level.

They added carefully programmed features and intuitive layouts which are helping our North American staff to better structure their information while saving a lot of time.

François Trépanier
Brand & Design Director
Volvo Bus North America

Coaching



Personalized coaching to raise the level of your presentations

**Working WITH YOU
on YOUR presentation
WHEN YOU need it**

- Flexible format
- Performed face-to-face or with *MS Teams* screen sharing
- Leveraging PrezExpert's process, tools and frameworks

**Can be
deployed
in 4 different
ways**

- 1 As an add-on to the PrezExpert workshop, to solidify the learnings
- 2 For busy executives, to give them a crash course
- 3 As needed, to strengthen any type of presentation
- 4 Integrated within formal training/onboarding programs

Board-level caliber

Our board presentation was both very strategic and highly complex.

Karl Genest rapidly helped us with relevant actionable feedback which allowed us to tighten our messaging.

I received very positive comments from several key stakeholders after we delivered that presentation.

Vincent Morin

Vice-President, Business Model and Value generation
Bombardier Recreational Products



PREZEXPERT

effective business presentations

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Communicate. Impact. Succeed.