



How we can help you

2023

PREZEXPERT
effective business presentations



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

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
companies

Bell



CAE
CPP Investments

Scotiabank®



Medium to
large size
companies



metro



FASKEN

Universities
and smaller
companies



Canadian Investor
Relations Institute



NRC · CNRC

Institut canadien
des relations
avec les investisseurs

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



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



A complete presentation training offering delivered virtually or in your offices

**Presentation
Design**



3-8 hrs

**Presentation
Delivery**



3.5 hrs

**PowerPoint
Productivity**



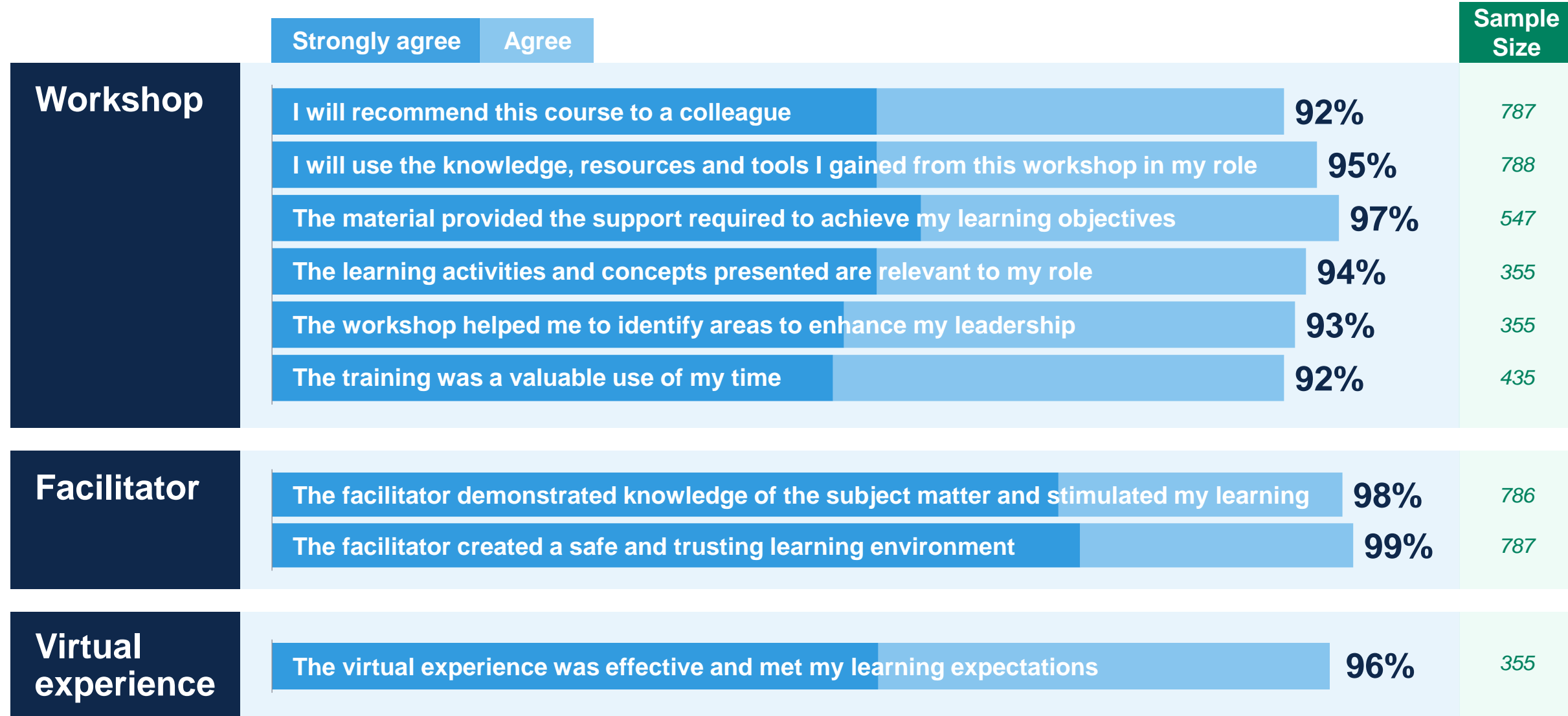
3.5 hrs

**Data
Visualization**



To come

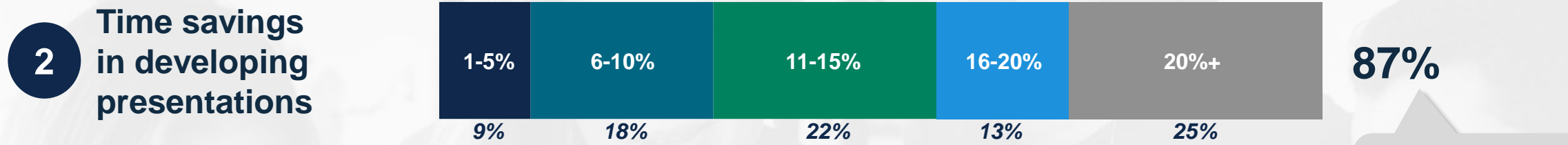
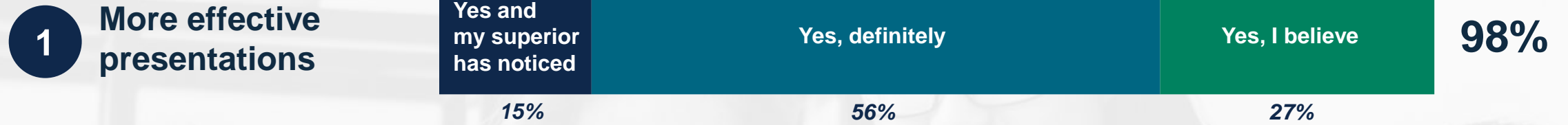
92%+ participant satisfaction across all key metrics



Source: Internal client survey of PrezExpert workshops participants



Long term impact confirmed by a survey of 3 client organisations



Source: Internal survey conducted by PrezExpert with the support of 3 large clients. Sample size of 55 participants trained over 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
Human Resources VP
Bell Canada

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**



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 100 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

Vice-President, Public Affairs and Global Communications

CAE

PowerPoint Templates

Generic or purpose-specific



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

Brand image

Productivity and effective communications

Standards

- Logo
- Font
- Colours
- Text bullets

Productivity Enablers

- Links to visual assets
- Choice of useful slide layouts
- Optional bottom message box integrated on slide layouts
- Versatile content placeholders
- Optimal programming of default colours, text bullets and other elements

Visual Assets

- Icons
- Symbols
- Images
- Preformatted charts and tables
- Additional optimized slides

Communication Enhancers

- Headlines
- Bottom message boxes
- Vertical and horizontal blocks
- Rolling agenda
- Layout to create a powerful conclusion
- Subtle branding on content slides



PrezExpert provides the 3 skillsets required to develop a professional template



Design

Adobe Creative Cloud Suite
Intuitive use of colours
Reading patterns optimization



PowerPoint programming

8 years of experience
Annual conference
PowerPoint expert network

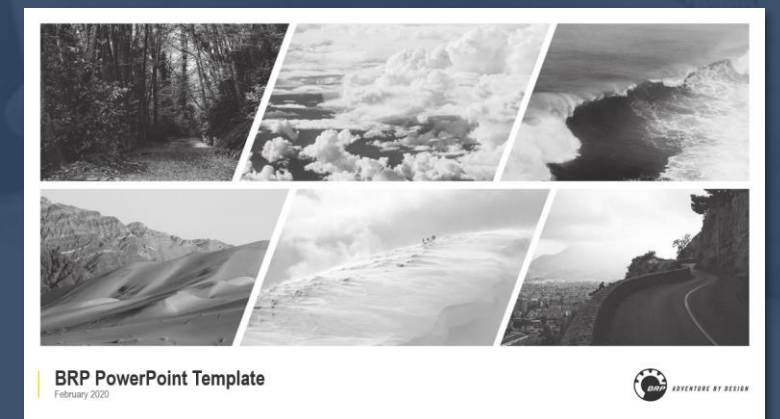
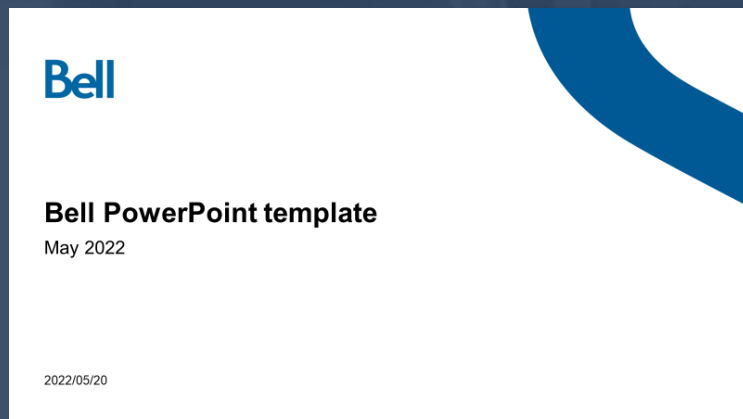
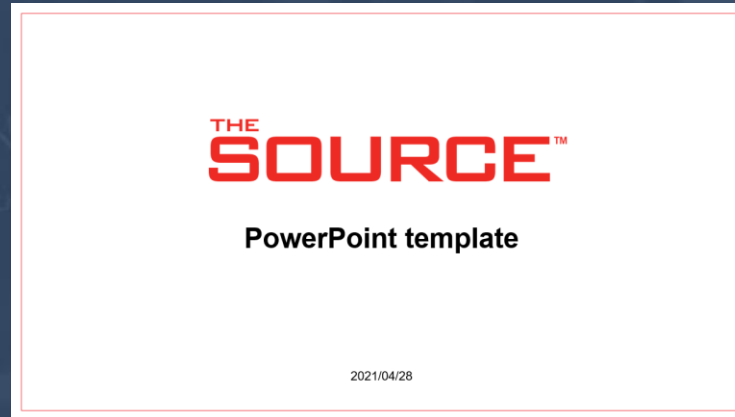
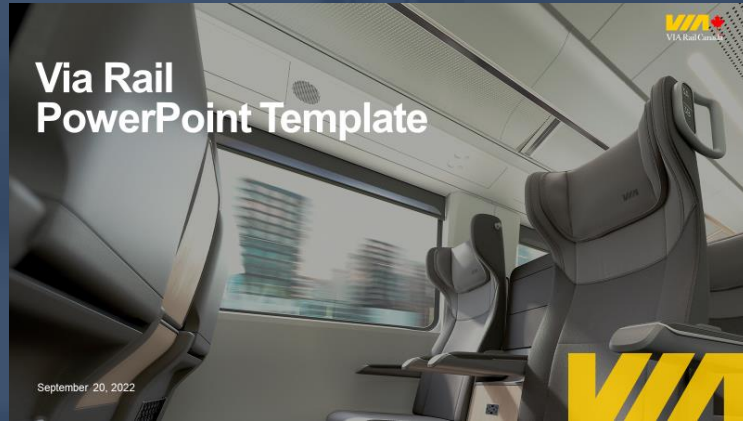


Presentation best practices

6,000+ businesspeople trained
Hundreds of strategic presentations created
C-Suite-level credibility



Several renowned companies use a PrezExpert template



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

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



PREZEXPERT

effective business presentations

www.prezexpert.com

karl@prezexpert.com 514-915-3597

Communicate. Impact. Succeed.