



# MERLIN

The Better Way to Market

## The Way to Sway: Crafting Presentations that Engage, Entertain, & Educate

*infinia*





# The Way to Sway: Crafting Presentations that Engage, Entertain, & Educate

BY RON CAPPELLO AND LIZZIE KUPERSMITH

NOVEMBER 4, 2022

Presenters want to sway audiences, and audiences want to be carried away. That's the ultimate goal. But it isn't easy.

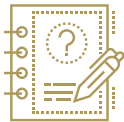
Should you use just one image or keyword on a slide? Or not use PowerPoint at all? There's a lot of debate about how to create a winning presentation, but gimmicks are never the answer. Capturing an audience's attention and turning a presentation into a memorable experience takes time and attention to detail.

For us, the answer is to organize your thinking and curate your ideas so that your presentation becomes a story that others want to hear. Here are the four best ways to sway:



## STORY

All good stories have an attention-grabbing beginning, an unexpected conflict, and a happy resolution. And the best stories are personal and relatable. Even a data-rich presentation can be transformed into a story that makes your information understandable and memorable. Turn your presentation into YOUR STORY.



## SUBSTANCE

What is the purpose of your presentation? Your message will only stand out if it stands for something. And your audience will only believe you if you stand by what you have to say.



## STYLE

It always gets a bad rap, “style over substance,” but this isn’t true. Don’t be afraid to dazzle! Style is the visual vehicle that helps carry stories and presentations forward. It attracts and excites and keeps your audience engaged.



## SIMPLICITY

It’s hard to be simple, which is probably why Leonardo DaVinci described simplicity as “the ultimate sophistication.” Even if you have a lot of content and data to discuss, force yourself to decide what content to remove and what to keep to maintain the integrity of the story and respect your audience. Remember, don’t be a know-it-all. Be the loveable storyteller.

It’s been said that there is nothing new in the world, only history you haven’t read. It’s true and there’s nothing new in these four recommendations. They’re just a reminder of “the art of the sway” and what you need to do to engage, entertain, and educate your audience.

WE MAKE  
THE COMPLEX  
**SIMPLE** AND  
THE SIMPLE  
**MEMORABLE**

**MERLIN**

The Better Way to Market

Founded by *infinia*

Purpose-built by Infinia and Solve Digital Partners, MERLIN is a cloud-based platform that combines sales, marketing, and communication tools with expert consulting services, helping its members connect with those who matter most to grow and create value.

[www.merlinasc.com](http://www.merlinasc.com)

[www.infiniagroup.com](http://www.infiniagroup.com)

The members of the Infinia Alliance are driven by imagination and craft to help clients meet their brand, marketing, and communication challenges.



**selbey  
anderson**



**SOLVE**  
DIGITAL PARTNERS



**Stratus™**



**triValence**