

What makes a prezi Beautiful?

Hint:
It's more than
a pretty background

Hint:
It's more than
just zooming



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exit Harvard Case
Solution & Analysis

Your prezi should be a...
Memorable experience



Your prezi should always
Trigger an action!

What do you remember about this prezi?
It was colorful
And it triggered me to act

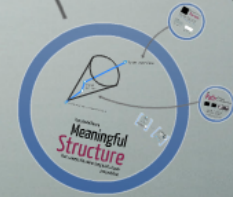
It was easy to understand
I felt like I was in a classroom
It triggered me to go to the website

This part is all about creating a
prezi that makes the audience...



feel

This part is all about
creating a prezi that's easy to...



understand



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What do you remember more? Things you understood?
Or space, smells, touch?
How an experience made you feel?



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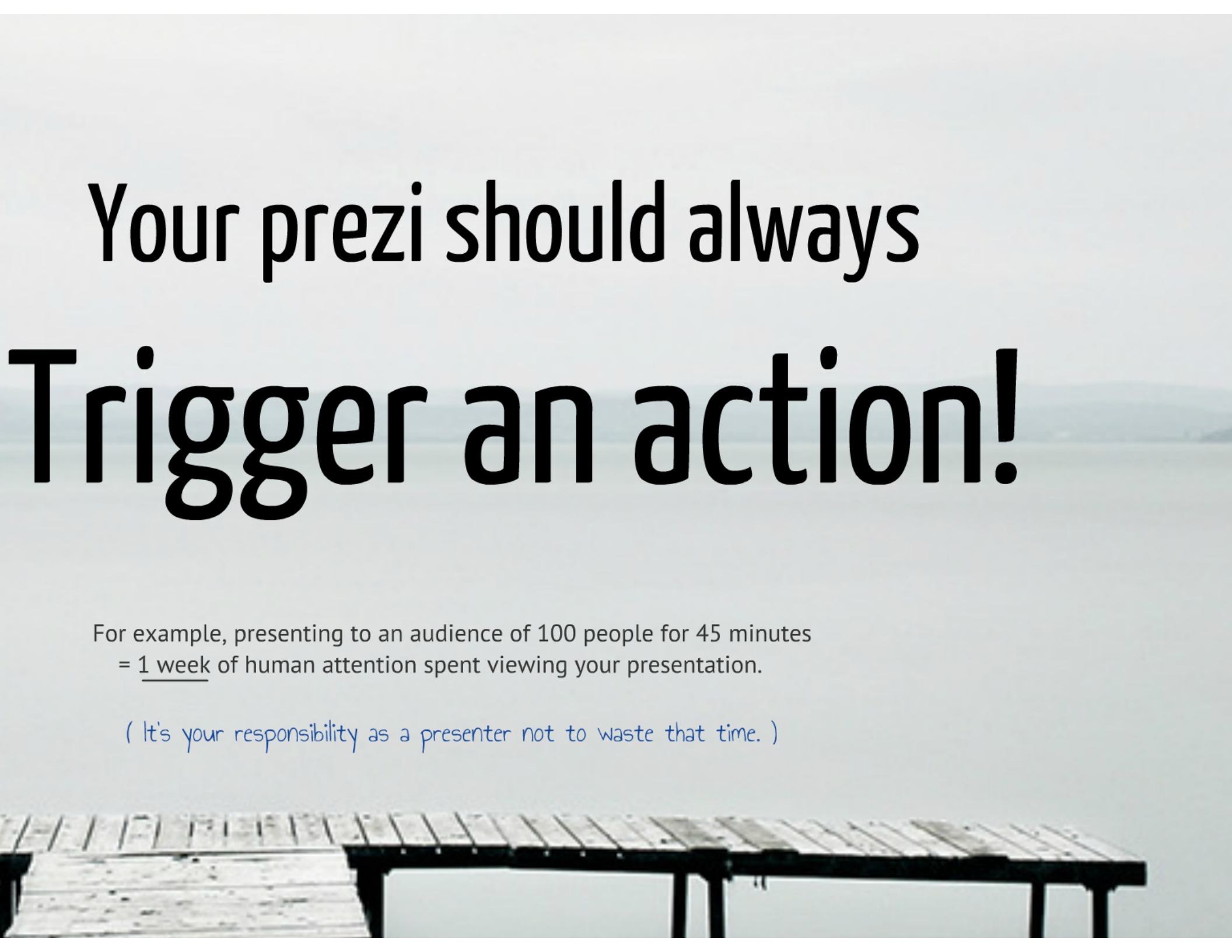


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Your prezi should always Trigger an action!

For example, presenting to an audience of 100 people for 45 minutes
= 1 week of human attention spent viewing your presentation.

(It's your responsibility as a presenter not to waste that time.)

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What do you remember? Try to add that
to your next prezi
Be it a photo that you love



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Trigger an action!

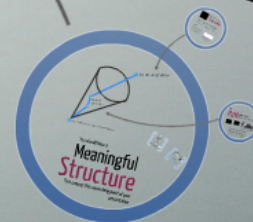
Put a call to action in every slide
or at least one in every 5 slides
to get your audience to do something

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feel

This part is all about
creating a prezi that's easy



understand

