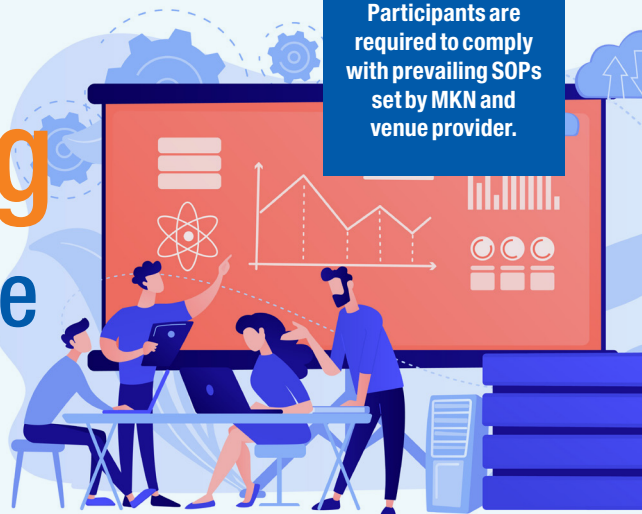


# Visual Storytelling

## Creating more persuasive presentation slides

Participants are required to comply with prevailing SOPs set by MKN and venue provider.



Source: freepik.com

**26 & 27 September 2022 (Monday & Tuesday), Pullman Kuala Lumpur Bangsar**

Presentations are critical to selling your ideas and driving people to action, yet most fail to connect with their audience due to distracting visuals and poorly displayed data. When this happens, you are almost guaranteed to lose your audience's attention and, worse, your one shot at being heard.

This programme will show you how to use impactful visual and evocative storytelling techniques in creating more persuasive presentation slides. This will help you to present a clear message, make visual presentations, and drive immediate action.

### OBJECTIVES

This programme seeks to help you to:

- Captivate and influence your audience with effective visuals in any presentation
- Order ideas, information, as well as data in a logical and structured way
- Utilise words and images succinctly, powerfully and accurately
- Communicate information and data effectively
- Create aesthetically pleasing design

### WHO SHOULD ATTEND

- Trainers
- Sales Professionals
- Project Managers and Leaders
- Anyone wanting to take their presentations to the next level

### METHODOLOGY

Lectures, presentation, games, case studies and group discussions

*NOTE: Participants must have a working knowledge of Microsoft PowerPoint, and are required to bring their own laptop with PowerPoint installed.*

### REQUIREMENTS FOR DIGITAL BADGE



Digital badge will be awarded after completion of the programme and fulfillment of the criteria set such as submission of assignments, projects, and assessments.

### PROGRAMME OUTLINE

- The Visual Storytelling Way in Presentation
  - > Say it visually
  - > Why visual?
  - > The Power Model
- Prepare for Your Audience
  - > Identify and profile your audience
- Objective is the Key
  - > The aim of presentation: Inform, teach, persuade and inspire
  - > Setting a measurable objective
  - > Objectives drive visual thinking
- Weave in the Stories
  - > Storyline is the backbone of any presentation
  - > Storyboarding: Organise and structure a story
- Express With Visuals
  - > Slide anatomy and design
  - > Speak with visuals
  - > InfoVis: Put words into shape
  - > DataVis: Turn facts into stories
- Relate to Best Practice
  - > Create "headline" titles
  - > Effective slide design
  - > Visual Perception: Placement of elements creates meaning
  - > Visual Elements: The ingredients of a great slide
- The Application: Putting it All Together
  - > Applied Walkthrough

# Visual Storytelling

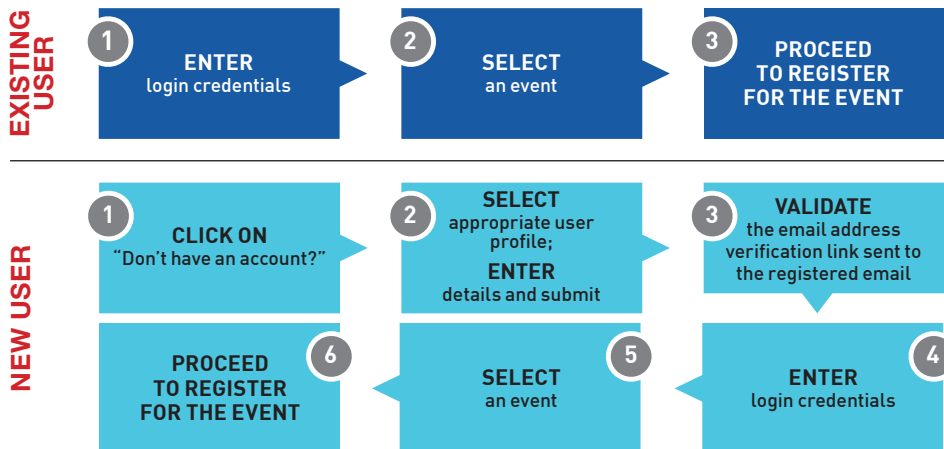
## Creating more persuasive presentation slides

With immediate effect, enrolment for all CPE programmes will be

**STRICTLY VIA ONLINE REGISTRATION ONLY**

### REGISTRATION PROCESS

- To view more events and download the full brochure, please visit: [pd.mia.org.my](http://pd.mia.org.my)
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:



For any assistance, please call (8.45am-5.30pm, Monday-Friday)  
**MIA Help Desk @ 603-2722 9000**

### TERMS & CONDITIONS

#### PROGRAMME FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
  - Individual Registration:** Full payment shall be made at the point of online registration.
  - Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the programme, whichever earlier.
- Admittance to the programme shall be granted only upon full payment as per the above requirement.

#### PAYMENT MODE

- Payment must be made through the **electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT).**
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2022.

#### HRD CORP (FOR CLAIMABLE EVENTS ONLY)

- MIA is an approved Training Provider registered under 'Institut Akauntan Malaysia' (MyCoID: 631967).
- Employer's Obligations**
  - To ensure grant approval is obtained prior to event registration and to provide the Grant ID notification upon event registration.
  - To make full payment to MIA as per the issued Invoice within 14 working days upon receipt of MIA's notification in the event the approved training fee is cancelled by HRDC due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDC.
  - To settle the balance payment to MIA within 14 working days upon receipt of MIA's notification in the event only partial claim is approved by HRDC. MIA will provide copy of the original invoice and will not issue a new invoice for the balance amount.
  - If employer has made payment prior to grant approval, a refund will be made to employer subject to reimbursement received from HRDC. Refund will be made upon receipt of duly completed employer's EFT Form.
  - To provide required information and/or documents after completion of event for the purpose of HRDC Claim within 7 working days upon receipt of MIA's notification.

#### CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the programme, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the programme, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the programme or for participants who failed to join the programme. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.
- Paid registration that is cancelled can opt to transfer the paid amount to future event(s) after deducting any applicable administrative charges.
- The transfer request to future event(s) should be confirmed by Corporate/Individual within three (3) days after cancellation otherwise the cancellation will be confirmed with refund action. Transfer request will not be entertained after the refund is processed.

- Corporate/Individual is required to top-up the balance amount if the amount to be transferred to the future event is insufficient.
- Any excess amount after transfer will be refunded to the Corporate/Individual's bank account as provided in the EFT form.
- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

#### PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

#### VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending the programme. Admittance may be denied upon failure to present photo identification.

#### CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Upon full attendance of the programme, participants will be issued an e-certificate of attendance. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the programme for participants who have complied with all terms and conditions stipulated herein.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. CPE hours will not be accorded for partial attendance.

#### COPYRIGHT

The materials of the programme shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials. MIA disclaims responsibility for the materials of this programme. Neither the MIA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the programme.

#### DATA PROTECTION

Information given by the participants to MIA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MIA's official website and therefore, allow MIA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

#### EXCLUSION OF LIABILITY

This programme shall not constitute an endorsement of the speaker(s) by MIA and MIA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the programme's participants.

#### DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s), time(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

### FACILITATOR

#### IRVIN HOH

Irvin is a strategist in information design and data visualisation, and has extensive consulting knowledge and experience in strategy development and operational optimisation for the public and private sectors. He has been leading efforts in strategising and planning special projects for a large corporation that required his skills to develop a strategic presentation with impactful and engaging infographics, data visualisations and presentations for clients. He trains both local and international clients on visual storytelling for presentation and data visualisation, optimising their presentations and helping them tell impactful visual stories with information, data and images. Irvin is a certified HRDF trainer, and holds a Bachelor of Engineering from University of Malaya and an MBA from University of Strathclyde, Glasgow.

### PROGRAMME FEES

MIA Member/Member Firm	RM 1,400
Non-member	RM 1,800

*Preferred Payment: Pay with MIA-CIMB Affinity Credit Card*

### PROGRAMME DETAILS & REGISTRATION

**26 & 27 September 2022 (Monday & Tuesday)**  
**Pullman Kuala Lumpur Bangsar**

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Tower A, The Vertical  
Avenue 3, Bangsar South City  
No. 8, Jalan Kerinchi  
59200 Kuala Lumpur