

m62 Highlights the Importance of Correct Presentation Tone

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m62 visualcommunications reveals guidelines for effective presenting

m62 visualcommunications, the global leader in presentation effectiveness, has today highlighted the importance of the correct tone when delivering corporate presentations.

A sales presentation (<http://www.m62.net/sales-presentation/>) can often be one of the most powerful tools at a business' disposal, providing a professional platform for the company to convey its commercial messages. With this in mind, m62 works with businesses to ensure that all presentation materials adopt the correct tone in terms of content, appearance and delivery.

m62 believes presentations need to be engaging and memorable to be effective and incorporate sound psychological techniques such as Visual Cognitive Dissonance and Passive Mnemonic Processing to maximise audience engagement and recall of key presentation messages.

m62 also works with businesses to deliver PowerPoint training (<http://www.m62.net/powerpoint-training/>) to support presenters at the point of delivery of a presentation, working with them to ensure audience attention is directed successfully and that their body language is engaging and effective..

Nicholas Oulton, Founder of m62 visualcommunications commented: "A sales or marketing presentation (<http://www.m62.net/marketing-presentation/>) is an imperative element of any company pitch and is often the first impression an audience will get of your business. As a result, it's really important to ensure that all presentation material adheres to corporate guidelines not only in terms of appearance but also delivery which is why we work with so many of our clients to not only create the presentation slides but to also train and coach them in the run up to a presentation to ensure everything runs like clockwork and the deal is closed. "

m62 provides solutions across a number of B2B sectors, from media and IT to finance, construction and medical. m62 has delivered over 6,500 presentations to date for blue chip brands such as Siemens, Sony, Microsoft, Toyota and BP.

For more information on m62 visual communications, call 0870 602 6262 or visit m62.net.

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