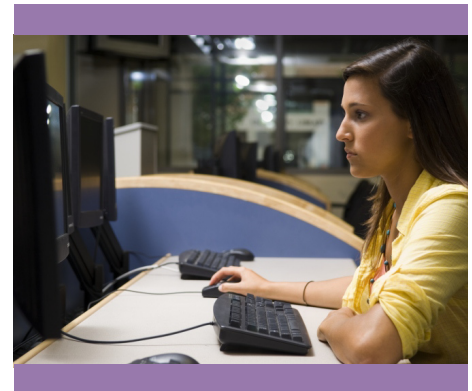


Making the Most of Outlook and PowerPoint

A one-day workshop on improving your productivity and persuasiveness with Outlook 2003 and PowerPoint 2003.

It is for both in-house PR executives and those in consultancy

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Outlook and PowerPoint are full of tools to enhance a PR professional's productivity and help communicate messages. Most of us have never learned how to unlock the power already sitting on our desktop. This course shows you how to use the features which have the biggest impact.

Delegates learn how to:

- Manage e-mail overload including how to track specific email conversations
- Organise emails, tasks and contacts with Outlook categories
- Convert emails and appointments into tasks and vice versa
- Link emails to tasks
- Transform PowerPoint presentations without taking forever to produce them
- Use simple images and animations for visual impact
- Use hyperlinks, video and audio to build powerful presentations

Delegates are expected to bring their own laptop with Outlook and PowerPoint installed. The course covers Microsoft products up to Office 2003.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Microsoft Outlook 2003

Most people use Outlook as a separate email manager and calendar.

In this session you learn how to quickly and easily turn it into an amazingly powerful personal effectiveness tool.

- Manage email overload including how to track all emails relating to specific conversation with a couple of mouse clicks.
- Organise your emails, tasks and contacts more effectively by using Outlook categories.
- Use the task folder to keep track of work in progress and to create manageable daily to-do lists.
- Convert emails and appointments into tasks & vice versa.
- Reduce time wasted searching for relevant documents by linking to tasks.

Microsoft PowerPoint 2003

PowerPoint is unfairly considered boring and uninspiring. It doesn't have to be that way. Most people learn to use it by trial and error. As a result, they miss many simple ways to enhance their message.

In this session you learn secrets that can double PowerPoint's persuasiveness.

- Learn what the research shows about the effectiveness of traditional PowerPoint presentations and why we urgently need to learn better ways to use it.
- Get design tips that transform your presentation without taking forever to produce.
- Use source, images and simple, selective animations to create visual aids with more impact.
- Use hyperlinks to build flexibility into presentations.
- Include video and audio into your presentations.



PR Training Provider