

Präsentationstrends 2015

Matthias Garten



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MARKT2015

Design

Flach
und
Plakativ

Inhalt

Knackig
und
Narrativ

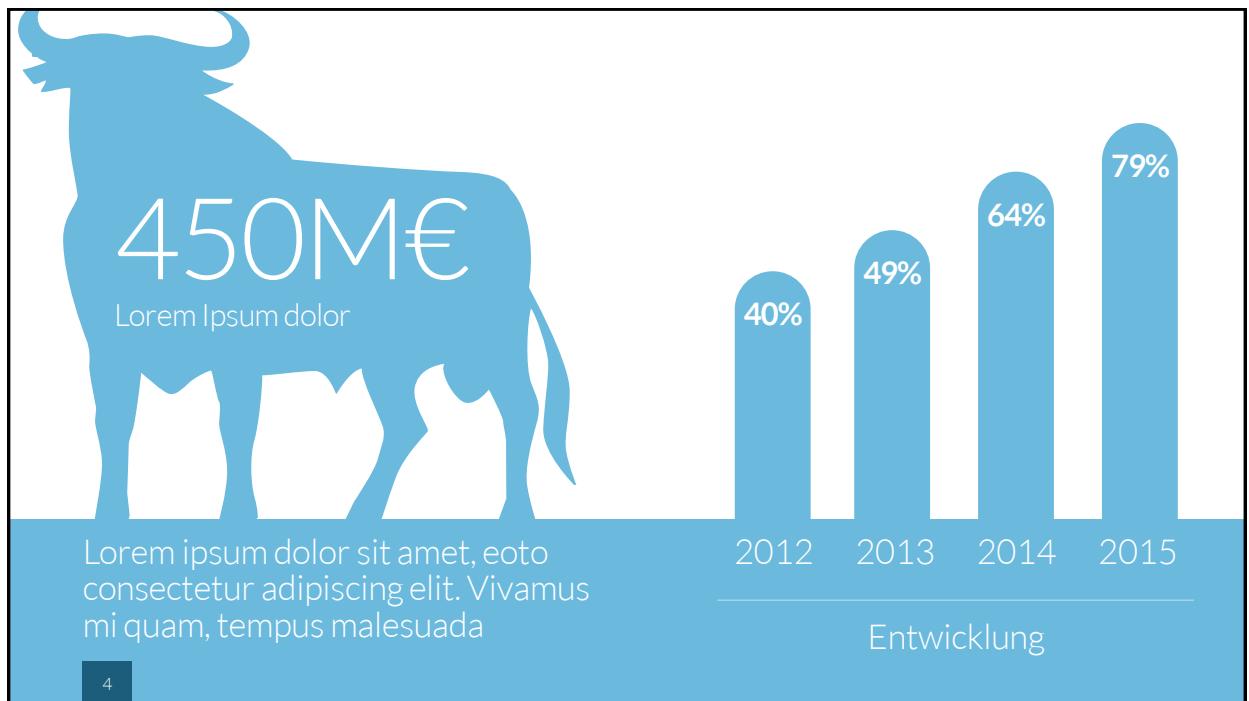
Werkzeuge

Effizient
und
Effektiv

Inszenierung

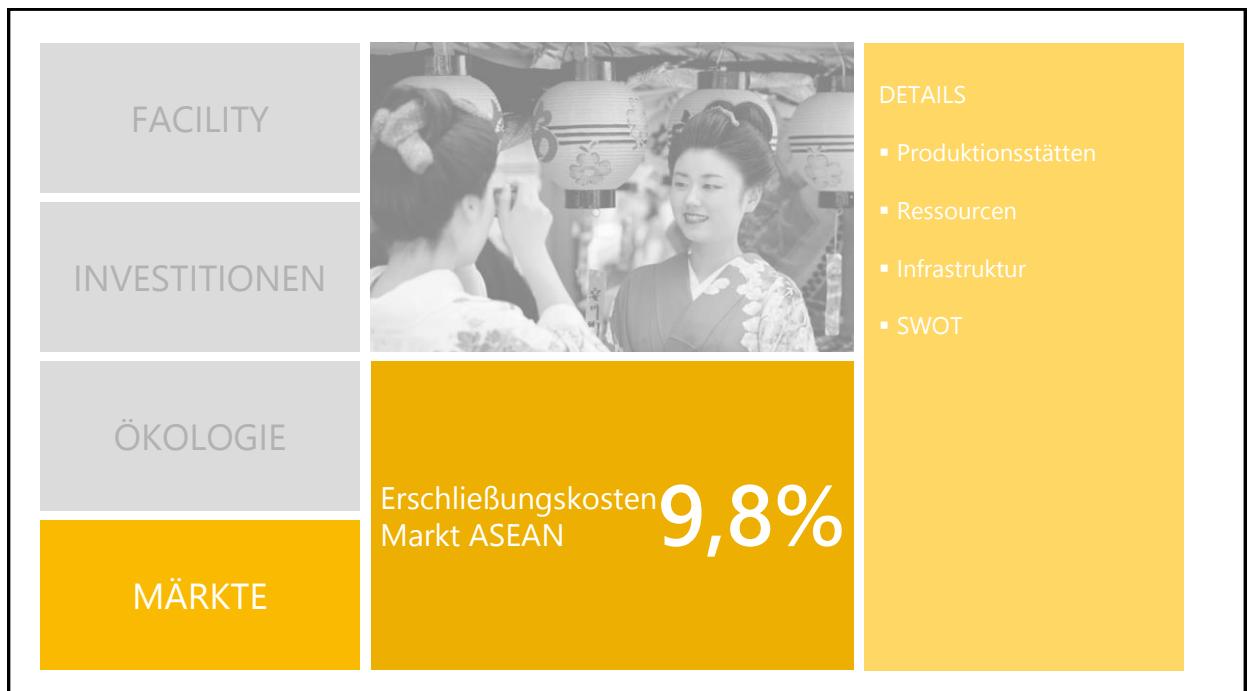
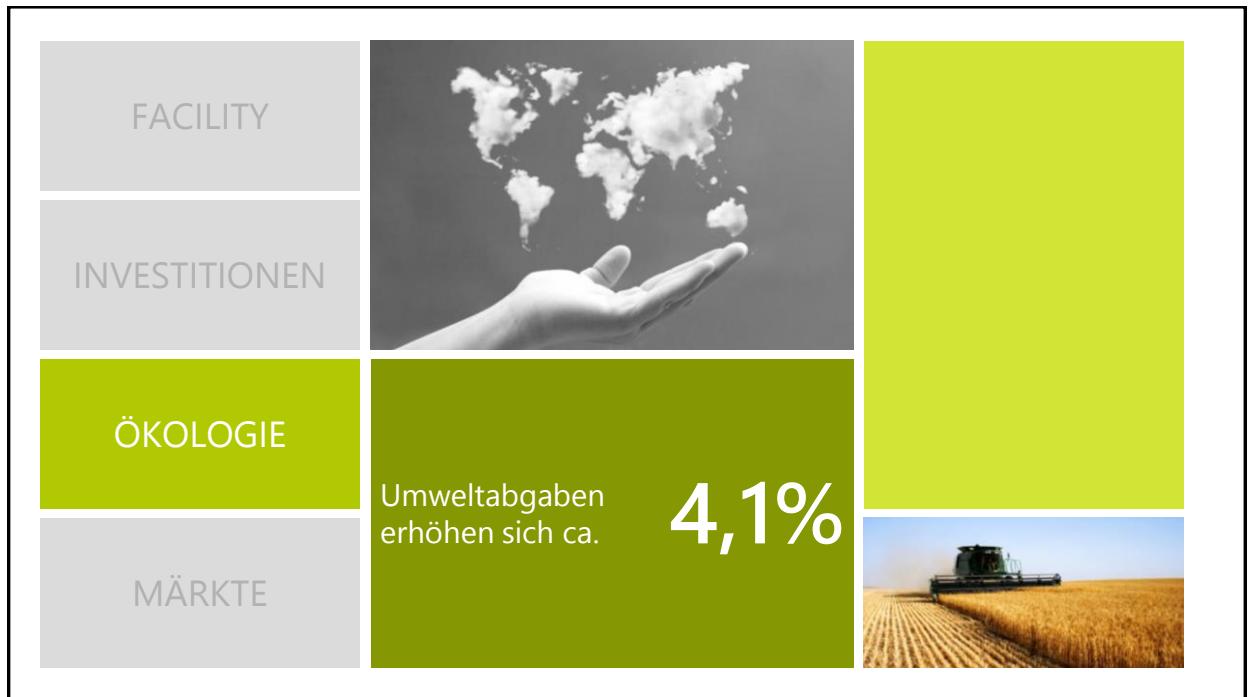
Vielfältig
und
Herausfordernd

FLAT DESIGN



FACILITY		
INVESTITIONEN		
ÖKOLOGIE	Einsparpotential Gebäude (2014)	
MÄRKTE		

FACILITY		DETAILS
INVESTITIONEN		
ÖKOLOGIE	Erwarteter Anstieg der Zinsen	3,2%
MÄRKTE		



The background features a grid pattern with several orange circles of varying sizes scattered across the surface. On the left side, there are five horizontal orange bars of decreasing length from top to bottom.

Einführung Produkt xy

Marketingkonferenz xx.xx.2015

Drei Anforderungen an unsere Produkte

Anziehung

The diagram consists of three orange circles connected by orange lines forming a triangle. The top circle contains an eye icon. The bottom-left circle contains a sparkles icon. The bottom-right circle contains a brain icon. Below the diagram, the words "Anziehung", "Magie", and "Intelligenz" are written in teal, each aligned with its respective icon.

ANZIEHUNG

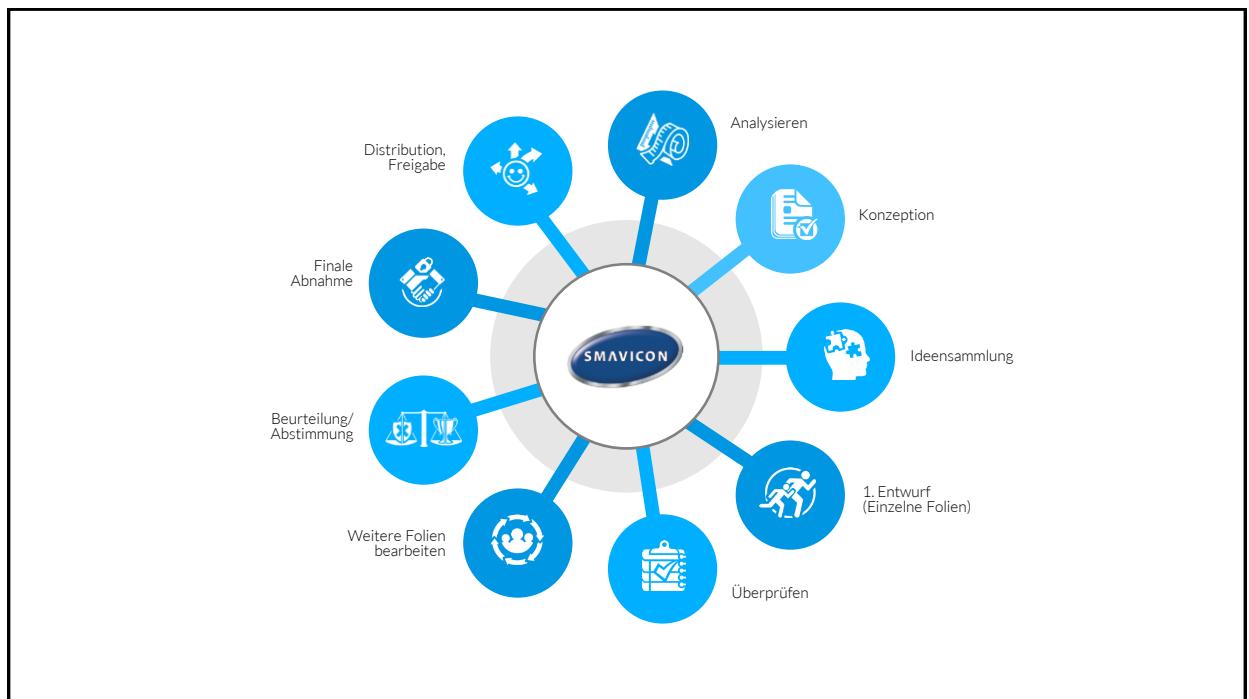
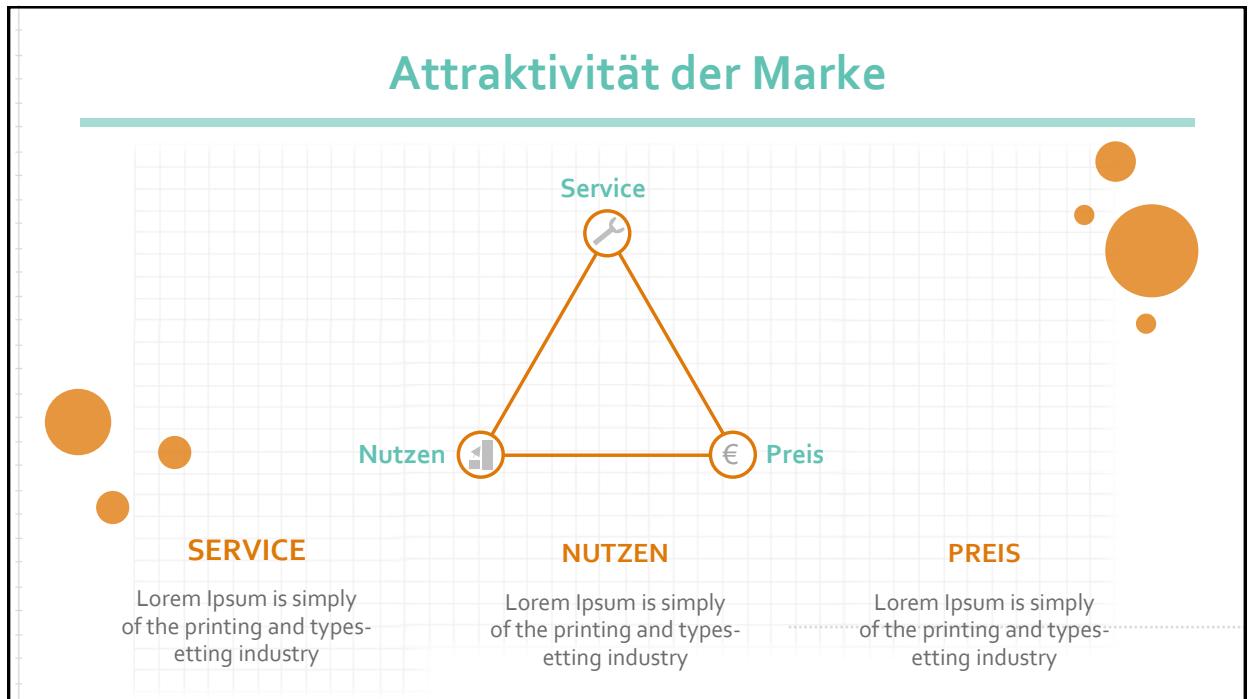
Lorem Ipsum is simply dummy text of the printing and typesetting industry

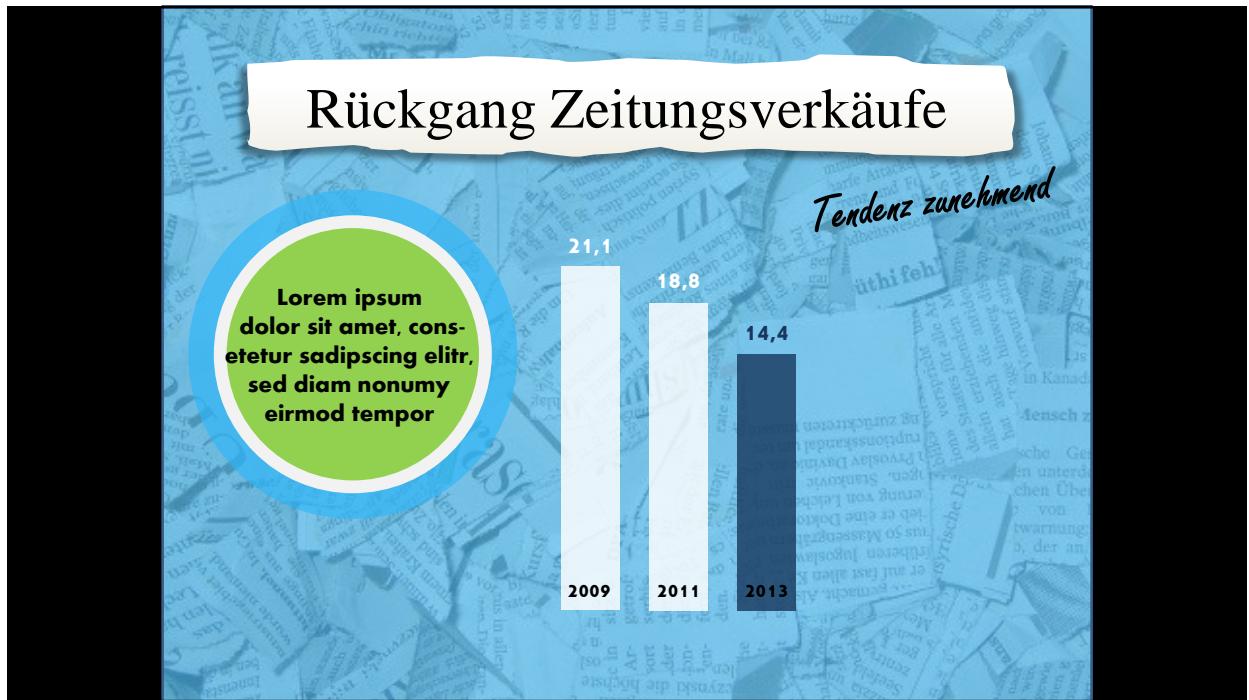
INTELLIGENZ

Lorem Ipsum is simply dummy text of the printing and typesetting industry

MAGIE

Lorem Ipsum is simply dummy text of the printing and typesetting industry





BUSINESS

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen.

CONTENT

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard dummy text ever since.

08 Lore Ipsum is simply dummy text	12 Lore Ipsum is simply dummy text	15 Lore Ipsum is simply dummy text	25 Lore Ipsum is simply dummy text	30 Lore Ipsum is simply dummy text
		36 Lore Ipsum is simply dummy text	42 Lore Ipsum is simply dummy text	



18
 Lore Ipsum is
simply dummy text of
the printing and
typesetting industry

48
 Lore Ipsum
is simply
dummy text



Member of
GSA

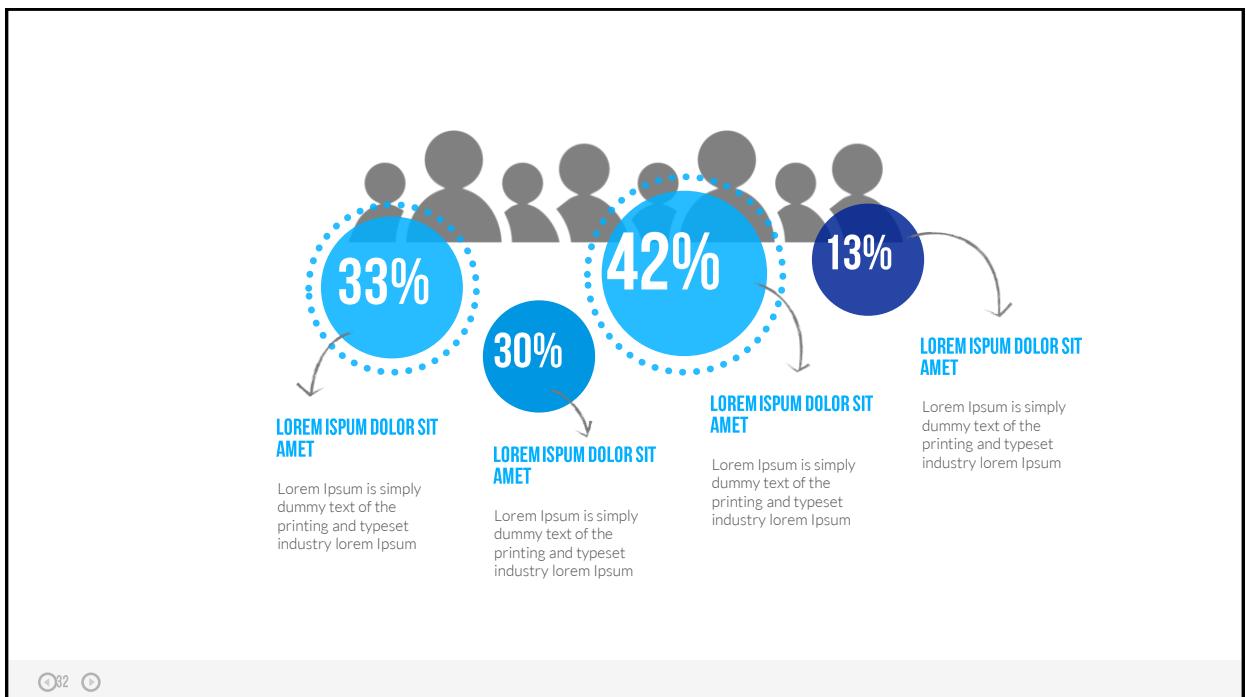


BEST



REDNER/EXPERTE
**DEUTSCHES
REDNERLEXIKON
2010**

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard dummy text ever since.





MARKT2015

DesignFlach
und
Plakativ**Inhalt**Knackig
und
Narrativ**Werkzeuge**Effizient
und
Effektiv**Inszenierung**Vielfältig
und
Herausfordernd**INHALT DRAMATURGIE****Effizienzgetrieben**

- schnell, prägnant,
„Auf den Punkt“
- kurze Formate
(5 - 20 Minuten)

Effektivitätsgtrieben

- emotional, visionär,
bewegend
- Erzählen mit Bildern
(Geschichten erzählen)



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WERKZEUGE **POWERPOINT**

PowerPoint bleibt vorerst Industriestandard!

PowerPoint



500

Keynote



70

Prezi

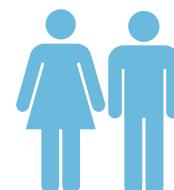


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Sonstige



5



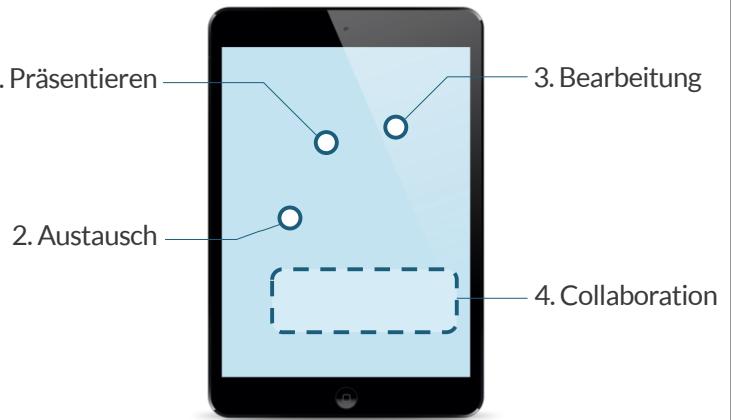
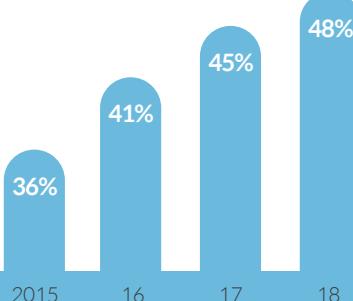
Nutzer weltweit, in Mio, 2015

Quelle: Slideshare

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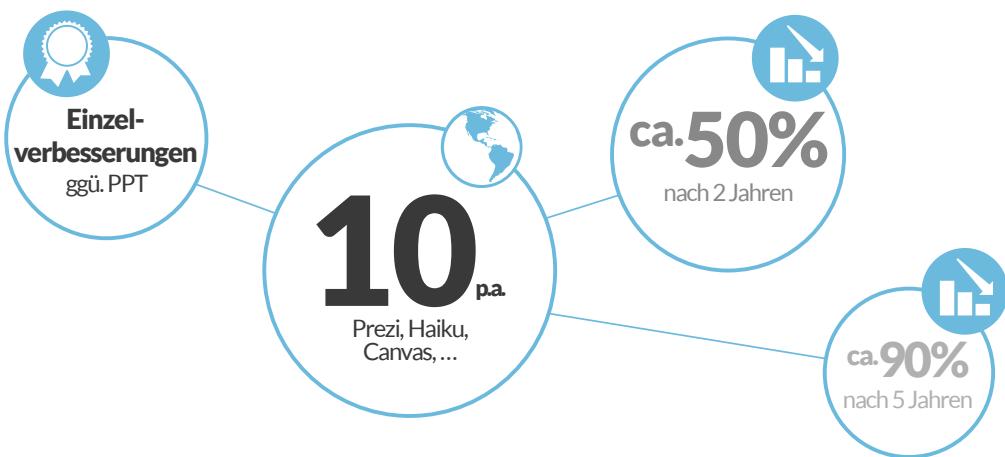
WERKZEUGE TABLETS



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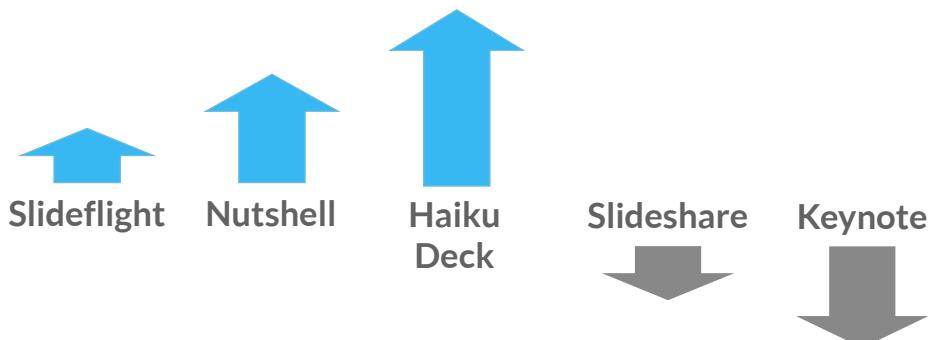
WERKZEUGE NEUE PROGRAMME



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WERKZEUGE TRENDS



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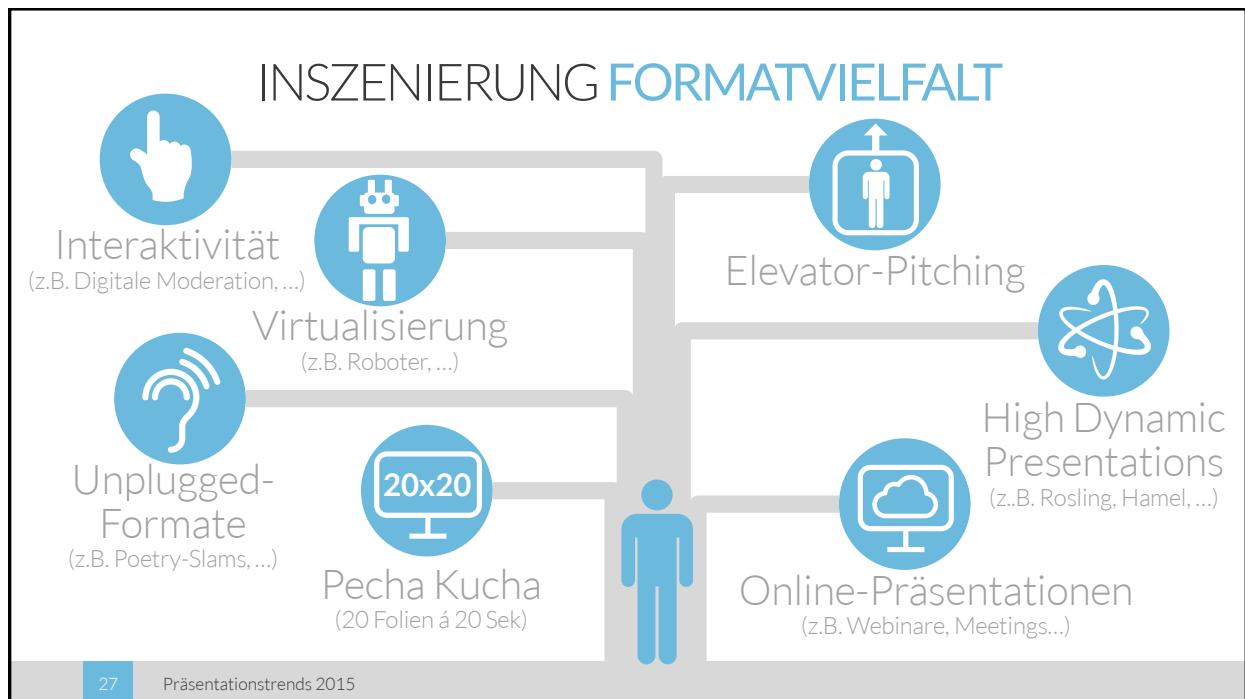
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