

The background features a dark blue gradient with several vertical, slightly blurred light rays of varying shades of blue and white. At the bottom of the image, there is a cluster of overlapping, semi-transparent circles in various shades of blue, purple, and white, creating a bokeh effect.

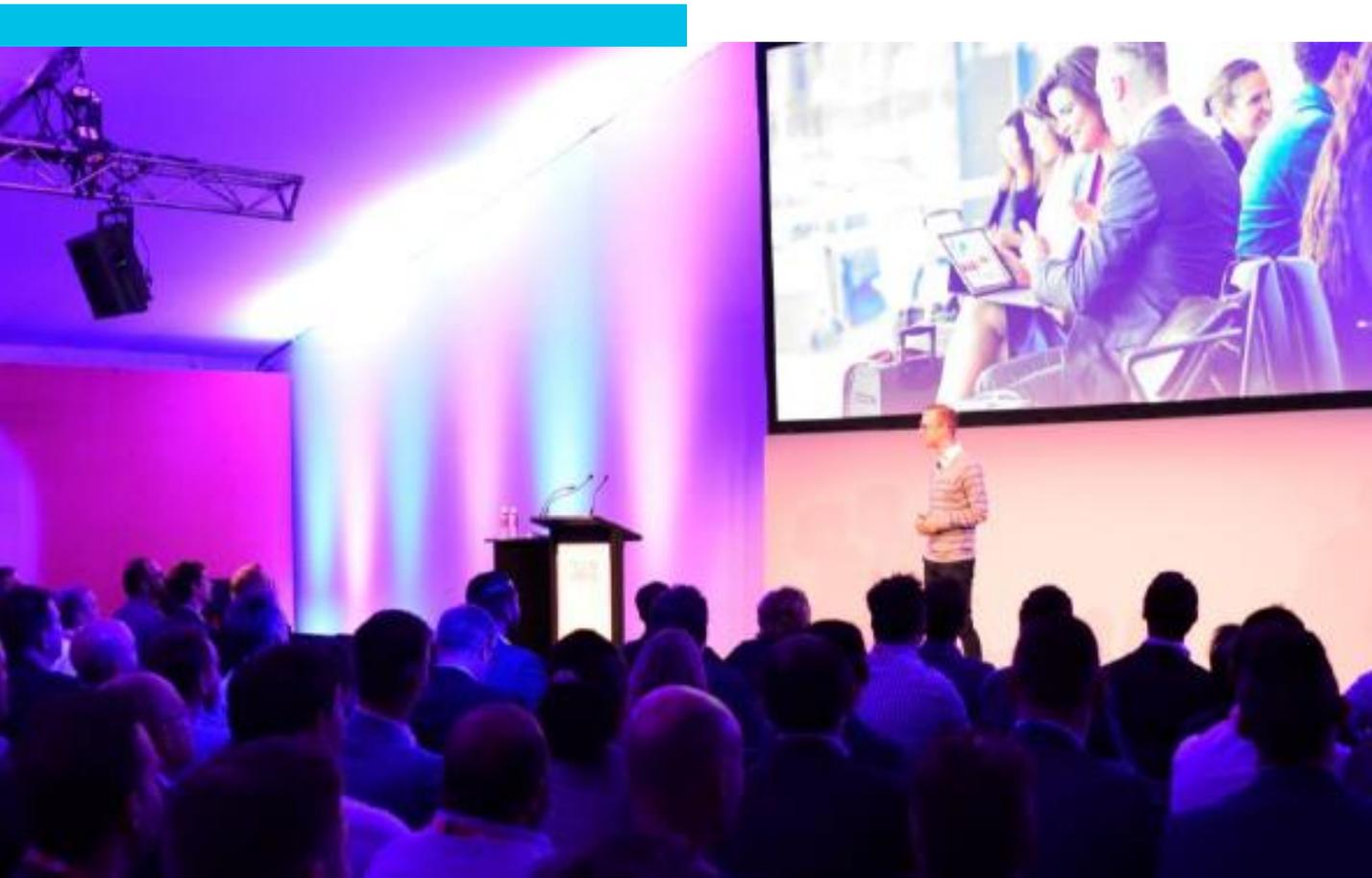
PresentationStudio[®]

TELSTRA VANTAGE™

Insight. Inspiration. Innovation.

"For our signature event this year (2018), we included Presentation Studio's Visual Storytelling[®] to the content development program. This training really helped the speakers to identify and hone their story... ..the results were an increase in quality of presentations, demonstrated by an increase in audience ratings."

Judy Weldon
Telstra Content Manager



THE BRIEF

Raise the bar

Telstra set themselves a goal of 'raising the bar' on all aspects of communication at their **biggest annual event** which runs over 4 days and has over 8,000 registered attendees.

The need for 2018 was to tell a **consistent story** across all streams and channels, while **maximising attendee engagement** across the entire delegate journey.

For the last 5 years, Presentation Studio has partnered with Telstra to deliver various styles (presentation, facilitated interview/conversation, demonstration) whilst ensuring that the sessions aren't disconnected from the overall company strategy, and are rated an average of 3.5 stars per session by participants.



8000

Registered Attendees



100+

Sponsors



4 Days

Invite only experience



VISUALSTORY®

Structure & Message

The content stream forms one of the largest parts of the **Telstra Vantage™** experience. Audiences experience insightful, inspirational and innovative content through talks and presentations over the four day event.

Telstra engaged Presentation Studio's narrative development experts to create bespoke **VisualStory®** workshops that equipped the speakers with the right communication tools and support needed to deliver to the key theme of 'Why, How and What Next'.

These 4 hour workshops helped provide the methodology and the first draft of the presentation the speakers needed to engage their **Telstra Vantage™** audience, sell their ideas and inspire people to act.

One on one sessions with our senior content writers were organised for speakers looking for more support and guidance on bringing their individual stories to life.



Sydney

Melbourne

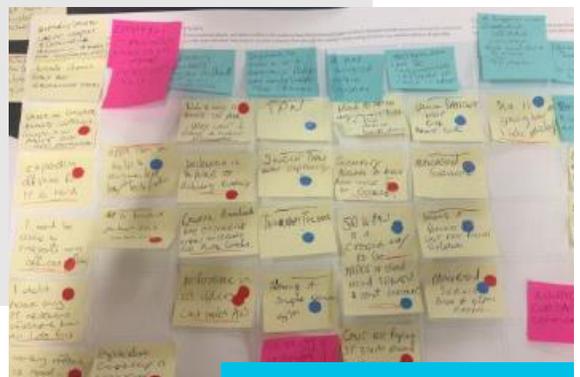
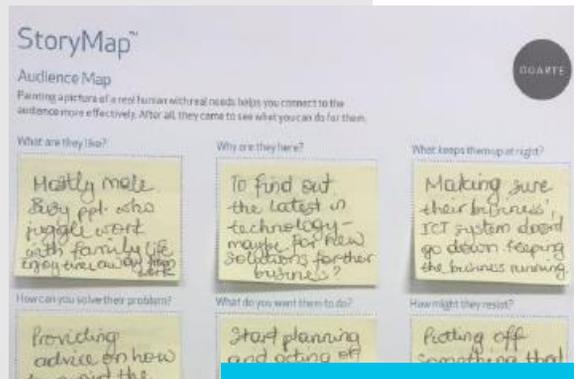
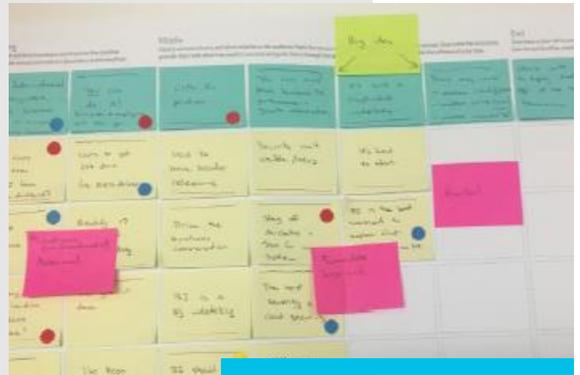
Singapore

 **35**
Attendees

 **4**
Workshops

WORKSHOPS

Training with an outcome



DESIGN

Bringing it to life

While design was aligned to brand guidelines, Presentation Studio identified creative solutions that captured the audiences attention and inspired action.

Using inputs from existing brand assets, our senior designers created a detailed 'Best Practice Presentation Playbook' that featured our suggestions for application of a variety of design styles across the Telstra brand for

keynote presentations.

The playbook was created with the purpose of having multiple creative solutions and dynamic use of existing assets within the boundaries of PowerPoint and formed the foundation for all design assets created for **Telstra Vantage™**.

 **45**

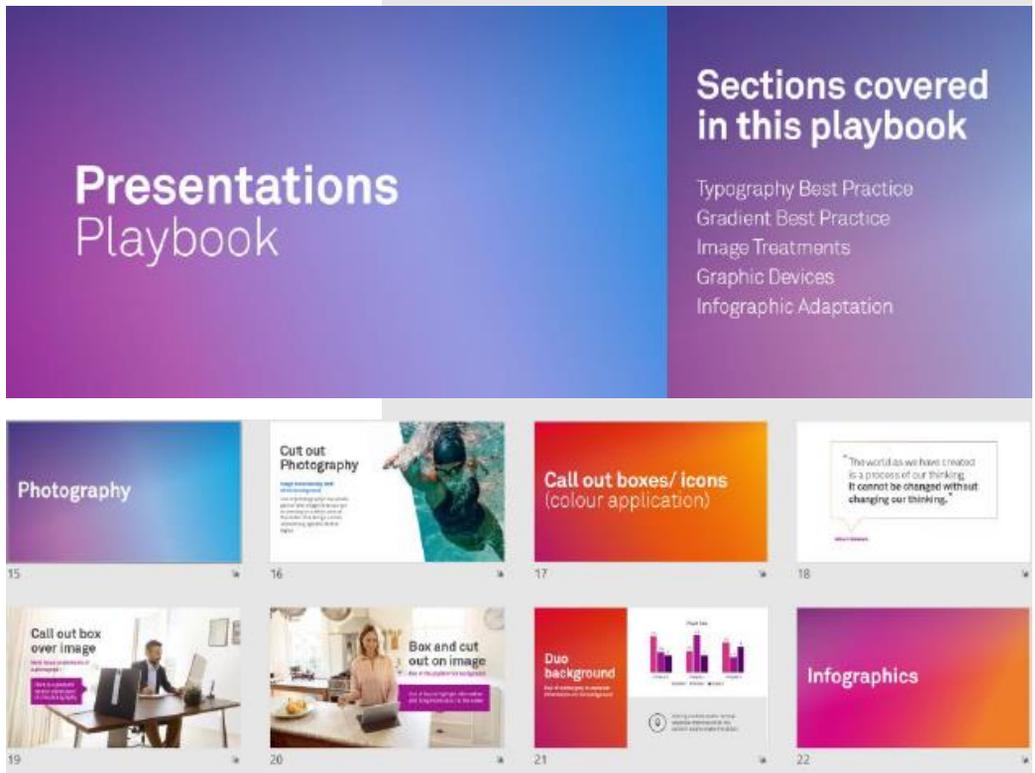
Page Playbook

 **36**

Design Outputs



Pre and Post
Event Collateral



END-TO-END MANAGEMENT

Onsite Support

Each customer stream for the event was led by a different Presentation Studio Project Manager which ensured clear delineation of roles and responsibilities.

While keeping in high contact with key stakeholders, each phase of the event was managed in a fluid yet systematic manner that was essential for an event of this size and nature.

With constantly moving team dynamics and business challenges, our Project Managers had set up multiple check points that were helpful in not only keeping the senior leadership team at Telstra involved and informed, but also allowed for autonomy in areas where Presentation Studio was considered to be the expert eg: Narrative development and design.



95 Days
Planning



5 Days
Onsite Management



4 Dedicated
Project Managers

THE RESULT

Average Speaker
session rating:
4.1/5

Best Vantage result...ever

"We have worked with Presentation Studio for a number of years and they have helped us to deliver some great content for our events and campaigns. For our signature event this year, we included Visual Storytelling^R to the content development program. This training really helped the speakers to identify and hone their story. Coupled with presentation design, the results were an increase in quality of presentation, demonstrated by an increase in audience ratings."

Judy Weldon
Digital and Content Manager

