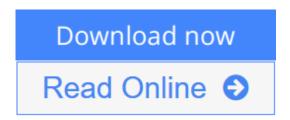# Mastering Prezi for Business Presentations - Second Edition

By Russell Anderson-Williams, J.J. Sylvia IV

Mastering Prezi for Business Presentations - Second Edition By Russell Anderson-Williams, J.J. Sylvia IV

Engage your audience visually with stunning Prezi presentation designs and be the envy of your colleagues who use PowerPoint with this book and ebook

About This Book

- Turns anyone already using Prezi into a master of both design and delivery
- Illustrated throughout with easy-to-follow screenshots and some live Prezi examples to view online
- Transform your standard PowerPoint presentations into an engaging and memorable Prezi

Who This Book Is For

If you use Prezi in business and want to take your presentations to the next level, or if you want to become the office Prezi master, this book is for you.

What You Will Learn

- Insert sounds into your Prezis for narration or for use in online delivery
- Differentiate between Raster and Vector imagery to optimize your Prezi design
- Develop consistent branding in your Prezi
- Design Prezis for use online without a presenter guiding the audience
- Collaborate with colleagues overseas using Prezi
- Turn company slides into non-linear Prezi presentations
- Create custom menus for embedded Prezis

In Detail

Prezi is a tool for delivering presentations in a linear or non-linear format. This cloud-based software enables users to structure presentations on an infinite canvas in a way that is more engaging and visually stimulating to the audience.

This book covers all of the technical elements of the software, whilst also looking at the practicalities of using Prezi in a business environment. It teaches the reader how to think for Prezi, and approach their design in the best way. This is an essential resource for people who want to use Prezi seriously. Apart from covering best practices for inserting images, sound, and video, this book also covers topics for business users such as collaborating and sharing Prezis online, using Prezi at a meeting to brainstorm with overseas colleagues, and how to "Prezify" PowerPoint or Keynote slides. This book will escalate you from Prezi user to Prezi master with ease.

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Editorial Review

About the Author

Russell Anderson-Williams

Russell Anderson-Williams is one of Prezi's very own official independent experts, and the founder of the Prezi design and training agency (http://www.theprezenter.com). He is dedicated to educating Prezi users on best practices, sharing advice and tips on design, and more than anything, changing the mindset of Prezi users to that of nonlinear thinkers. A wildly creative and visual thinker, Russell has a strong background in visual communication and graphic design, as well as a long career in training and presenting. Russell has designed and delivered hundreds of presentations for some of the world's biggest companies in a variety of sectors. By merging his love and passion for educating people with his joy for all things wonderfully visual, he has designed a course to turn anyone in the business world into a Prezi master through his on-site training programs, and he tirelessly blogs about everything Prezi-related. He resides in the extremely creative city of Bristol in the United Kingdom, where he manages a small team of Prezi-focused designers and trainers.

J.J. Sylvia IV

J.J. Sylvia IV is a PhD student of the communication, rhetoric, and digital media program at North Carolina State University. He also has an MA in philosophy from The University of Southern Mississippi and BA degrees in philosophy and communication from Mississippi State University. His experience spans the fields of business, education, and nonprofits, which has given him the opportunity to develop a unique perspective on the way people use and engage with technology. His primary research interests revolve around the ways technology affects our understanding and interactions with the world around us. Before graduate school, he managed paid advertising and marketing strategies for an e-commerce site and developed a social media outreach initiative for a nonprofit organization. Recently, he managed the AmeriCorps interns who worked to integrate technology into the classroom, and built a community around an educational outreach blog, www.PhilosophyMatters.org. He can also be found at www.jjsylvia.com. John has reviewed Prezi Hotshot and Prezi Essentials. He has published chapters in the books Radiohead and Philosophy, Doctor Who and Philosophy, and Supervillains and Philosophy, all published by Open Court, and also in Ethical Issues in E-Business, published by Business Science Reference.

Users Review

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