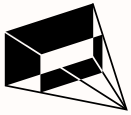


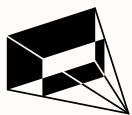
Punk Presentation

A Punk Presentation is a supercharged marriage of style of substance, designed to inspire. We put together a team of designers, illustrators, writers, and animators, who storyboard and produce your deck. On the day of your presentation, we'll send you good vibes. But we know that vibes aren't necessary. With a Punk Presentation at your back, you'll have the tools you need to engage and energize your audience.



“Powerpoint presentations
are a new form of
anesthesia and torture.”

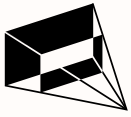
– Anonymous



¹Punking

\verb\

To inject rock'n'roll into corporate presentations



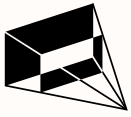
Our Mission

The world's gone powerpoint crazy and not in a good way.

Every working day thousands of people are forced to sit through hour upon hour of mind numbing presentations. In fact, Microsoft estimates that more than 30 million powerpoint presentations are given every day around the world. In this sea of mediocrity it used to be hard to make your work stand out and almost impossible to make sure your audience stayed fully engaged. That was until we had a brainwave: "Why not take a standard powerpoint presentation and dip it into our design hot tub to create something rather special?"

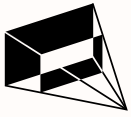
The result was Punking: your content meets our visuals in a blending of style and substance. We're all about making you look good (from laptops to JumboTrons) so that when you have to stand up and give your big speech, your deck gives you the confidence to take your presentation to the next level.

We want to help you capture your audience and fight powerpoint inertia.



How We Work

From TED lectures to annual sales conferences to intimate strategy sessions, we've Punked hundreds of decks over the last few years. Along the way we've learned some really important lessons that help things run smoothly...



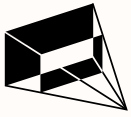
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01 Know What You Want to Say First

It sounds obvious, but we really need you to know what you want to say before working with us. Our prices are based on a day rate, so any uncertainty that leads to major changes once we've begun Punking (such as slides being added, messages being changed, etc.) will increase the cost of your project. Therefore, the clearer you are, the more cost-efficient the process will be.



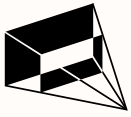
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KINKY&
Client

02 Straight to the Speaker

Chances are you're a very busy person and the presentation you want Punking is just one of many things you are working on. As such it will be tempting to get someone else to liaise with us. We strongly recommend against this. The Punking process won't take up much of your time – typically 3 to 4 phone calls/emails – and by liaising with you directly we can make sure that we give you exactly what you want, when you want it.



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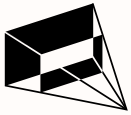
Punk Presentation

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Client

03 Practice Practice Practice

You wanted a Punked presentation because you wanted something different. As with all things different it takes a bit of time to get used to it. When you get your Punked deck back from us, make sure you spend some time practicing. The graphics will be new. The feel will be fresh. Practice is essential.

Chances are we will have take your original 10 slides and blown them out into 3 times that amount. But don't worry, it doesn't mean that it will take three times longer to present; it just means it will be three times more visually exciting for your audience.

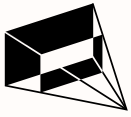


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KINKY& Client

04 The Good Fast Cheap Dilemma

The old saying is true – good, fast, cheap – you can't have all three. The usual lead time for Punking a presentation is between 2 to 4 weeks depending on the length of the deck. We can turn things around quicker if we have the resources available, but having our team burn the midnight oil does come at a premium.

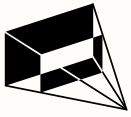


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05 Standard VS Premium Punking

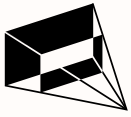
Standard is the wrong way to describe one of our presentations – as they are anything but. ‘Standard’ means your deck will include a refined style, simple and clear graphical elements, and impactful typography and layout. Our ‘Premium’ service turns your deck into a complex, multimedia experience, complete with infographics, lush photoshop creations, sound effects, video elements and more.



What Does It Cost?

Fees: Our fees are based on how many days we think it will take to do a great job. As every deck is different we'll need to see your slides before we can prepare a budget.

We know that every creative project requires revisions, so we've built a half-day of tweaking into the initial fee. This lets us incorporate any new ideas that you might have. If the presentation needs to change significantly—you want to add additional slides, for example, or you decide to change the message entirely—then we'll revise the fee to reflect the extra time required.



Top Tips

01 • **Be Clear About What Matters**

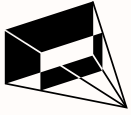
A good rule of thumb is one slide = one thought. The simpler and clearer you can keep things the better.

02 • **More Words Doesn't Mean More Understanding**

Your slides should act as a backdrop to reinforce the points you are making. It shouldn't be your script. It sounds obvious but if all you are going to do is read the words off the screen, you may as well just email everyone the presentation and cancel the meeting. Remember – there's a reason we don't project word documents in meetings.

03 • **If You've Got Ideas for Visuals – Share Them**

Use the notes section on your slides to share with us any ideas you might have for the look and feel of each slide. We'll be unleashing our designers on your work but it's always good to know where your head is at the start of the process.



Important Questions

Punk Presentation

01 • **Timing**

When will you need the deck by?

What's the date of your presentation?

02 • **Context**

How long do you have for your presentation?

Who is your audience?

How will the deck be shown?

• On a laptop? On a Jumbotron? On the side of a building?

What kind of things have you tried before?

What's worked well? What hasn't?

03 • **Deliverables**

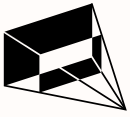
How many variations do you require?

• Different regions? Different languages?

03 • **Follow-up**

What will you be doing with the deck afterwards?

• Nothing? Printing it as a handout? Emailing it to the other delegates as a pdf?



with love

KINKY &CO