



Gareth Bunn Consulting

Persuasive Presentation Design

The craft of designing compelling messages
Gareth Bunn

With acknowledgement to Willie Macnair formerly of
the Rhetorical Company who created the “Kipper”



Our difficult challenge

- Goal
 - To affect behaviour of audience in future
- Issue
 - Only memory affects behaviour
- Implication
 - *Primary* purpose of presenter is to create memory

so.... the challenge is to create memory!



Creating long term memory

- Long term memory works by connection
- and..... $C = M \times P$

Communication is product of message and personality

Creating long term memory

- Long term memory works by connection

- and.....

$$C = M \times P + S$$

.....memory is created in **silence**



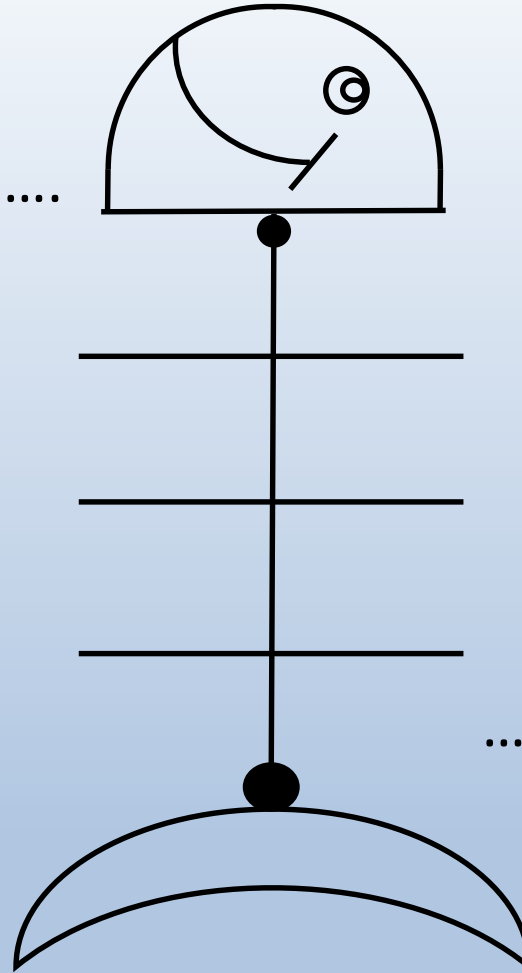
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Introduction to the Kipper

Persuading through the spoken word

Gareth Bunn Consulting is licensed by Willie Macnair to use and teach the Kipper

Design of presentation....



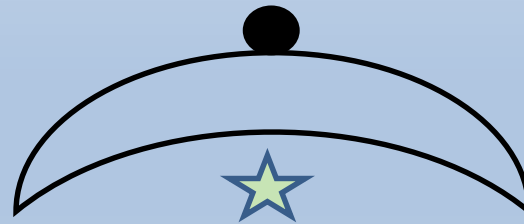
...using the “kipper”



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SUMMARY = P1, P2, P3

THE BIG IDEA



Designed from the Tail



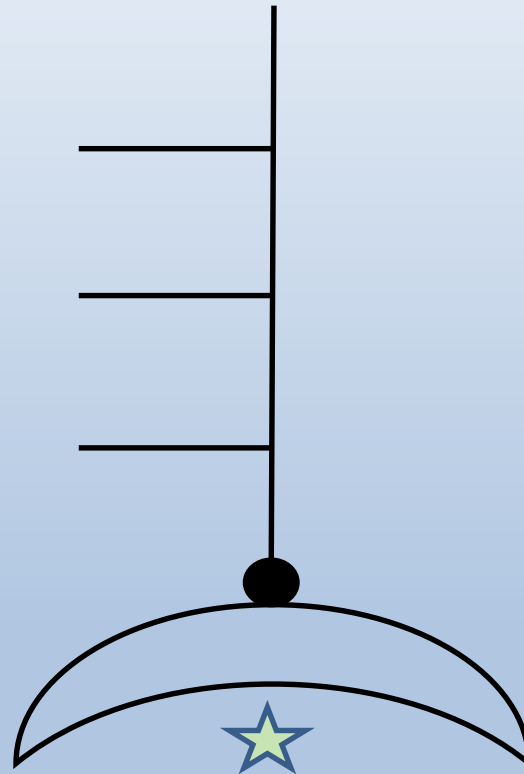
Point 1

Point 2

Point 3

SUMMARY = P1, P2, P3

THE BIG IDEA



Designed from the Tail



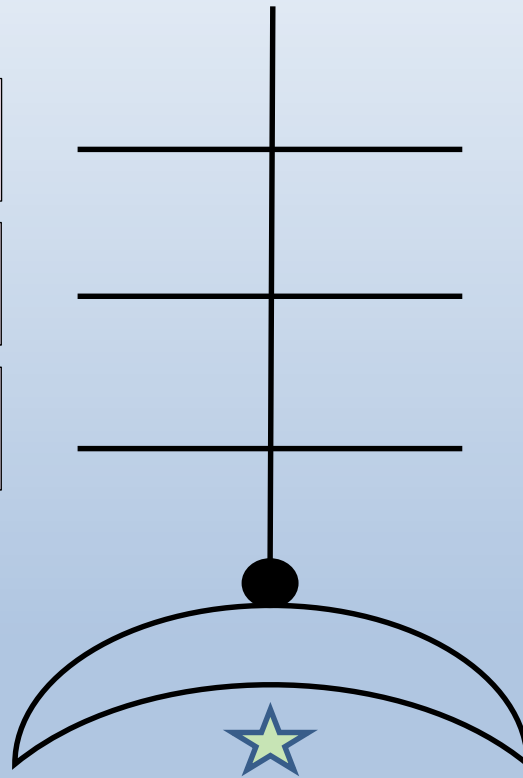
Point 1

Point 2

Point 3

SUMMARY

THE BIG IDEA

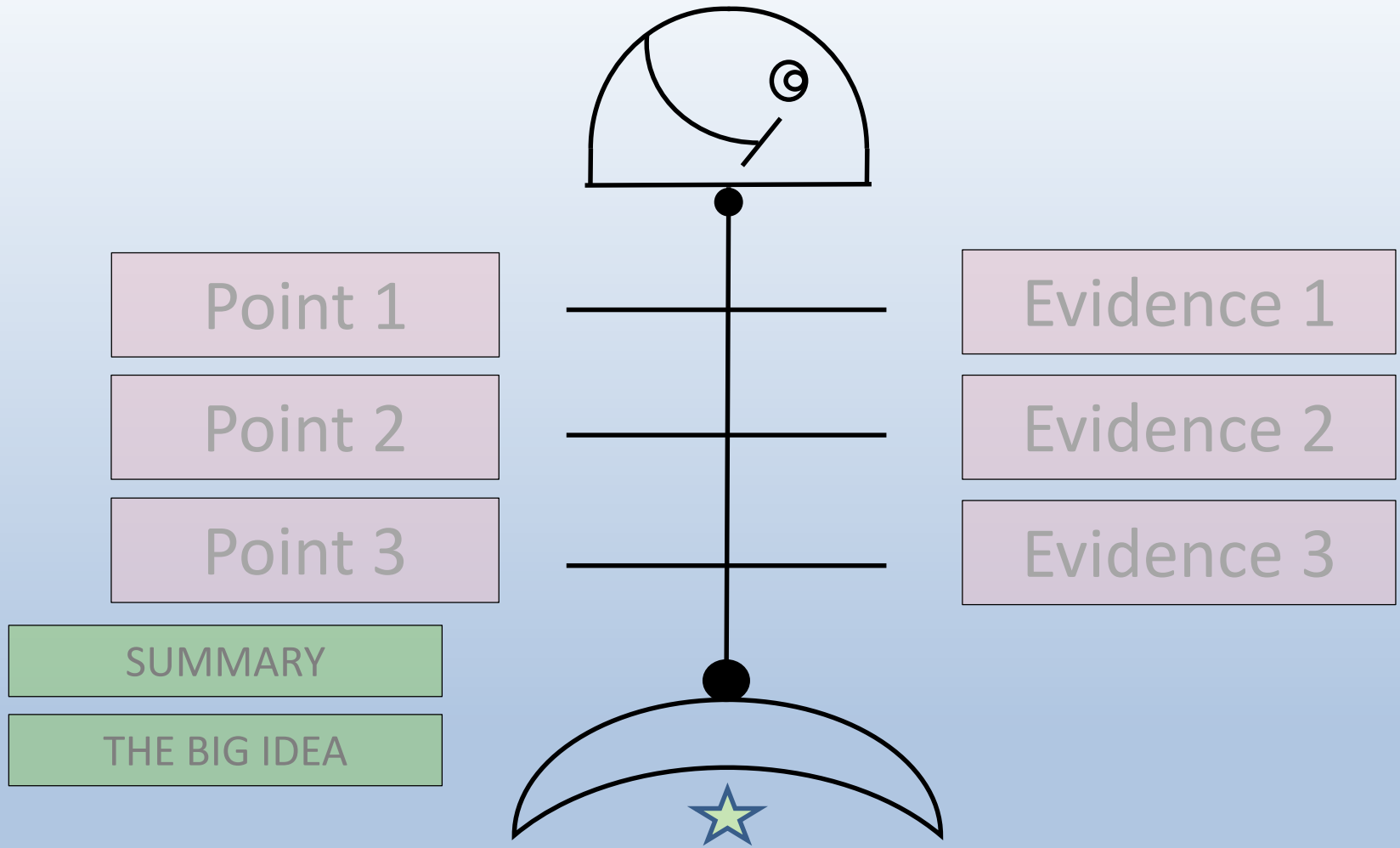


Evidence 1

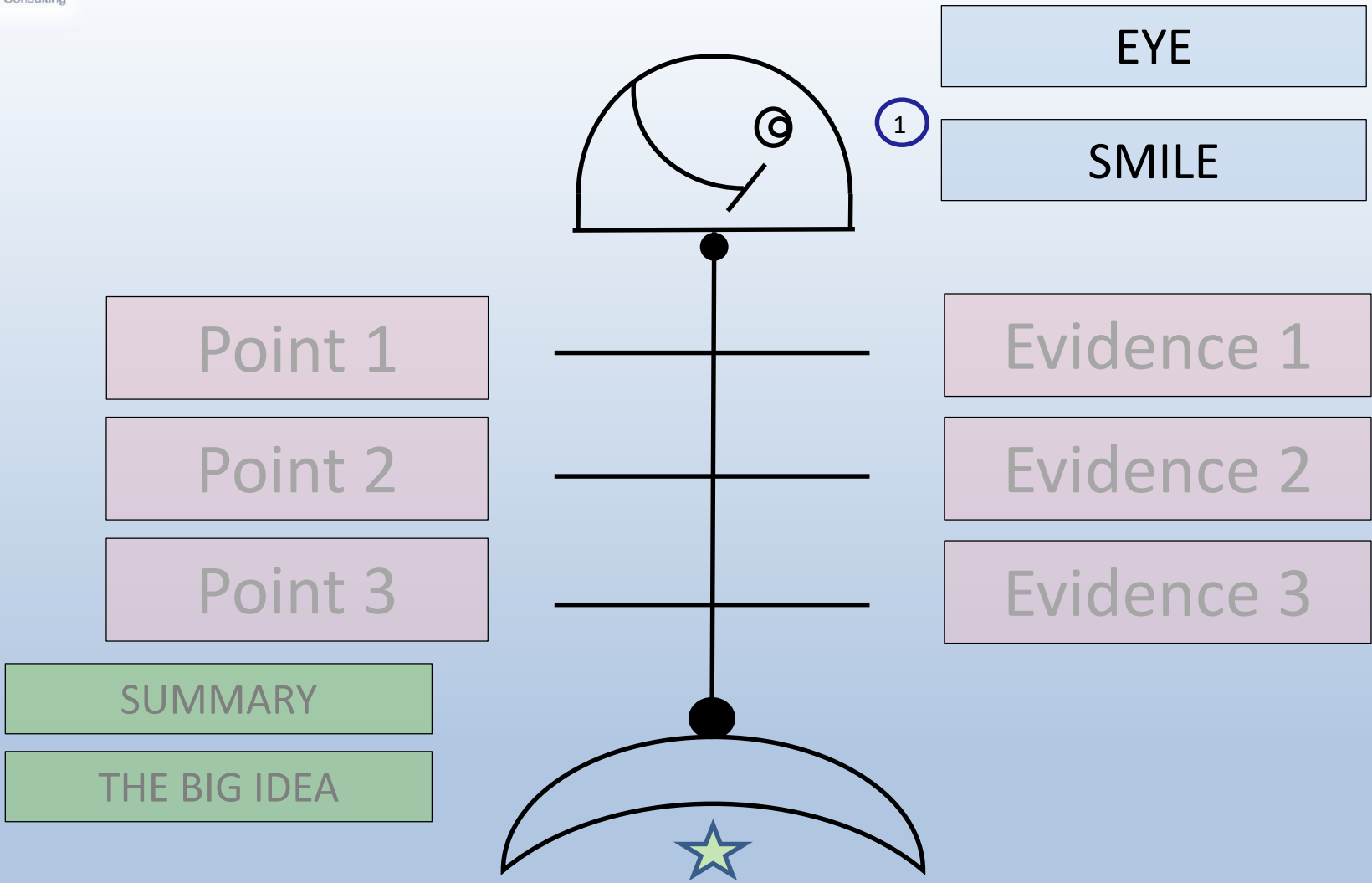
Evidence 2

Evidence 3

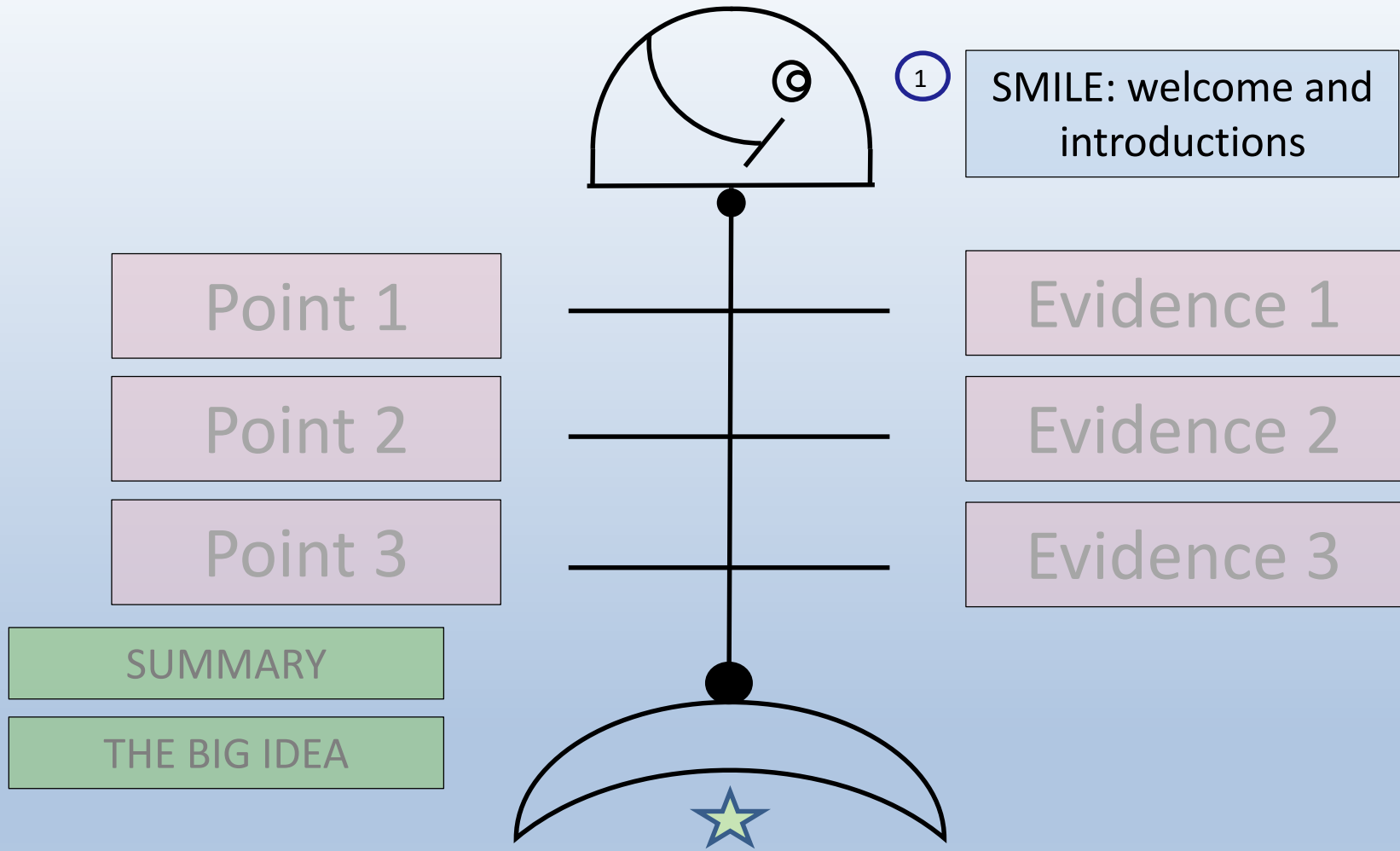
Designed from the Tail



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Designed from the Tail

EYE: First few words to make audience want to pay attention and feel goodwill towards you

1

Point 1

Evidence 1

Point 2

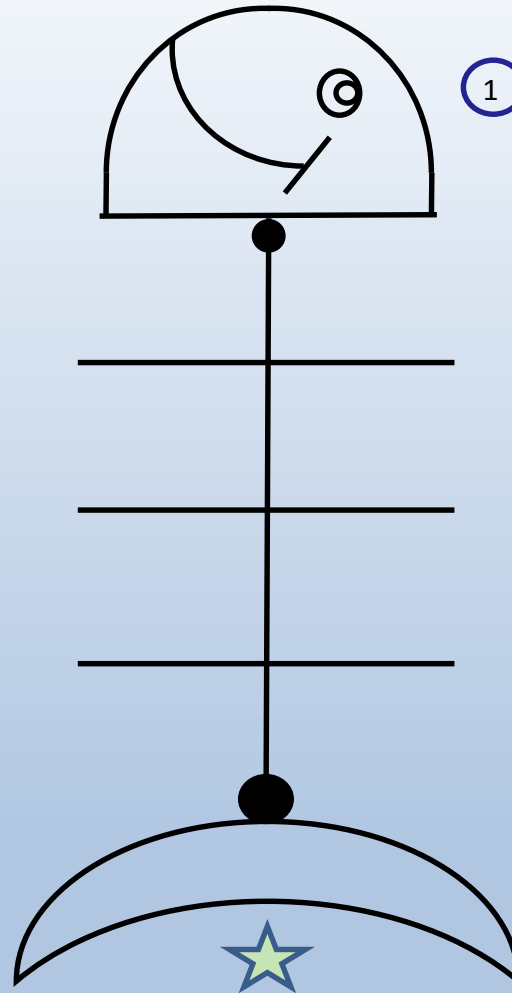
Evidence 2

Point 3

Evidence 3

SUMMARY

THE BIG IDEA



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- TOPIC
- STRUCTURE
- DEFINITIONS
- HOUSEKEEPING

- 2
- 3
- 4
- 5

L1

Point 1

L2

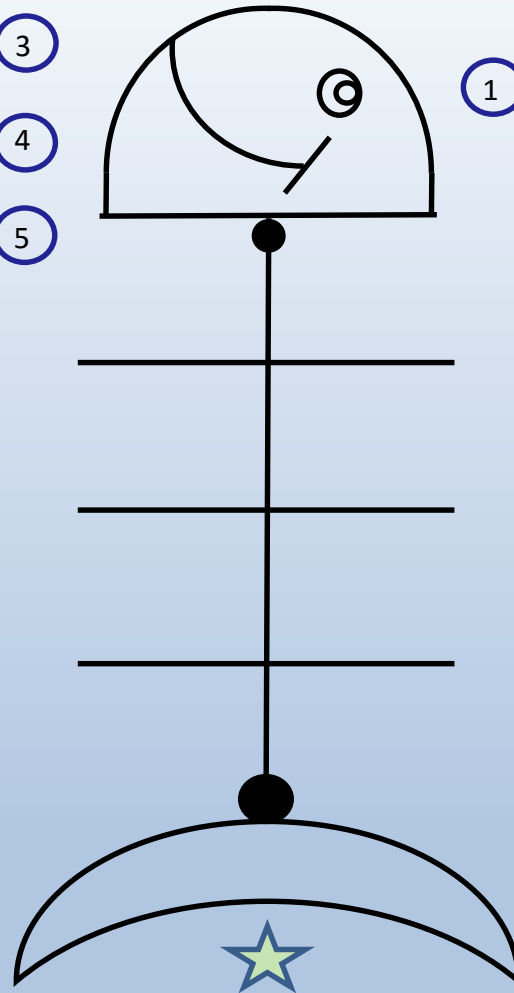
Point 2

L3

Point 3

SUMMARY

THE BIG IDEA



EYE

SMILE

Evidence 1

Evidence 2

Evidence 3

Designed from the Tail



- TOPIC
- STRUCTURE
- DEFINITIONS
- HOUSEKEEPING

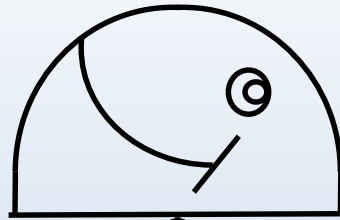
Delivered from the Head

2

3

4

5



1

EYE

SMILE

L1

Point 1

L2

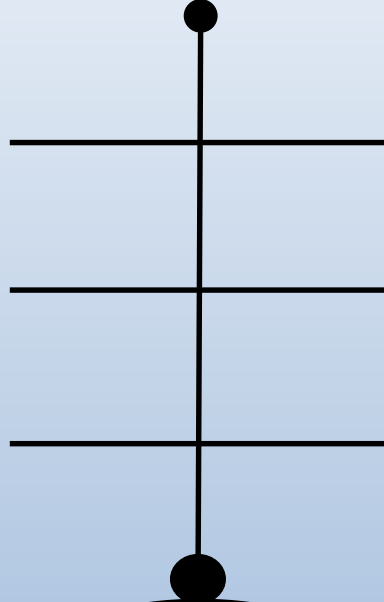
Point 2

L3

Point 3

SUMMARY

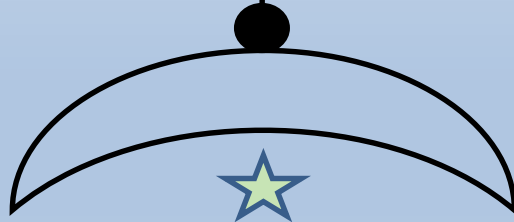
THE BIG IDEA



Evidence 1

Evidence 2

Evidence 3

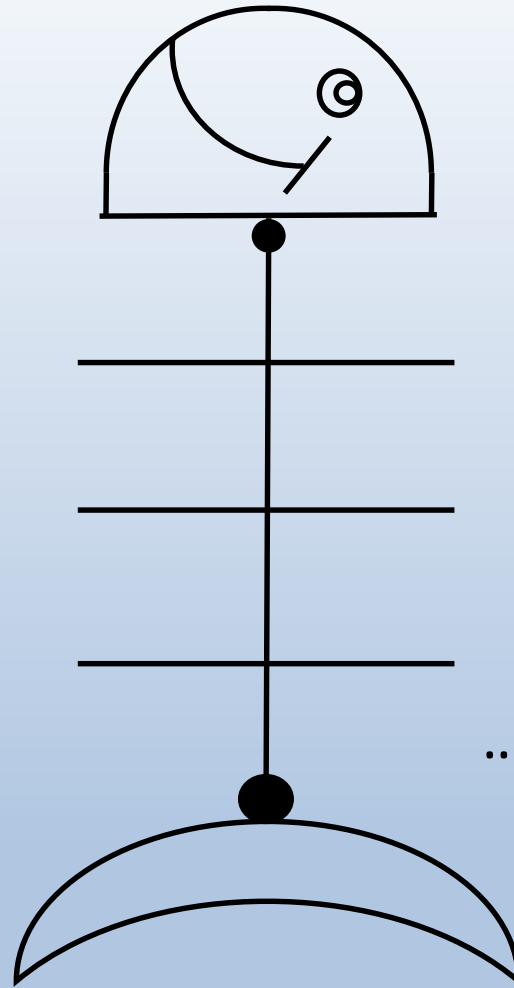


Designed from the Tail



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To design a presentation
to create memory....



...use the Kipper - it works!

