

SHARING A CASE STUDY

in an INMA Brainsnack presentation



1 Day



Fly In, Fly Out



20+ Cases



Share a Case, Pay Less

Slide 1 : Framework

Use slide one to frame your company/brand's environment.

Size of country/
region you
operate in

Reach
(audience)

Rates (default digital
sub rate, print sub rate,
single-copy rate)

Position in your
market (leader, 2nd in
size, niche, including
subscription vs
single-copy sales)



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Next Slides

Use the format

“What?”

What is your case study about?

“How?”

How did you execute the case study?

“Results!”

Results?



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Tell Stories

Don't just read
a list of facts
and figures.



Tell
STORIES.
Make it
PERSONAL.



1 Day



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The 7-15-30 Rule



7

minutes

15

slides
(max)

30

point font
size (min)



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A Brainsnack Presentation is Hard

Think of the **core message**, the **core idea**.
You want the audience to remember. **Focus on that.**



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Practice Makes Perfect



You've edited
your slides.
More than
once...



You think your
presentation
fits into 7
minutes?



Practice in
front of your
colleague. Let
them time it.



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