

Ignite Brand Pitches How-To Guide

Licensing Expo 2023



Ignite Brand Pitches- Ignite Presentations Example



[Click Here to Link to YouTube Example](#)

Guide for Presenters

- [Click Here for an Ignite How to Guide](#)



Start with an Outline – Focus on Story Structure

- This is the foundation of your speech!

The start:

- Wow them! Open with something that will captivate the audience

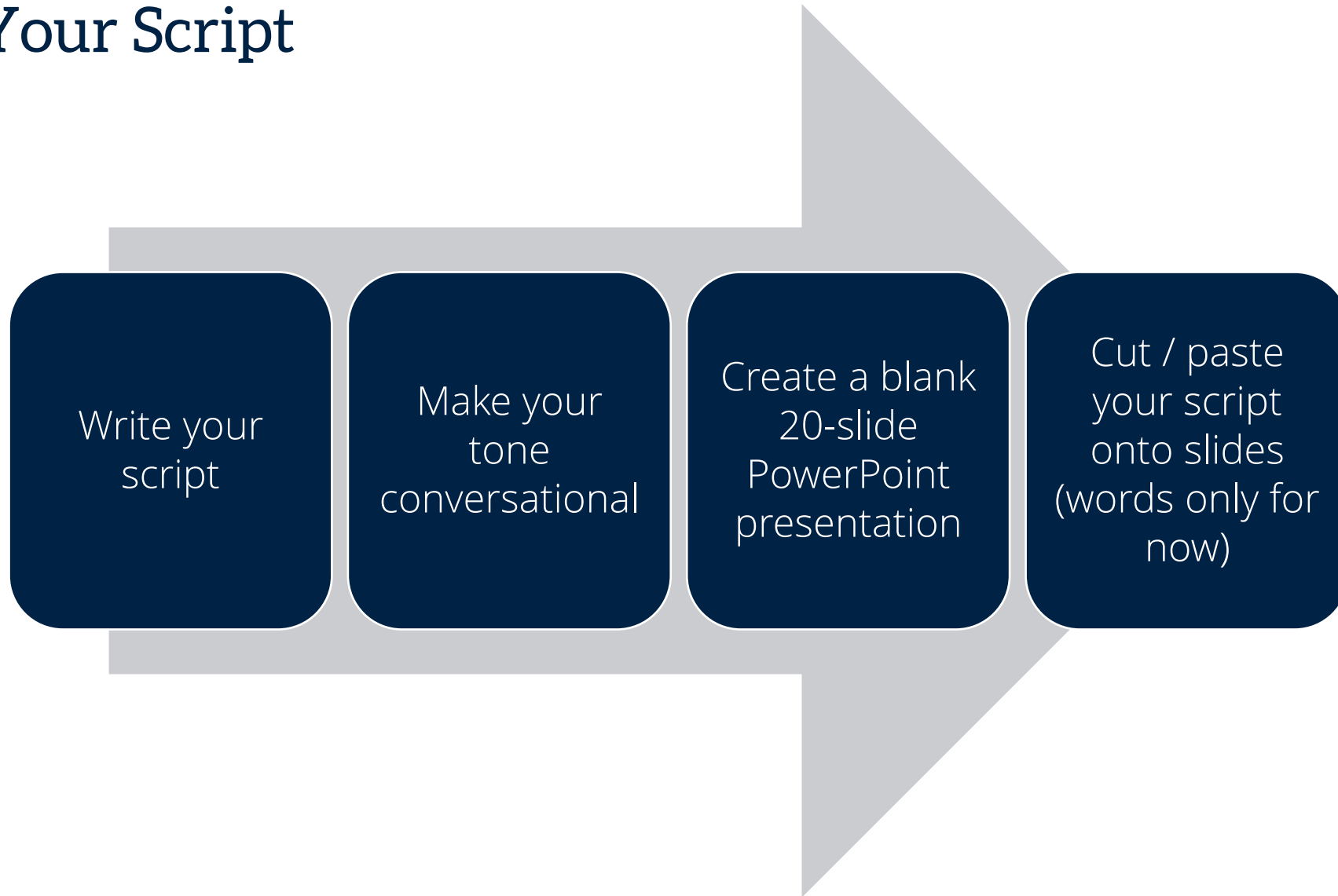
The body:

- Supporting information
- Stories, facts, statistics...everything that lends credence to your introduction

The end:

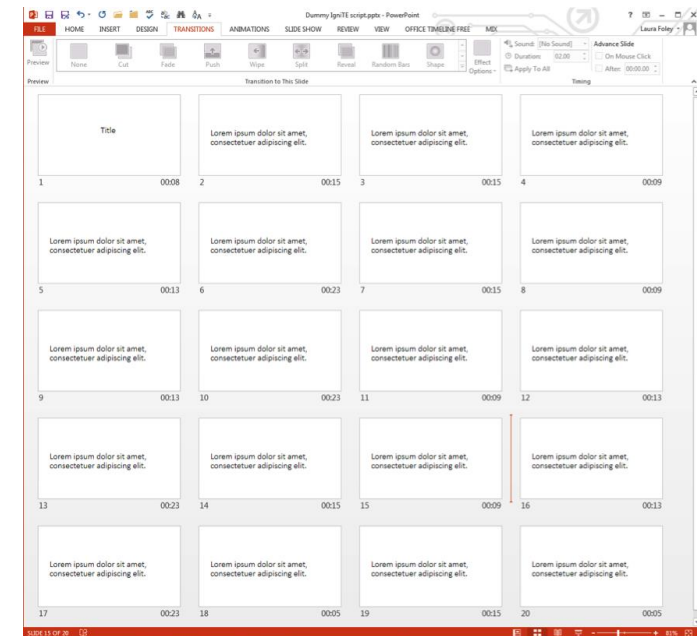
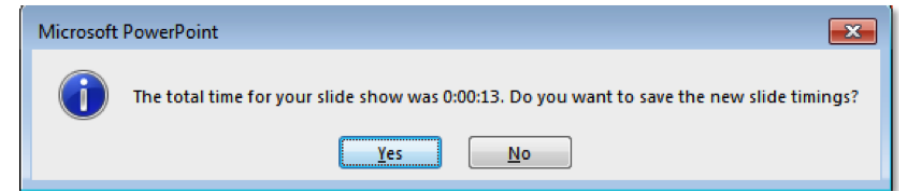
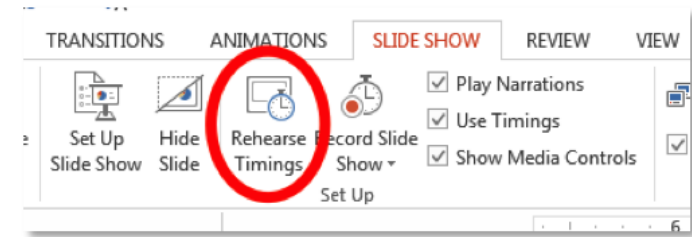
- Call to action, summation of what you've talked about, thoughtful question for the audience, etc.

Write Your Script



Fine Tune Timing

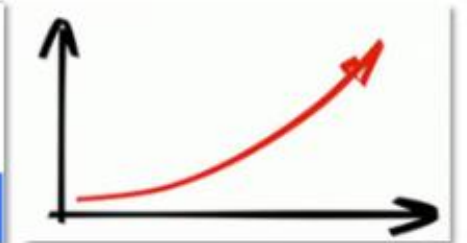
- Go to Slide Show/Rehearse Timings and start reading! →
- At the end of your presentation, you will see a prompt telling you how long your narration was and asking if you want to save the new slide timings. Click “Yes.” →
- On your first run-through, you’ll notice that some slides go on for too long, others not long enough. Edit your speech by adding, deleting and rearranging text until reading each slide takes 13–14 seconds. →



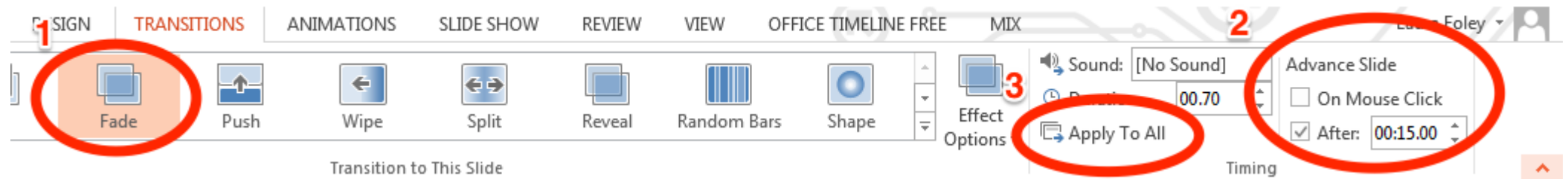
Design your Slides

Ignite presentations tend to contain large pictures, simple charts and graphs, and a minimal amount of text without any bullet points. Sometimes, an Ignite presentation will have only one photo per slide.

Here are some examples:



Set your Slide Times & PRACTICE!



- Click on the Transitions tab on the Ribbon. Select Fade (#1, above). In the Timing group, deselect “On Mouse Click” and select “After.” Type 15 in the box (#2, above). Then click “Apply to All (#3, above).