

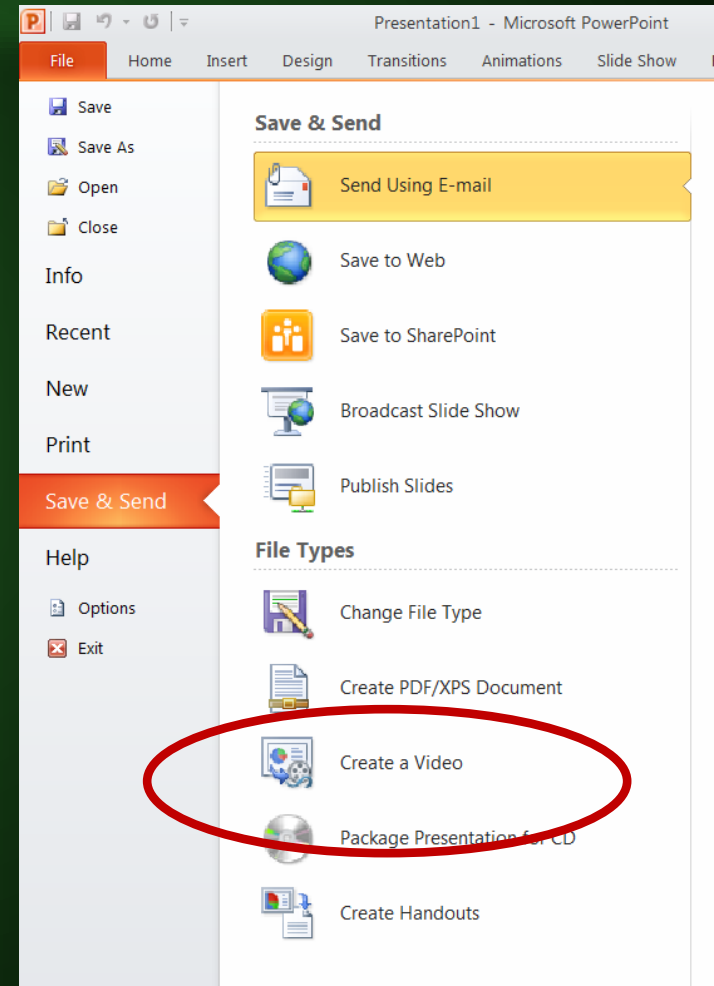
**Creating an “Infomercial”  
with PowerPoint 2010**

# Motivation

- Stand alone – engaging piece
- Quick hit
- Limited resources for development
- Explore use of technology
- Easy to use

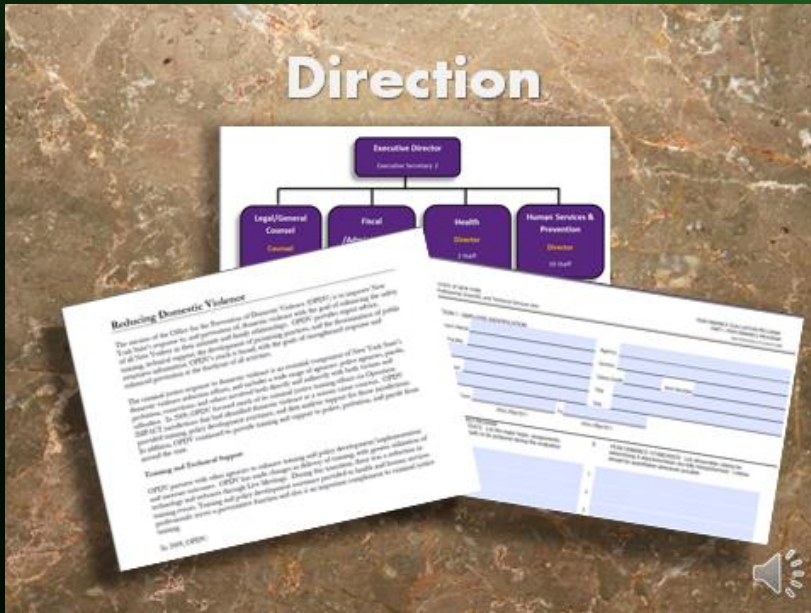
# Considerations

- Tool – PowerPoint 2010
  - Create a Video
- Distribution
- File size – format
- Accessibility



# Nitty Gritty

- Branding
- Message
- Script
- Graphics
- PowerPoint finesse
- Narration



# Review, Revise, Review

- Content – script
- Visuals
- Message – slides
- Narration





# Showtime!



What do you think of  
when you hear the words  
internal controls?



A stylized graphic of a business card. The card is white with a black rectangular area in the center containing contact information. The card is set against a dark green background and is surrounded by light blue and white geometric shapes that suggest a stack of papers or a folder. At the bottom of the card, there is a stylized illustration of a pair of glasses with orange frames and black temples.

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