



Professional Edition

KeyPrep® Professional Edition helps to address two common communication issues:

- You can have the best structured presentation in the world, but if the content is not right then your audience won't remember your key points.
- In the same way, you can have all the relevant content but if the structure isn't right then your audience will get lost, or fail to keep up.

Introduction

Whenever anybody wants to prepare for a presentation or a speech, they will typically start with a blank area to work in, whether that is a physical piece of paper, a new electronic presentation or a blank word-processing document. All of these mediums lack one of the key components of an effective communication, structure. With this in mind, the KeyPrep® family of products were designed to look like a blank sheet of paper while also providing proven guidance on structure.

KeyPrep® Professional Edition is a personal communication and information management system, designed to assist you in the preparation of communication in a highly logical and retrievable form.

Whether you are preparing for a presentation, a speech, a press release, a paper or planning for a meeting, KeyPrep® Professional Edition can help to enhance the effectiveness of the preparation process and the final product.

Combination of Structure with Content

KeyPrep® Professional Edition guides you through a logical structured approach to preparing a communication. The approach used has been developed over 25 years by The Kingstree Group (www.kingstreegroup.com), an organisation of communications experts helping the current and future business leaders communicate effectively and with authority.

This approach helps you build your communication around the key points you want the listener or reader to remember, supported by evidence in the form of examples, success stories, facts etc. You can also add Visual Aids to enhance your communication. These Visual Aids could take the form of a photograph, a movie clip, a sound bite, an individual Microsoft® PowerPoint slide or a set of slides, or you may just want to add a document for later reference.

This focused approach can help to save huge amounts of time spent during the creation process as well as helping to ensure that the structure (Key Points) is clear and easily followed and the content (Evidence) is relevant within the context of the communication.

Getting Your Message Out

KeyPrep® Professional Edition uses Microsoft® Office to create its deliverables, ensuring that the final material can be formatted as required for any situation.

All relevant visual aids are generated out into a Microsoft® PowerPoint presentation with the selected design template being applied to help to ensure a consistent look and feel across the presentation.

Microsoft® Word is used to generate out the Speakers notes. These notes are clearly structured and provide prompts for any visual aids that have been attached.

Reusing Your Message

KeyPrep® Professional Edition tags data for ease of retrieval and re-use at a later date making it very easy to find and reuse an existing Key Point about a subject, or some Evidence to support a Key Point.

Another advantage is that when Microsoft® PowerPoint slides are used as supporting Visual Aids, it is only the identified slides that are stored, not the whole presentation so it becomes much quicker and easier to 'find that slide'.

Finally...

KeyPrep® Professional Edition can help to make your communications process more effective both in terms of structure and content. But KeyPrep® Professional Edition is not just restricted to the process of communication creation. It can also be used to record a Set of Issues, Questions and Answers about a Subject or it can help you to create documentation like a Press Release, a Dissertation or a Report. It can even go as far as to help you to prepare for meetings where the Agenda Items are in reality the Key Points for the meeting.

KeyPrep® Professional Edition is a tool that will help you to prepare more effectively with more accurate information that will help in almost any interactive event.