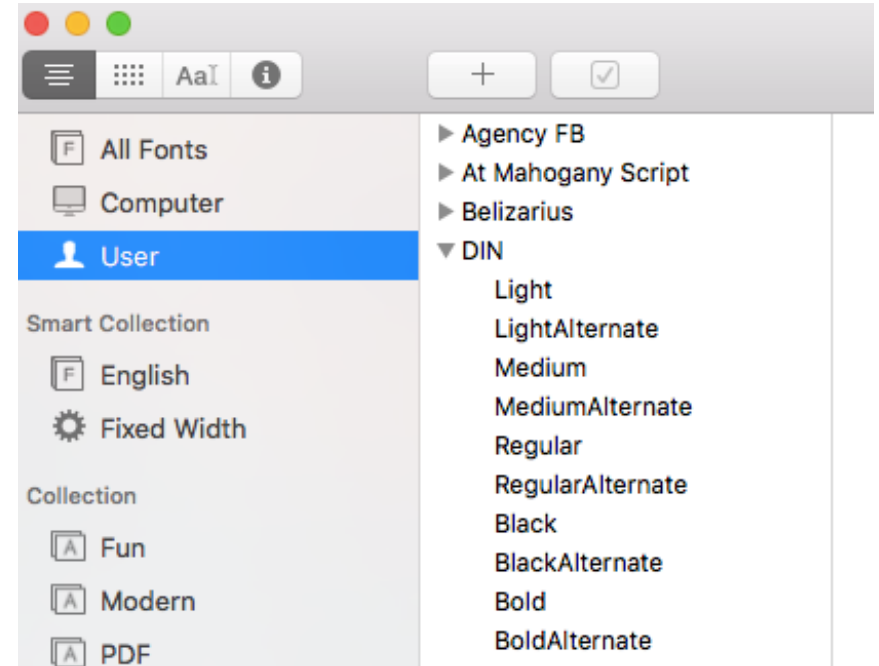


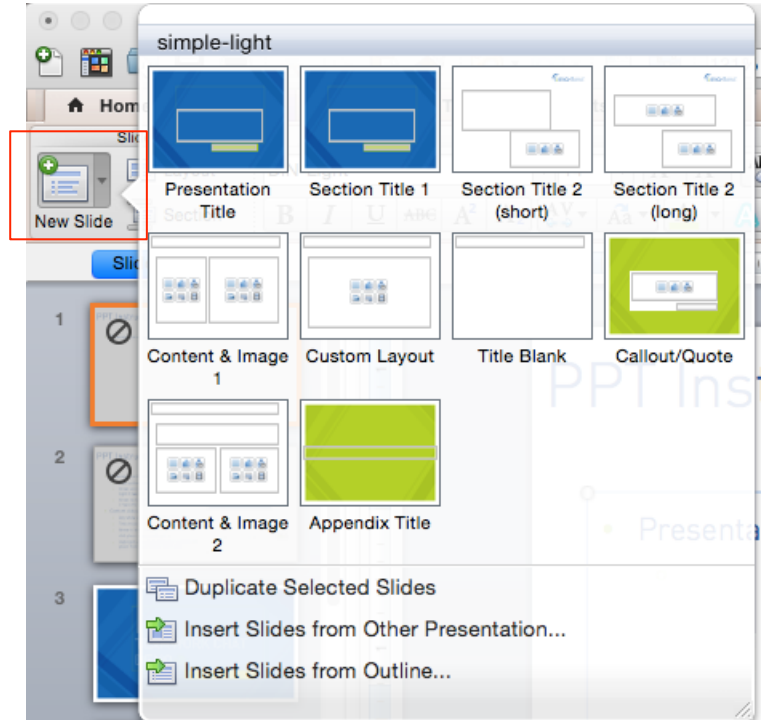
PPT Instructions >

- Install the DIN fonts from the .ZIP folder
 - Download the “DIN font.zip” file from DB
 - Double-click it to unzip it and a folder will appear
 - Go to Finder>Applications and open the application called “Font Book”
 - Select the DIN folder to drag and drop it into your font book (see right)
 - When done installing, it will appear like you see to the right
 - Quit/Reopen PPT if it was open when you installed fonts so it can load the new fonts into your font menu



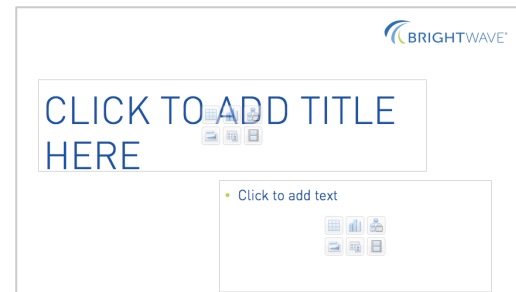
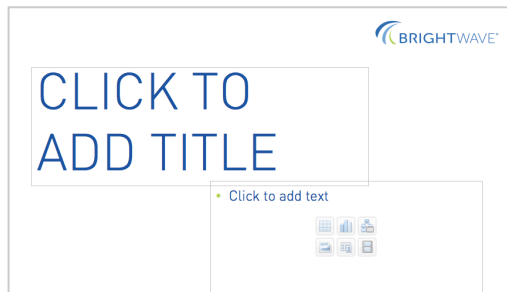
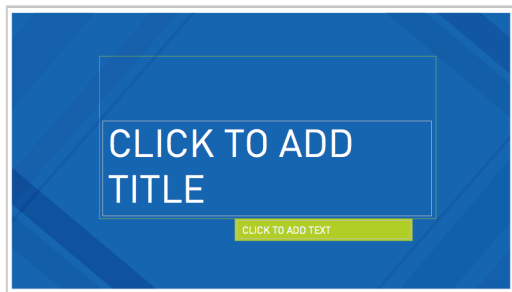
PPT Instructions >

- Presentation is set up with master slides
 - On home tab, click dropdown arrow next to “New Slide” to see the different layout options
 - Choose layouts from here
 - If you try to right click and insert a new slide in the slides panel, it will insert a blank white slide with no formatting (don’t do it that way)
 - You can also right-click on an existing slide in the slides panel and choose duplicate slide, then edit from there



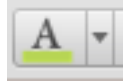
PPT Instructions >

- Presentation title slide:
 - Meant for main title slide use only
 - Green arrow is an image (copy/paste arrow to right if needed)
 - Green rectangle where you can click to add text is typically used for the date of the presentation
- Section slides
 - A few to choose from based on presentation needs



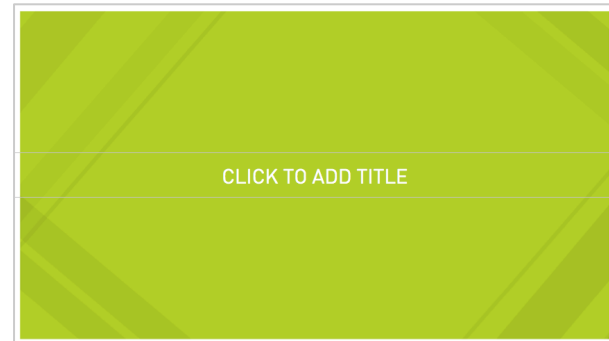
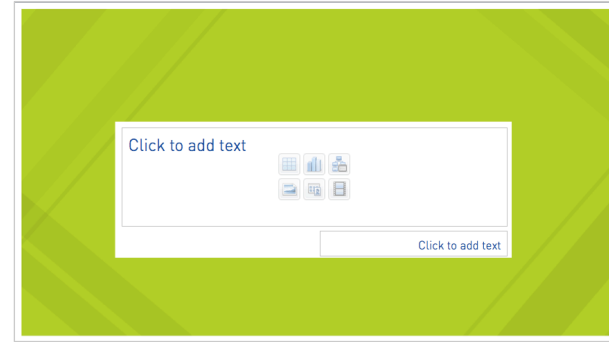
PPT Instructions >

- Content slides:
 - White slides with title and arrow at top: copy is BW blue and arrow is BW green
 - Arrow is text. To make the arrow, click **shift** plus **>** and you will get **>**
 - Highlight arrow, then go to font colors and pick BW green from Recent Colors (first one)



PPT Instructions >

- Callout/Quote slide:
 - Typically used for a quote or some kind of text that needs to be called out
- Appendix slide:
 - Can use for a Thank You/Questions slide or an Appendix slide



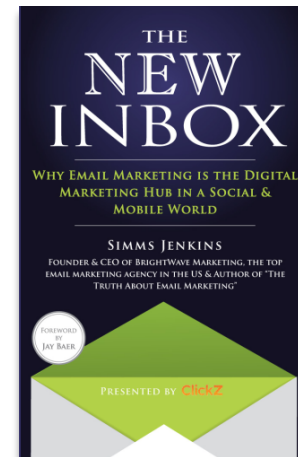
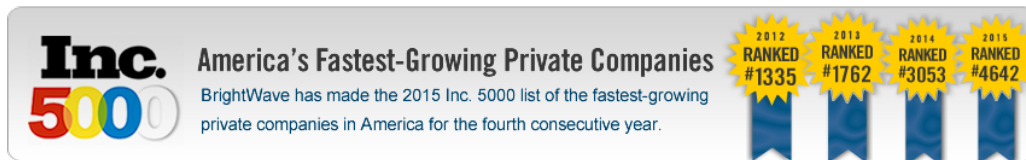
EMAIL INNOVATIONS SUMMIT➔

MAY 17-19, 2016

ABOUT ME



- Founder & CEO of Top Email Agency (@BrightWave)
- Author, Speaker & Industry Advocate
- Creator – EmailStatCenter.com
- AMA Marketer of Year, TAG Email Marketer of Year & AIMA's Lifetime Achievement Award
- @SimmsJenkins



About Me (Random & More Interesting)



About BrightWave?

- Specialized, best-of-breed agency, fully focused on eCRM
- Renowned thought leadership & industry mastery
- Full service, white glove email expertise delivered by our in-house team
- Multi-faceted service offering including strategy, creative & technology, and campaign execution
- Track record of dozens of prestigious awards



Our Mission



*To fuse creativity and technology together to elevate
email marketing and CRM programs that drive revenue,
cut costs and build relationships*

Our Clients



Industry Recognition

"Extension of the client's marketing teams...worth every dollar...a well earned reputation for developing custom tools...experts in the wide variety of vendor platforms...more official partnerships with ESPs than any other independent agency."



AudiencePoint 

Campaign Workhub

CoupSmart 

 *Email on Acid*

Flu^{ent}
an IDI company

GIGYA

 litmus

 RealTime Email
by LIVECLICKER

[PERSADO]

rebelmail


TRAVERSE

WYLEI 

THANK YOU