

Building Presentations with WRITER Agent

Webinar Facilitator Script

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Revised Session Timing at a Glance

Segment	Time
Welcome & Today's Promise	0:00–0:03
WOW Opener — Contrast Demo	0:03–0:08
Framing	0:08–0:11
Activity 1: Presentation Outline + Content Draft	0:11–0:25
Why the Setup Mattered + Custom Themes	0:25–0:28
Skill Preview	0:28–0:31
Activity 2: Live Build-Along + Iteration Demo	0:31–0:53
Activation Beat	0:53–0:57
Close & Next Steps	0:57–1:00

WELCOME & TODAY'S PROMISE

🕒 0:00–0:03 | ~3 minutes

[SLIDE: "Welcome / Title Slide"]

Hi, everyone — welcome. I'm [NAME], and I'm glad you're here today!

You're in the right place if you've ever opened WRITER Agent, typed a presentation request, and walked away thinking the output was fine but not quite right. Fine gets you a working deck. Fine does not get you a deck you are proud to put your name on. Today, we're going to fix that. By the end of this session, you will have produced a working presentation draft — polished, on-brand, and something you would actually send — using a real presentation you actually need to build. Not a sample. Not a template exercise. Your deck, your content, going into your workflow today.

[If a customer champion is joining:] [CHAMPION NAME] is here with us today and has been leading WRITER adoption at [COMPANY NAME]. I'll invite them to say a few words in a moment about what they've been building.

[SLIDE: "What is WRITER?" slide]

For those who are new: WRITER is an enterprise AI platform built to understand your business — your brand, your process, the way your team actually works. Today, we're using it to produce something specific: a presentation. Not a generic one. One that reflects your actual content, your audience, and your goals.

[SLIDE: "How We'll Spend Our Time" / Agenda slide]

Here's how we'll spend the next hour. First, I'm going to show you something — a quick demo that will make the entire session click. Then we'll frame the problem we're solving and preview exactly what you'll build. From there, you'll do two hands-on activities: building your presentation outline and then generating your deck. We'll close with a quick setup segment and a commitment prompt that will help you apply this the first time you sit down to work after today.

You'll need a participant guide — [reference guide location] — and access to WRITER Agent. Open it now, because there are two quick setup items we need to handle before we start.

[SLIDE: "Two Setup Items Before We Begin"]

Two things to configure in WRITER Agent right now — before you send your first prompt. These have to be set at the start of a session; WRITER Agent won't prompt you for them later.

First, click the plus icon in your chat window and select **Presentation** from the menu. This activates WRITER's presentation mode for this session. You'll see a small monitor icon appear next to the Agent button, confirming it's on.

Second, once presentation mode is active, a **theme picker** appears below the chat input. This is where you choose the visual style for your deck — brand colors, typography, layout structure. You'll see a row of WRITER-provided themes: Bold Visionary, Business Classic, Corporate Gradient, Human-centered, Modern Enterprise Minimalist, and others. If your organization's admin has added a custom theme, you'll see it here too. For today, pick any WRITER theme that appeals to you — we'll cover custom theme setup later in the session so you know how to configure this for future runs.

[FACILITATOR NOTE — WHY NOW: Theme selection is locked to the moment you activate Presentation Mode on the home screen. Once you send your first prompt, the theme is fixed for the rest of that session. If participants skip this step, they'll get the default WRITER theme for their entire session — and won't be able to change it mid-run. This is the single most important setup instruction of the day.]

Take 60 seconds. Toggle Presentation Mode on. Pick a theme. Confirm you see the theme highlighted below your chat input.

[PAUSE 60 seconds. Monitor chat for participants who can't find the toggle. Common issue: the plus icon menu isn't obvious — point participants to it explicitly.]

Good. One thing to know upfront: WRITER gets better with specific input. Everything we do today is about giving the agent what it needs to produce output worth using. Let's get into it.

WOW OPENER — CONTRAST DEMONSTRATION

🕒 0:03–0:08 | ~5 minutes

🖼️ [SLIDE: "The Contrast Demo" / Before & After split screen]

Before we talk about process, I want to do something slightly unfair to WRITER Agent — and then immediately make it up to it. I'm going to run two prompts through WRITER Agent right now, side by side. Both prompts are asking WRITER to build a presentation. The difference is the input. Watch what happens.

[TYPE the vague prompt live, visibly, so participants see it.]

"Create a 10-slide presentation on a new LED skincare mask launch."

[Switch immediately to Tab 1 — pre-run output already loaded. Display it. Pause 15–20 seconds. Say nothing.]

Here's what you get. Honestly? It's pretty decent. WRITER fills in the structure, picks reasonable headers, generates content. But look at it carefully — does this look like something you could actually send? It's generic. It could belong to any company in any industry. The sections don't reflect how your team talks about your product. The tone doesn't match your audience. The content is a best guess, not your story. "Decent" is not the bar. We want on-brand, aligned to your goals, and unmistakably yours.

Now watch this.

[Switch to Tab 2 — pre-run structured-outline output already loaded. Display it.]

Same underlying request. The difference is the input. Completely different output. The before could belong to any company in any industry. The after is on-brand and looks like it was built for this specific audience. That is the gap we are closing today.

The only thing that changed was the input. The second run used a structured presentation outline — a clear articulation of the content, the audience, the goal, and the key messages for each section. That's what we're building today. That's the skill this session is designed to give you.

The gap you just saw — that is the performance problem we're solving.

FRAMING

🕒 0:08–0:11 | ~3 minutes

🎬 [SLIDE: "The Performance Problem"]

Most professionals who are disappointed with AI-generated presentations have the same problem: they give WRITER a task rather than a goal. They describe what to make, not who it's for, what it needs to say, or what success looks like. [CHAT ENGAGEMENT] Drop a 🧑 in the chat if you've ever generated a presentation and then spent more time fixing it than it would have taken to build from scratch. I'll wait.

The output reflects the input, every time. That's true whether you're using WRITER or any other AI platform — it's a fundamental property of how these systems work. The good news: fixing it doesn't require more technical skill. It requires a different starting point.

Today, we'll use three approaches to build a presentation. Each one gives WRITER a bit more to work with. I'll walk you through all three.

🎬 [SLIDE: "Three Approaches to Building a Presentation"]

The first approach: start with an outline. Before you generate anything, build a clear presentation outline — context, audience, goal, and key messages for each section. This is the foundational step. It determines the quality of everything that follows.

The second: apply a theme. Add a Presentation Theme to bring brand colors, typography, and visual structure into the output. Minimal setup. Immediate improvement.

The third: use a skill. For teams that need the same deck format every time — specific fields, character constraints, consistent layout — a skill enforces that structure on every run.

We're going to use all three today. By the end, you'll know which fits the presentation you're building.

Now — before we go into Activity 1, I want you to do one thing: think of a real presentation you need to build. Not a hypothetical. Something due in the next two weeks. Keep that in mind. We're building it today.

ACTIVITY 1: PRESENTATION OUTLINE + CONTENT DRAFT

🕒 0:11–0:25 | ~14 minutes

 **[SLIDE: Net New — "Activity 1: Build Your Presentation Outline"]**

Open your participant guide to the Activity 1 section. You'll find the presentation outline template there.

Here's what we're building: a structured presentation outline for the real presentation you just thought of. WRITER Agent can't give you a great deck without knowing who your audience is, what you're trying to accomplish, and what the key messages are. The outline is how we give it that information.

You have two options for how to build it. The first: open WRITER Agent, click the microphone icon, and narrate your presentation for about 90 seconds. Talk through who the audience is, what the presentation needs to accomplish, and what you want each section to cover. Don't overthink it — just talk. WRITER will help you structure it. The second: if you prefer to type, paste the outline template into WRITER Agent and fill it in as a back-and-forth conversation.

Either approach works. Use whichever feels natural. The goal is a complete outline, not a perfect one.

[GO IN PRODUCT — demonstrate the microphone approach with a sample presentation. Narrate briefly, then show WRITER Agent structuring the input into a clear outline.]

Here's what the microphone approach looks like in practice. I'm going to speak for about 60 seconds about a presentation I need to build.

[Facilitator narrates a sample presentation — e.g., a quarterly marketing review for a VP audience — using the microphone.]

Watch what WRITER does with that. It doesn't just transcribe — it starts shaping the content into a usable structure. You can see it pulling out the audience, the goal, the key sections. Now I can review it, confirm it's right or adjust anything that missed the mark, and that becomes my working outline.

Go ahead and start yours now. I'll give you about four minutes.

[PAUSE — facilitator monitors chat, answers questions. Two minutes in, offer a prompt to those who are stuck.]

If you're not sure where to start, try this: "I need to build a [presentation type] for [audience]. Their main concern is [concern]. The goal of this presentation is to [specific outcome]. The key sections I'm planning are [list them]." Start there and WRITER will help you fill in the rest.

 [SLIDE: Net New — "Activity 1, Step 2: Confirm Your Slide Content"]

Good. Before we generate, one more step — and this is the step most people skip.

We're going to ask WRITER to draft the content for each of your slides: a title, a one-sentence key message, and two to three supporting bullet points per slide. You review what comes back, adjust anything that's off, and confirm. That's the whole step. No special formatting. No technical knowledge required. It's the same conversation you've been having with WRITER for the past four minutes.

Here's the prompt. It's on the slide right now and in your participant guide — copy and paste it directly:

"Based on my presentation outline, draft the content for each slide: a slide title, a one-sentence key message, and 2–3 supporting bullet points. Keep each slide concise."

[Drop the prompt text in chat so participants can copy it.]

[GO IN PRODUCT — paste the prompt into WRITER Agent and show two or three slides' worth of response.]

Watch what WRITER does. It drafts each slide's content — title, key message, bullets — based on the outline you just built. I'm going to read slide three. The key message is close but slightly too vague. I'll tell WRITER: "Slide three's key message needs to be more specific — name the outcome, not just the activity." Watch how quickly it adjusts.

[Show the targeted feedback and the revised response.]

That exchange took thirty seconds. Now slide three's content reflects what I actually want to say. Lock in the slides that look right, adjust the ones that don't, and move on.

This step prevents wasted generation cycles. If you skip it and go straight to building your deck, any content problems surface on a rendered slide — which is harder and slower to fix than a text conversation. Confirm the content here. The generation step then becomes a visualization exercise, not a reasoning exercise.

Take three minutes. Paste that prompt, review the drafts for your first three to five slides, and confirm the ones that look right.

[PAUSE — monitor chat, answer questions.]

[FACILITATOR NOTE — TIMING: Submit generation before moving on]

[GO IN PRODUCT — Instruct participants to submit their confirmed content draft to WRITER Agent and hit generate.]

Alright — go ahead and submit your content draft to WRITER Agent now. Hit generate. While your deck is building, I want to come back to the two setup items we did at the top of the session — Presentation Mode and theme selection — and explain why we had to configure those before your first prompt, not later.

WHY THE SETUP MATTERED + CUSTOM THEMES

🕒 0:25–0:28 | ~3 minutes

[SLIDE: "Why You Configured Those Two Things at the Top"]

Your deck is generating. While it runs, let's revisit the two setup items we did at the very beginning of the session — Presentation Mode on, and a theme selected. Now that you've seen the full workflow, here's why we had to configure those *before* your first prompt, not later.

WRITER Agent locks both settings the moment you send your first prompt. Presentation Mode and theme selection are only available on the home screen, at the start of a session. Once you're in an active conversation, there is no way to change the theme — you're committed to whatever you picked. If you skip theme selection at the start, you get the default WRITER theme for the entire session, and manually attaching a template mid-session is the only workaround. That's a lot of friction. The clean path is: pick the theme at the top, once, before you start.

[GO IN PRODUCT — briefly show the home screen theme picker again so participants can visually anchor where this lives. Confirm what you selected at the top of the session.]

Now — a Presentation Theme is more than just aesthetics. It brings brand colors, typography, and visual structure into every deck automatically. Your organization's admin can add custom themes to your account, which then appear alongside the WRITER-provided themes. If you're building presentations for your team regularly and don't see your brand theme in the picker, that's the ask for your admin.

[GO IN PRODUCT — click the theme picker and point out the "Upload theme" option and the WRITER-provided themes. Under 30 seconds. Note that admins upload custom themes via the same .pptx/.potx upload path, and once uploaded, those themes appear here for every user in the org.]

A theme is the minimum step for brand consistency. It's the difference between a deck that looks like WRITER built it and one that looks like your company built it. For today, you picked from the WRITER-provided themes so we could keep moving — for your next real presentation, work with your admin to get your brand theme uploaded, and you'll see it here every session going forward.

Now — let's see what else improves consistency for teams that need stricter rules than a theme can enforce.

SKILL PREVIEW

🕒 0:28–0:31 | ~3 minutes

🖼️ [SLIDE: "Going Further: Skills for Strict Consistency"]

Skill type	What it enforces	Best for
Brand guideline skill	Colors, typography, voice	Teams that need brand consistency without strict layout rules
Slide template skill	Slide layouts, field character limits, content structure	Teams that produce the same deck format repeatedly
Voice/style guide skill	Written tone, terminology, messaging guardrails	Teams with strict brand language requirements

I'm not going to ask you to follow along for this part. Just watch.

We've talked about two things that improve your output: a strong presentation outline and a Presentation Theme. There's a third — and for some teams, it's the most important one.

A theme gives you the look. It applies brand colors, fonts, and visual structure. What it doesn't do is enforce specific slide layouts, specific character limits per field, or strict content structure. If your team produces the same deck format every month — a quarterly business review, a client status deck, a standard onboarding presentation — you need that deck to look the same every time. That's what a skill does.

[GO IN PRODUCT — briefly show the SAME base deck run through two different pre-built skills so participants see the contrast in output. Both are pre-generated. Do not build live. Aim for ~60 seconds.]

The difference is visible immediately. The skill applies rules the theme can't — specific fields, constrained content areas, a consistent structure that runs identically across every generation.

Here's a quick reference table showing the three skill types you'll encounter most in presentation workflows. *[Point to slide.]*

You don't need to build a skill today. The post-session resource stack includes a guide to building these — drafted by Natalie Baryla — and a walkthrough for adding presentation templates to Playbooks for teams that run recurring decks. Both are in your follow-up email.

The takeaway from this segment: a theme is a good starting point. If your team needs stricter consistency than a theme provides, a skill is the right next step.

Now — let's generate your deck.

ACTIVITY 2: LIVE BUILD-ALONG + ITERATION DEMO

🕒 **0:31–0:53 | ~22 minutes**

🖼️ **[SLIDE: "Activity 2: Generate Your Deck"]**

This is it. Submit your content draft to WRITER Agent and generate your presentation.

Take a moment to confirm those two setup steps: Presentation Mode on, theme applied. Once they're confirmed, submit your completed content draft and hit generate.

[FACILITATOR NOTE — ACTIVITY 2 DEMO DECK: Do not generate your demo deck live during this segment. Generation time is unpredictable. Pre-run your deck before the session and have the completed output ready to display. You will still narrate it as if walking through the result in real time — the goal is to model the review and iteration process, not the generation wait. If participants ask whether theirs is still running, acknowledge it and keep moving: their decks were submitted during Activity 1 and should be ready or nearly ready by now.]

While your decks finish generating, let me show you mine — already complete so we can focus on what matters: what to do with it.

[SHOW pre-run facilitator deck. Navigate through it briefly — 20 seconds.]

When your deck is ready, drop a thumbs-up in chat. I'll check in before we move on.

[PAUSE. Allow generation to complete. Monitor chat. Address common issues briefly.]

[A few thumbs-up appear in chat.] If your deck is still running, no problem — watch my iteration loop and just apply it when yours lands. You will not miss anything.

Good. Let's talk about what you're looking at.

[SLIDE: "Your First Draft Won't Be Perfect"]

One thing before you open the thumbnails: your first draft will not be perfect. That is not a problem — it is the workflow. WRITER runs an internal process on every deck it generates: cataloging your content, mapping it to slides, running a visual check before delivery. On the first pass, some elements — complex tables, brand-specific formatting, text that runs slightly long — may need a second look. That is expected. The refinement pass is where good decks become great ones.

[SLIDE: "The Iteration Loop"]

Your first draft is in front of you. I want you to resist the urge to judge the whole deck at once. Instead, find one thing — one slide, one headline, one section — that doesn't quite work. Just one. If you're not sure where to start, look for: a headline that runs too long, a slide that's too text-heavy, or a section whose key message isn't clear. Constraints help you act faster, especially the first time you review your own generated deck.

Here's mine: slide four. The headline is twenty-two words. It should be eight. That's my target for this iteration.

Watch how I give WRITER the feedback.

[GO IN PRODUCT — demonstrate targeted feedback in the WRITER Agent chat.]

I'm not saying "make the presentation better." I'm saying: "Slide four's headline is too long. Cut it to eight words. It should communicate [specific claim] without the qualifier in the second half." Specific. Targeted. Actionable.

[Show the regenerated slide.]

That's the loop. Review → identify a specific gap → give targeted feedback → regenerate. Every deck requires at least one pass through that loop, usually two. What you're practicing right now is the part of this workflow that most people don't know how to do efficiently.

Your turn. Find one element in your deck that needs revision. Then give WRITER specific feedback to fix it. Not general feedback — specific. Tell it exactly what to change and why.

[PAUSE — give participants four to five minutes to make their edits. Monitor chat. Offer individual guidance where possible.]

[Two minutes before closing Activity 2:]

Before we move on — if your deck is running or you're mid-iteration, keep going. This workflow doesn't stop when the webinar ends. Your goal right now is at least one complete revision loop. If you're past that, keep going.

[Brief check-in — ask two or three participants to share what they changed and what the result was. Keep it fast — 30–45 seconds per response.]

ACTIVATION BEAT

🕒 **0:53–0:57 | ~4 minutes**

 **[SLIDE: Net New — "Your Next Presentation"]**

Before we close, one question — and I want a real answer, not a polite one.

Type in chat: what is the next presentation you will build using this workflow? The name of it. The deck you're going to open on Monday and actually run through this process.

[PAUSE — read responses aloud as they come in.]

[Facilitate briefly — acknowledge two or three specific responses. Connect them back to the session.]

Good. Those responses are your commitment. The research on skill application is clear: people who name a specific next use case apply the skill at a noticeably higher rate than people who leave a session planning to use it "sometime." You just named yours.

Hold onto it long enough to actually go do it.

CLOSE & NEXT STEPS

🕒 **0:57–1:00 | ~3 minutes**

 **[SLIDE: Net New — "What You Built Today"]**

Here's what you built today: a presentation outline, a working deck draft, and a named next use case. Three deliverables, all grounded in your real work.

That is the sequence for every presentation you build with WRITER from this point forward. Outline first. Content draft. Generate. Iterate. The only thing that changes run to run is the content you bring.

 **[SLIDE: Net New — "What's Next — Post-Session Resources"]**

Two resources I want to put on your radar before you go.

If you want tighter brand control than a Presentation Theme provides — specific slide layouts, character constraints, consistent field structure across every run — check the post-session resource on skills for stricter slide adherence. It covers exactly how to build that layer.

And if you're building the same deck format on a recurring schedule — a monthly business review, a weekly status deck — the Playbook guidance in your follow-up email shows you how to automate that process. Build it once, run it on a schedule, and your recurring presentations become a playbook instead of a manual task every time.

Both resources are in the follow-up email you'll receive after this session — and we're working with the Academy team to attach them to this course so they're available on replay as well. One more Academy pointer: if you're brand new to WRITER Agent and want a quick 15-minute primer on prompting before you tackle Welcome to WRITER Parts 1 and 2, check out the Prompting for Outcomes course on WRITER Academy. It's a great standalone starter.

Thank you for bringing your real work today. The energy and the questions in this session were exactly what makes live training worth doing. Welcome to a much better presentation workflow. We'll see you next time.

[Drop survey link in chat.]

End of Talk Track Draft — June 28, 2026