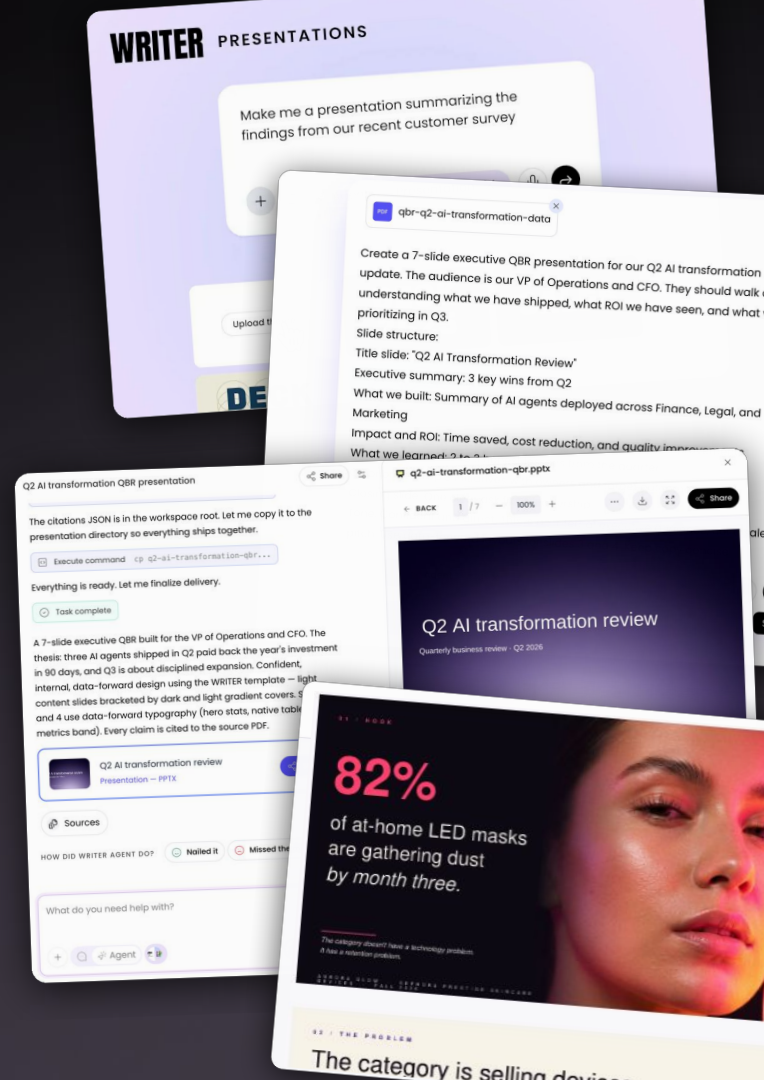


WRITER

Building presentations with WRITER Agent

Learn Enterprise AI the **WRITER** way.



WRITER

the enterprise AI platform for agentic work that reshapes business workflows



Campaign insights



Campaign insights

Use HubSpot campaign data to analyze engagement trends from the last 90 days, then build a exec-ready presentation with insights, recommendations, and pipeline recovery tactics.

Draft a 3-email re-engagement sequence in a Sharepoint doc that's aligned to the latest product messaging and send it in Microsoft Teams.



Agent

Presentation x



Key Engagement Trends

1 /10

Key Engagement Trends

Strong overall performance with clear optimization opportunities

38.2%

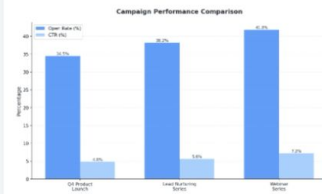
Avg Open Rate
vs 25-26% benchmark

5.9%

Avg CTR

0.63%

Unsubscribed Rate



Key Findings

- ✓ Webinar for
- ✓ Educational
- ✓ New Leads
- ✓ Stalled Opt
- ✓ Represent

Segment Performance Insights

Significant variance in engagement and conversion by audience segment



- New Leads - Strong Acquisition
 - + 5.2% average conversion rate across campaigns
 - + highest engagement with product innovation (4.5% open)
 - + webinar content drove 5.8% conversion - best performance
- Existing Customers - Expansion Ready
 - + 3.7% conversion in nurture campaign - exceptional
 - + 40.1% open rate, 5.9% CTR on educational content
 - + content amplification rate (35%) - strong retention
- Stalled Opportunities - Critical Gap
 - + 2.8% average conversion (vs 8-12% benchmark)
 - + high priority 30-day pipeline recovery opportunity
 - + 10% lower LAC than new lead acquisition

Strategic Recommendation: Prioritize stalled opportunities re-engagement program launching November 2023. Projected 40-50% increase in conversion rate with targeted re-engagement approach.

AGENDA

1. Welcome to WRITER
2. Contrast Demo
3. Activity 1: presentation outline + content draft
4. Presentation Themes + Mode Setup
5. Preview of Skills in action
6. Activity 2: live build-along + iteration demo
7. Activation plan

What most might do...

Traditional prompt

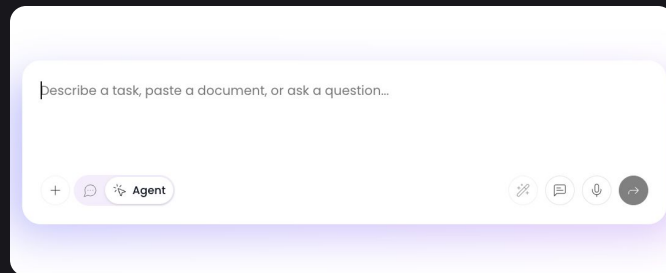
One-shot query

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

What we're doing today

WRITER workflow

Structured interaction

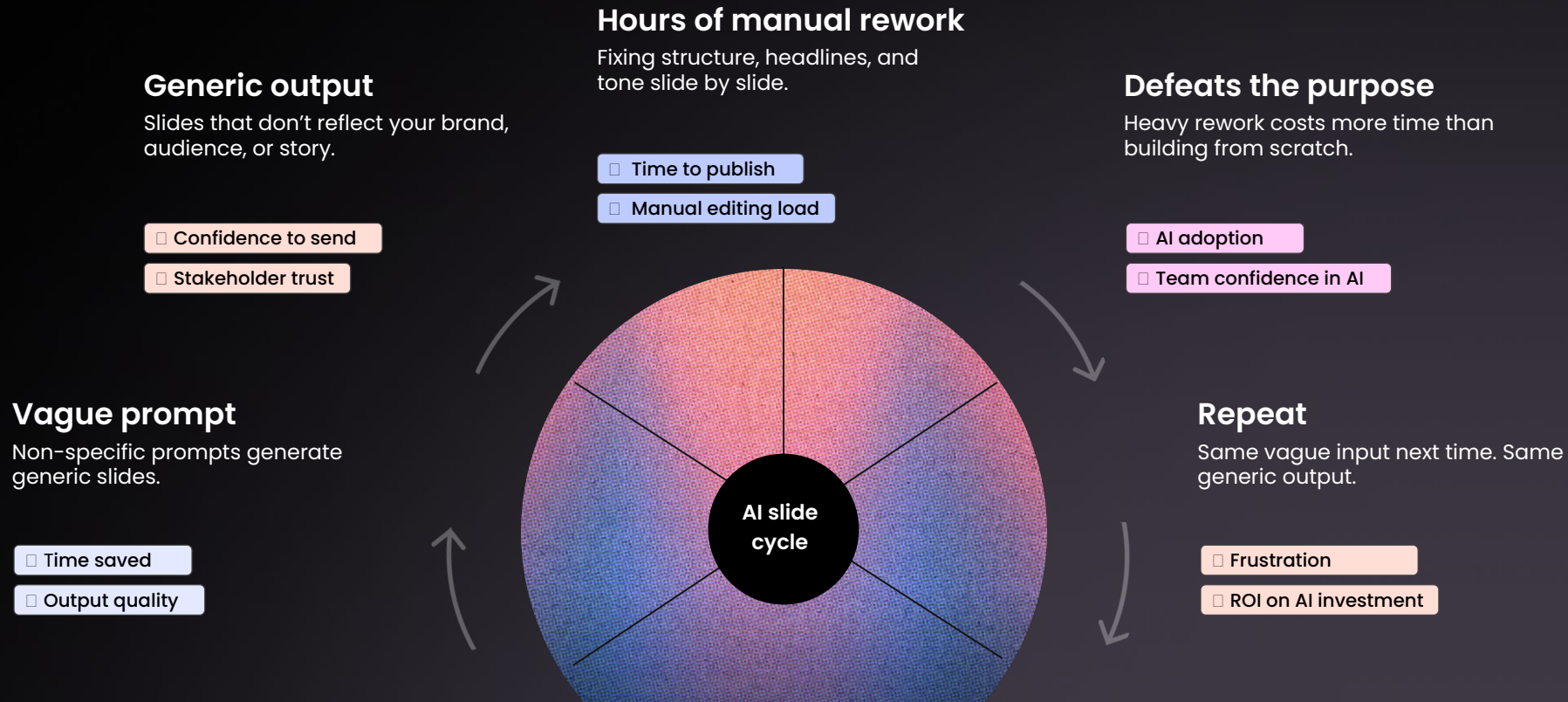


The screenshot shows a user interface for the WRITER workflow. It features a large, light-colored rectangular input area with a rounded top. Inside this area, at the top, is a placeholder text: "Describe a task, paste a document, or ask a question...". Below the input area, there is a horizontal bar containing several icons and a label. From left to right, these are: a plus sign (+), a speech bubble icon, a gear icon followed by the text "Agent", and a series of four circular icons containing a pencil, a speech bubble, a microphone, and a play button.

WRITER

The performance problem

Vague input produces vague output. A five-minute outline changes that.



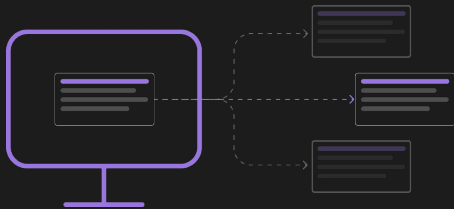
Three ways to build a presentation

Every approach starts with the same input. Each one adds more control.

1 OUTLINE

Content shapes the deck first

Draft your key points in plain language. Agent turns them into a clean, structured deck — no design or layout choices yet.



2 THEME

Brand colors and fonts, applied

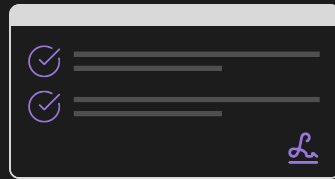
Attach a theme once. Every deck you generate from here on matches your brand — no manual restyling.



3 SKILL

Structure locked to your rules

Skills enforce your layouts, slide templates, and content patterns. Repeatable, on-brand, and consistent across every presentation.



Activity 1, Step 1: Build your presentation outline

Open WRITER Agent and narrate your context, audience, and presentation goals.

PRESENTATION TITLE

The working title of your deck.

AUDIENCE

Who they are and what they care about.

GOAL

The decision or action this deck should produce.

KEY MESSAGES

3–5 bullets that anchor the story.

TONE

Formal, conversational, or urgent.

SLIDE COUNT

A rough target number of slides.

PROMPT TEMPLATE FOR WRITER AGENT

"Create a presentation outline for a deck titled [Presentation title]. The audience is [Audience], and the main goal is [Goal]. Key messages include [Key messages]. The tone should be [Tone] and target about [Slide count] slides."

This outline is your input. The quality of your deck depends on the quality of this step.

Activity 1, Step 2: Confirm your slide content

PROMPT TEMPLATE (FLEXIBLE!)

"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."



Paste this prompt into WRITER Agent.



Review each slide's draft.



Adjust anything that's off — then confirm.

This step locks in your content before visualization begins. It prevents wasted generation cycles.

Two steps that improve every deck you generate



ENABLE PRESENTATION MODE

The toggle that activates WRITER's visual output engine. Output quality differs substantially when this is off.



APPLY A PRESENTATION THEME

The minimum step for brand consistency: brand colors, typography, and visual structure applied automatically.

If your admin hasn't configured a theme for your org, we'll show you how to add one manually.

A theme gives you the look. A skill gives you the rules.

A skill enforces specific slide layouts, field-level constraints, and formatting rules across every run.

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

Activity 2: Build your presentation

Complete each step in order to generate your first draft.

OUTLINE → CONTENT DRAFT → GENERATE → ITERATE

01

Confirm Presentation Mode is on and a theme is applied

02

Submit your completed content draft to WRITER Agent

03

Generate your presentation

04

When your deck is ready, share a thumbs-up in chat

Your first output may need adjustment. That's normal! We'll iterate together in the next few minutes.

Your first draft won't be perfect. That's the workflow.

01 / The Process

WRITER runs an **internal review process** on every presentation: analyzing, mapping, and rendering each slide before delivery.

02 / Manual Passes

Complex tables, brand-specific charts, and overflow text may need a **manual pass** to reach final precision.

This is normal and expected.

The iteration loop



What's the next **presentation** you'll
build with this workflow?

What you built today

Step 01

Your outline

The structured input that determines output quality.

Step 02

Your deck draft

A first draft generated from your own real content.

Step 03

Your commitment

The specific next presentation you named in chat.

Three things. All from your own work. **That's the workflow.**

Take it further

Skills

Stricter style adherence

Enforce custom guidelines to maintain precise layout, brand template, and content formatting across all generated decks.

Automation

Playbook templates

Streamline recurring presentations by saving structures and content patterns as automated, repeatable Playbooks.

Academy

Live and on-demand

Sharpen the fundamentals behind everything you practiced today: prompting, workflow, and getting more from WRITER Agent day-to-day. Both sessions are available live and on demand.

Please complete our survey!

Session Info

Facilitator: Jeff Geronimo

Date: July 17



WRITER