

The **INNER** Slide Quick Guide

HIGH-IMPACT PRESENTATIONS & MARKETING

SELECT LINKS FOR DETAILS

KNOW YOUR AUDIENCE

AUDIENCE ANALYSIS TECHNIQUES

SURVEYS
DEEP DIVE INTERVIEWS
FOCUS GROUPS
OBSERVATIONAL STUDIES
A/B TESTING
SOCIAL MEDIA INTELLIGENCE

AUDIENCE ENGAGEMENT

POLLING & SURVEYS
AR/VR EXPERIENCES
INTERACTIVE DISPLAYS
GAMIFICATION
VIDEO CONFERENCE
DIGITAL STORYTELLING

INCLUSIVITY AND ACCESSIBILITY

ACCESSIBILITY NEEDS
CLEAR & SIMPLE LANGUAGE
DIGITAL ACCESSIBILITY
CAPTIONING & TRANSCRIPTION
INCLUSIVE VISUALS
ALT TEXT FOR IMAGES
MULTIPLE WAYS TO ENGAGE