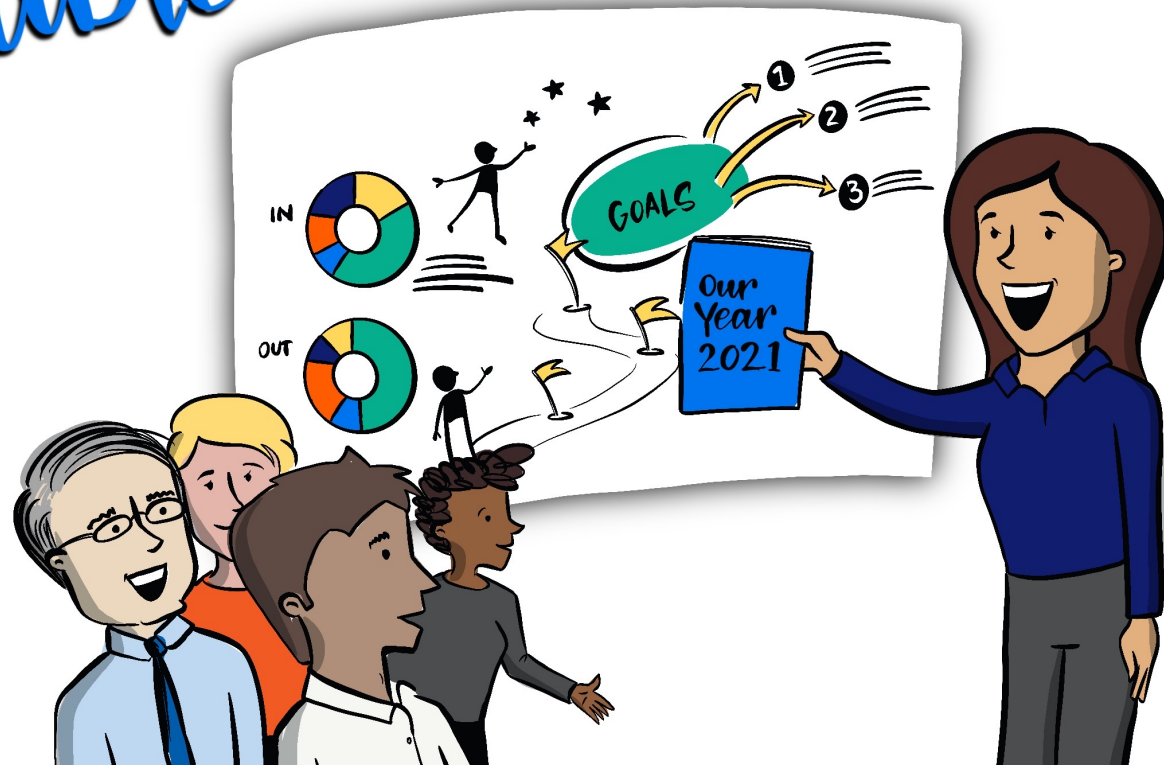


# Amazing Great & Memorable AGMs



# Why are we here?



## Strategies

to craft an engaging annual report



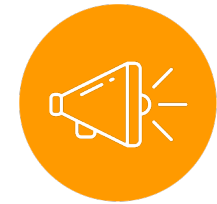
## Ideas

to make your AGM memorable



## Tips

for speaking well at your AGM



## Making it count

sharing all the great things you did



## WHO WE ARE

Deb is a graphic recorder and illustrator. She helps people tell their stories with beautiful visuals. Otto (furry one on the right) is her miniature schnauzer. He's ACE. Deb can't be here today but she made us a brief webinar.

## SERVICES

- Graphic recording @ workshops, conferences & events
- Illustration and animation





# DIGITAL SERVICES LAB



## WHO WE ARE

A small team of professionals dedicated to working with charities and ethical businesses to amplify their online presence

## SERVICES

- Web Design and Development
- Website Care Plans
- Search Engine Optimisation
- Analytics Dashboards
- Graphic Design: annual reports and infographics
- Bespoke software solutions: LMS, Member Portals, Events systems, Fundraising systems

## OUR IMPACT

We operate an ethical business. We commit to social justice initiatives and take action to put climate back on the agenda of governments.

# REMINDER:

\* this is NOT  
legal advice



POLL!

POLL!

POLL!

Does your organisation have a strategic or operational plan?

# Annual Reports

What **should** be contained in an annual report?

ABOUT YOU	LEADER MESSAGES	IMPACTS & HIGHLIGHTS	FINANCIALS	ASPIRATIONS & CTAs
<ul style="list-style-type: none"><li>• Vision</li><li>• Mission</li><li>• Org. Chart</li><li>• Strategic Goals</li><li>• Special Projects</li></ul>	<ul style="list-style-type: none"><li>• President/Chair</li><li>• CEO</li><li>• Gratitude and Appreciation</li><li>• Commentary</li></ul>	<ul style="list-style-type: none"><li>• Awards</li><li>• Celebrations</li><li>• Achievements</li><li>• Facts &amp; figures</li><li>• Internal counts</li><li>• Media coverage</li></ul>	<ul style="list-style-type: none"><li>• Regulated</li><li>• Profit &amp; Loss</li><li>• Balance Sheets</li><li>• Audit report</li><li>• Treasurer's report</li></ul>	<ul style="list-style-type: none"><li>• Future goals</li><li>• Future projects</li><li>• How people can get involved</li><li>• Links to further info</li></ul>



## Share your story

### YOUR WHY

Why is your work important?

### QUALITATIVE DATA

Stories and quotes: client, families, staff, volunteers,

### QUANTITATIVE DATA

Infographics, data bubbles

WHAT  
COULD BE  
IN HERE?

## Share the love

### GRATITUDE AND APPRECIATION

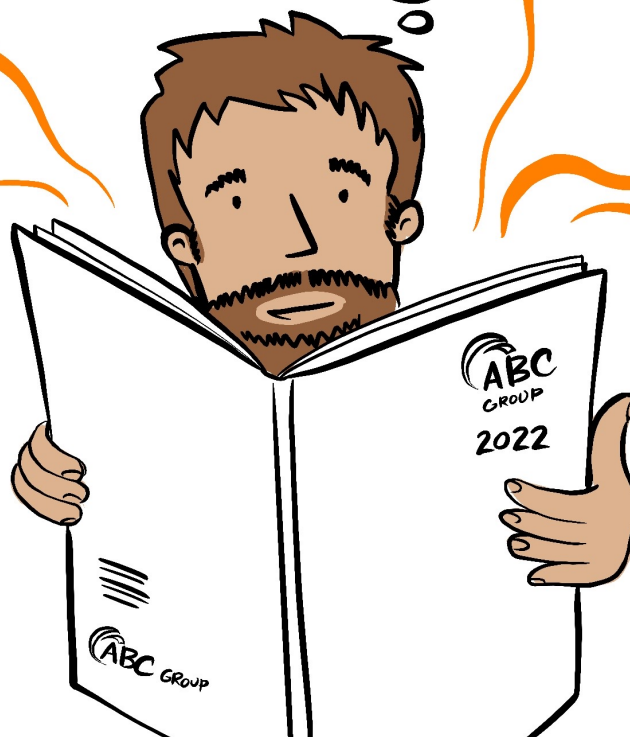
A supporters/funders/volunteers, "thank-you" page

### INTRODUCE THE TEAM

and show them the love

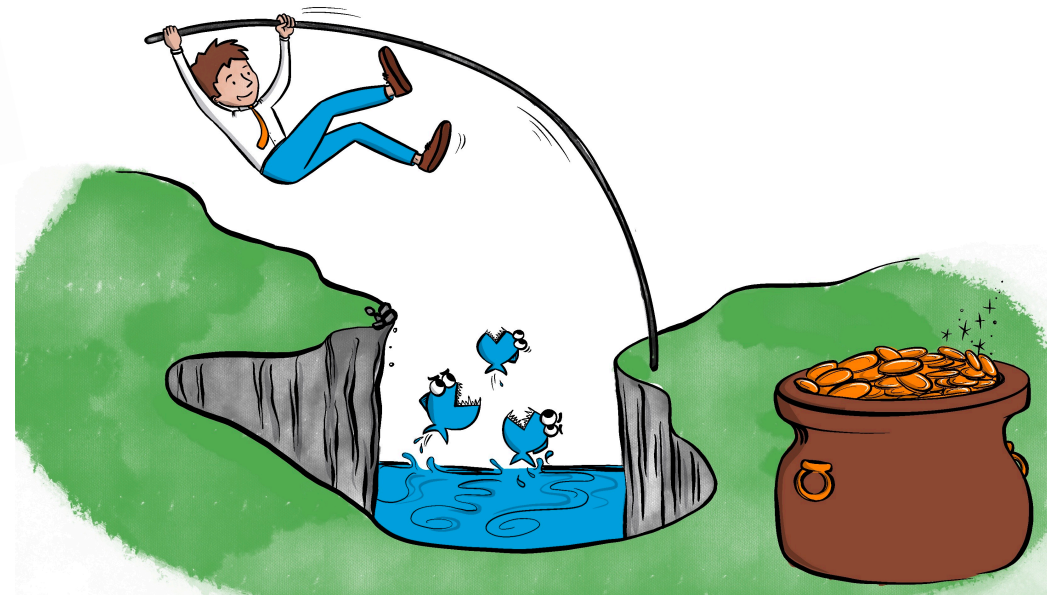
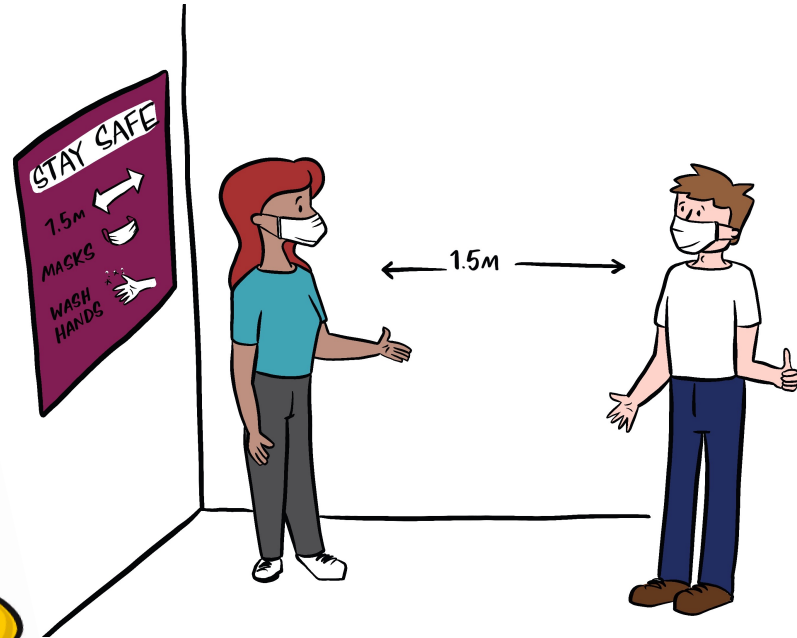
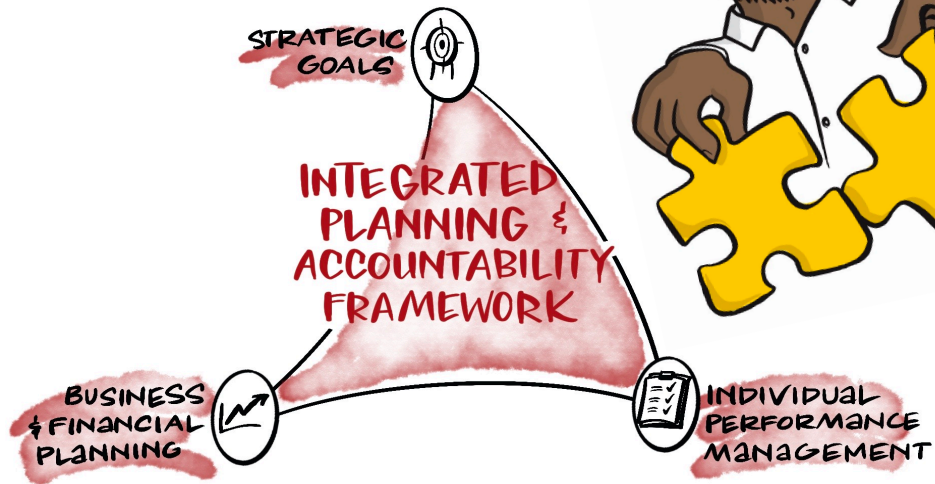
### CALLS TO ACTION

What should a person do next?





# The power of visuals!



# Speaking at AGMS - tips for content

Organisation

Celebration  
&  
Recognition

Reflection

Commentary

Demonstration  
of expertise

Direction

Our  
Year  
2021



# Speaking at AGMS - tips for the speaker

Be  
Prepared

Stick to  
your time

Use visuals

Engage your  
audience

Structure  
what you say

Smile &  
BE YOU



POLL!

POLL!

POLL!

Firstly, have you heard of graphic recording?  
Yes, No, I think so.

What's

# GRAPHIC RECORDING?





# What's GRAPHIC RECORDING?

IN  
REAL  
TIME

???



SHARED WITH  
AN AUDIENCE



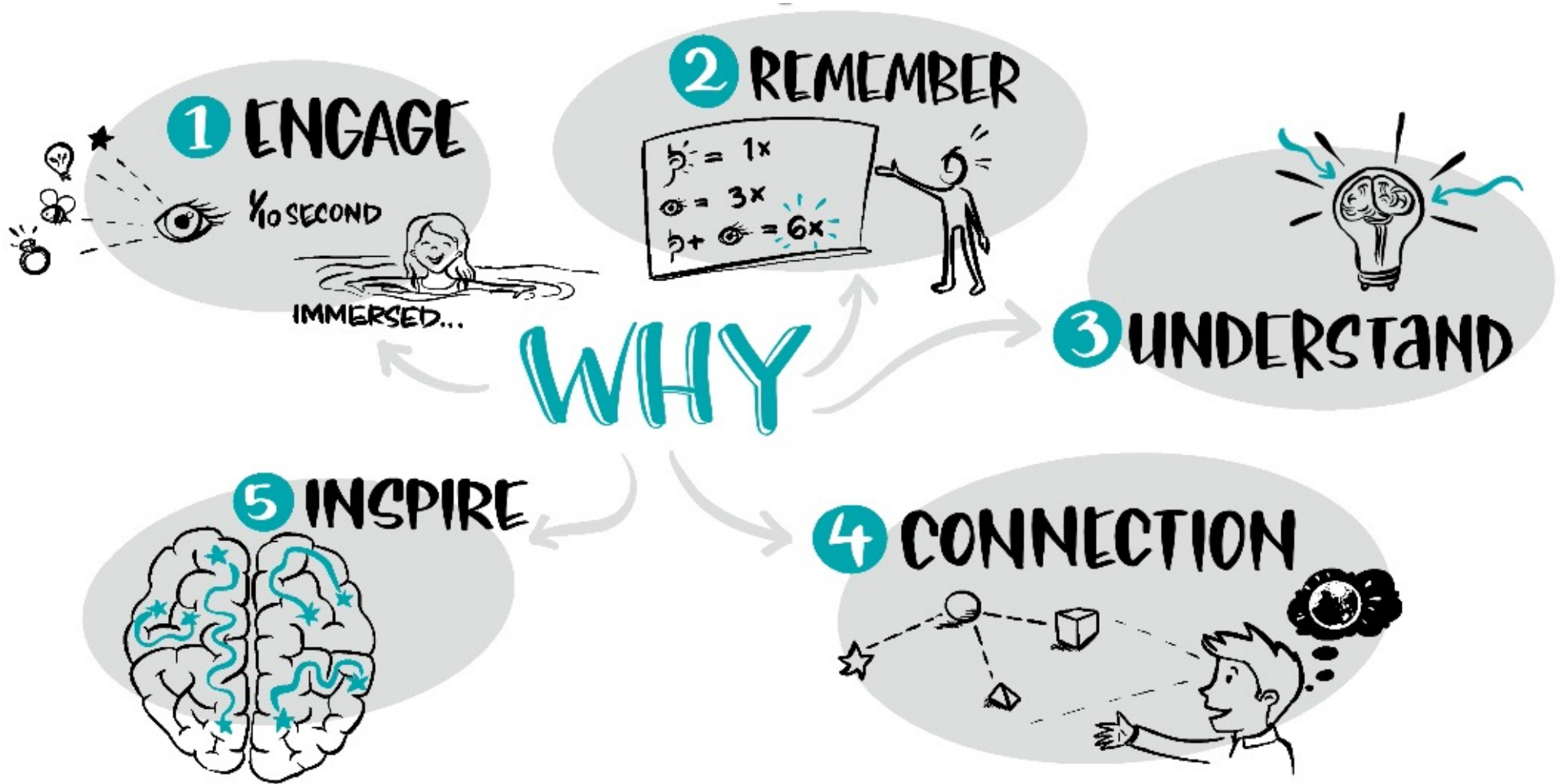
THIS!



debbie  
wood







# Turn all that hard work

into a marketing & content plan

January

February

March

April

May



Who we are

What we do

Client stories

Staff stories

Guest posts by  
experts



DIGITAL  
SERVICES  
LAB

# What did we just tell you?



# Wrap up and an offer for you



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A 20% discount on an annual report being crafted for you.

Let's kick around some ideas to improve your annual report or Annual General Meeting.

Totally obligation and cost-free session

Book here:

[digitalserviceslab.com.au/connecting/](https://digitalserviceslab.com.au/connecting/)

Contact Bel: [bel@digitalserviceslab.com.au](mailto:bel@digitalserviceslab.com.au)



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Free discovery session: Find out more about working with a graphic recorder for your AGM, workshops or strategy sessions

This is a one-on-one 20 min Zoom call

Book here:

<https://portal.debbiewood.com.au/public/appointment-scheduler/60ed36f31509845504514696/schedule>

[www.debbiewood.com.au](https://www.debbiewood.com.au)