



SKILL DEVELOPMENT CELL (SDC)

Shaheed Sukhdev College of Business Studies
University of Delhi



EVENT REPORT

MASTER DECK MAKING

A Session on Building Powerful, Story-Driven Presentations

Organized By	Skill Development Cell (SDC)
Institution	SSCBS, University of Delhi
Event Name	Master Deck Making
Purpose	Improving Deck Making
Date	21st February 2026
Total Participants	250+
Document Type	Official Event Report

1. Event Overview

The Skill Development Cell (SDC), SSCBS, organized “Master Deck Making,” a session aimed at improving students' deck-making abilities, on 21st February 2026. The session drew an overwhelming response with over 250 participants in attendance, reflecting the widespread relevance of strong presentation skills across academics, competitions, and professional life.

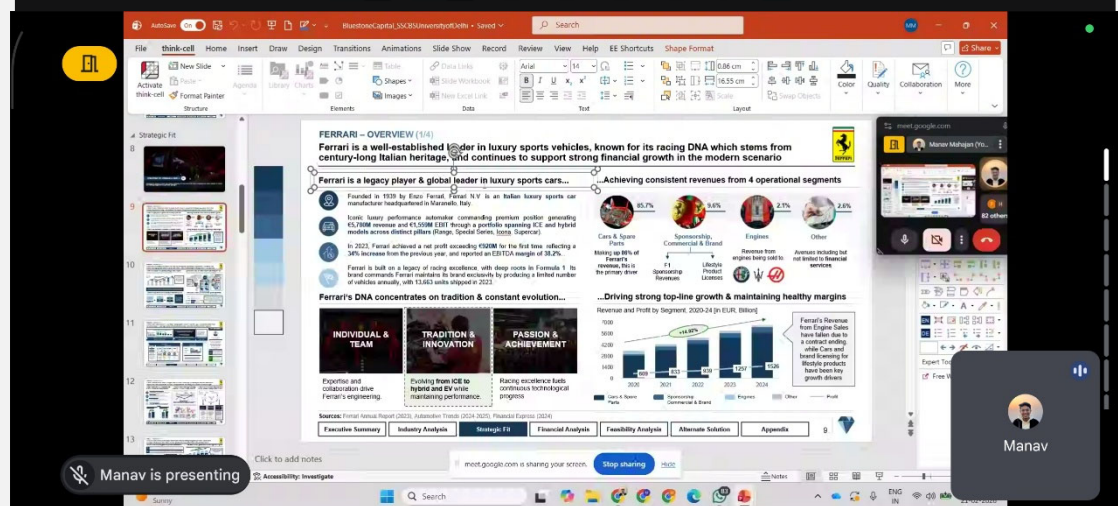
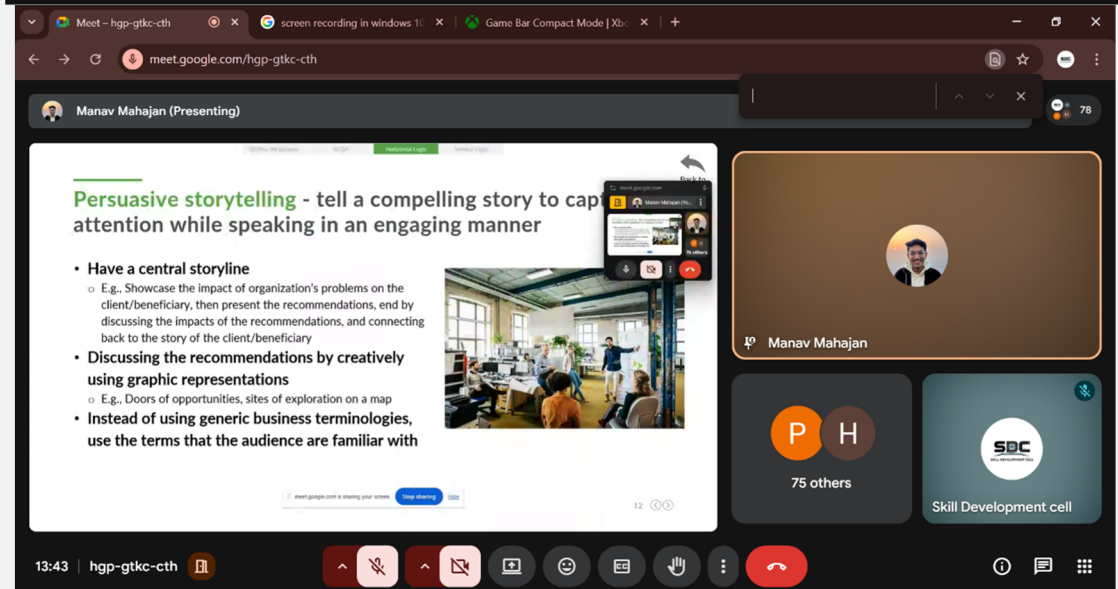
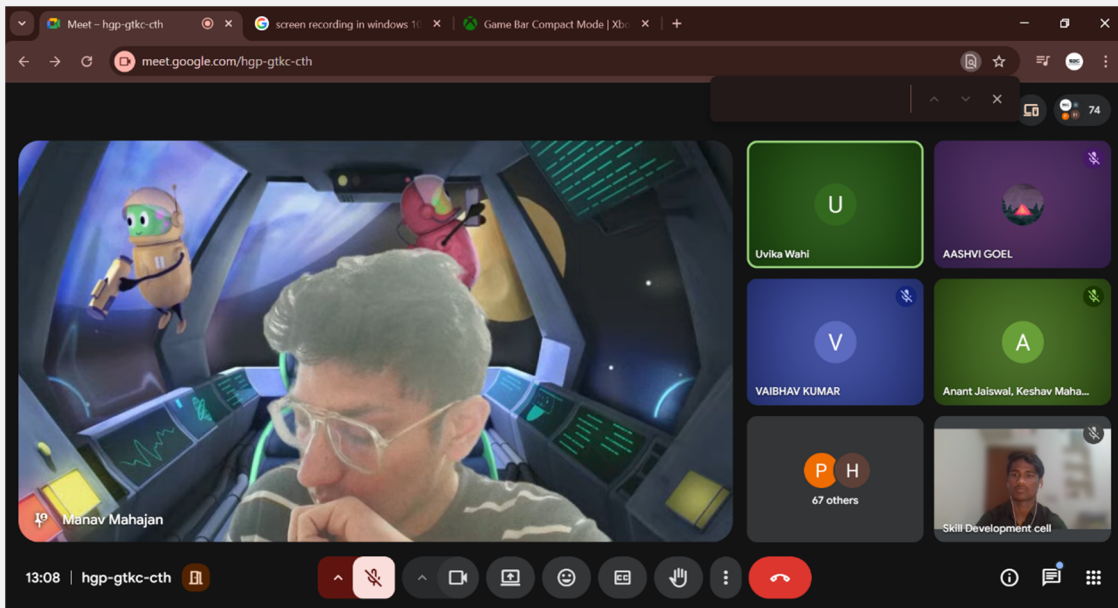
2. About the Activity

The session was built around unpacking the secrets behind truly effective decks — what separates a slide deck that merely conveys information from one that genuinely persuades and engages its audience. Facilitators shared practical, actionable techniques for building good slides, covering aspects such as visual hierarchy, minimizing clutter, choosing the right charts and visuals, and using consistent design elements to make a deck look polished and professional.

A central focus of the session was on weaving a narrative through the slides — helping participants understand that a great deck is not just a collection of well-designed pages, but a story that flows logically from problem to insight to solution, keeping the audience engaged throughout. Participants learned how to structure their content so that each slide builds on the previous one, guiding the viewer naturally toward the key takeaway or recommendation.

The session also addressed practical tips on balancing text and visuals, using data effectively to support arguments rather than overwhelm the reader, and tailoring the tone and depth of a deck to its intended audience, whether for a case competition, an internship presentation, or a corporate pitch.

3. Event Photograph



4. Conclusion

“Master Deck Making” stood out as one of the most well-attended sessions organized by the Skill Development Cell, with over 250 participants benefiting from practical, hands-on guidance on building impactful presentations. The session succeeded in helping students move beyond generic slide-making toward crafting decks that tell a clear, compelling story.

By combining design fundamentals with storytelling techniques, the session equipped participants with skills that will serve them well across case competitions, internships, and future professional presentations. The Skill Development Cell looks forward to organizing more such high-impact sessions to continue building essential skills among students.