



Ulrika Hedlund

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Biography

Ulrika Hedlund is a tech entrepreneur with a passion for technology and storytelling. She is the founder and Managing Director of Storyals, an Ed-Tech start up with a modern, subscription-based solution to help organizations inspire, motivate and educate users on how to effectively use technology through video-based storytelling. Ulrika is a frequent blogger, public speaker and an active spokesperson for women in IT.

Ulrika started her career as a Systems Engineer at Microsoft in Sweden 1997 and moved to the UAE in 2007 where she held numerous positions in Microsoft Gulf. In 2011, after finishing her MBA she resigned from Microsoft and founded her first company – Business Productivity, a media and consulting business. Today she has multiple companies with employees in four countries.

Ulrika has a Master of Science (MSc) in Electrical Engineering from the Royal Institute of Technology in Sweden and an Executive Master of Business Administration (EMBA) from London Business School. She has been identified as a top technology visionary and selected as a trusted advisor to Microsoft as part of their Regional Director Program. She is married to Peter and they have three children, 10, 8 and 5 years old.

Session: Tell Powerful Stories Using Sway and PowerPoint

Being able to tell stories and communicate them in effective ways using digital tools is an essential skill for many professionals. In this session Ulrika Hedlund will teach you how to use Sway and PowerPoint in Microsoft 365 to create visually attractive presentations. You will learn when to use what, and see in the story-based tutorials how these tools can be used in real life scenarios.

This session includes:

How to use Sway in real life:

- Create a Sway from a document
- Customize the design
- Insert and manage the layout of rich media
- Collaborate on a Sway
- Share a Sway with the rest of the world

How to use PowerPoint in real life to:

- Collaborate on a joint presentation
- Apply a design using a template
- Leverage the image tools
- Insert video into the presentation
- Use animations and transitions to add effects

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to make an appointment to speak to us about booking Ulrika to speak to your team either virtually or in person



This session is worth 0.5 IAAP recertification points.