INTERACTIVE SESSION

Create engaging Confluence pages

CAELOR

Meet the speakers

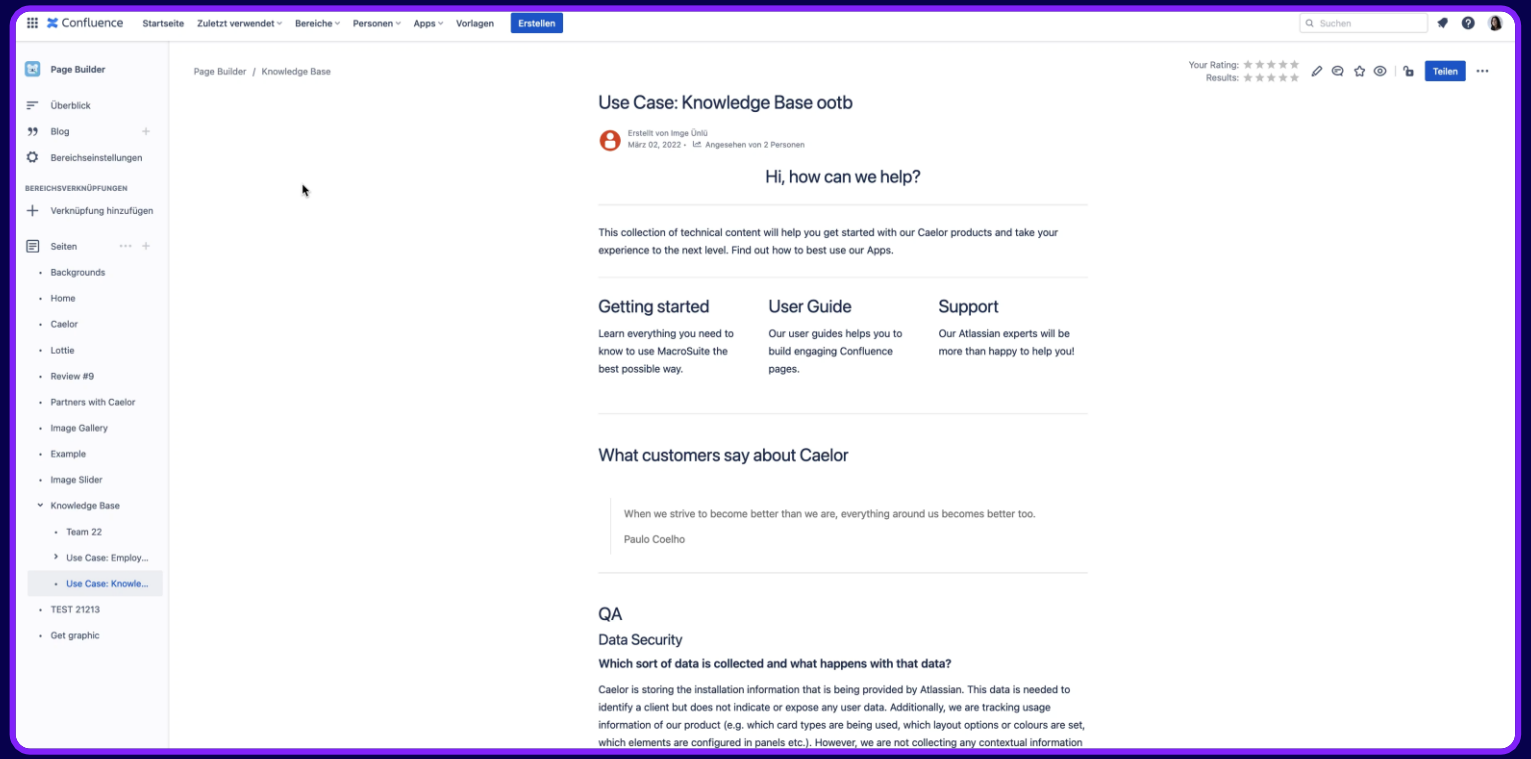
Caleor Product Owner

Marin Varvodić

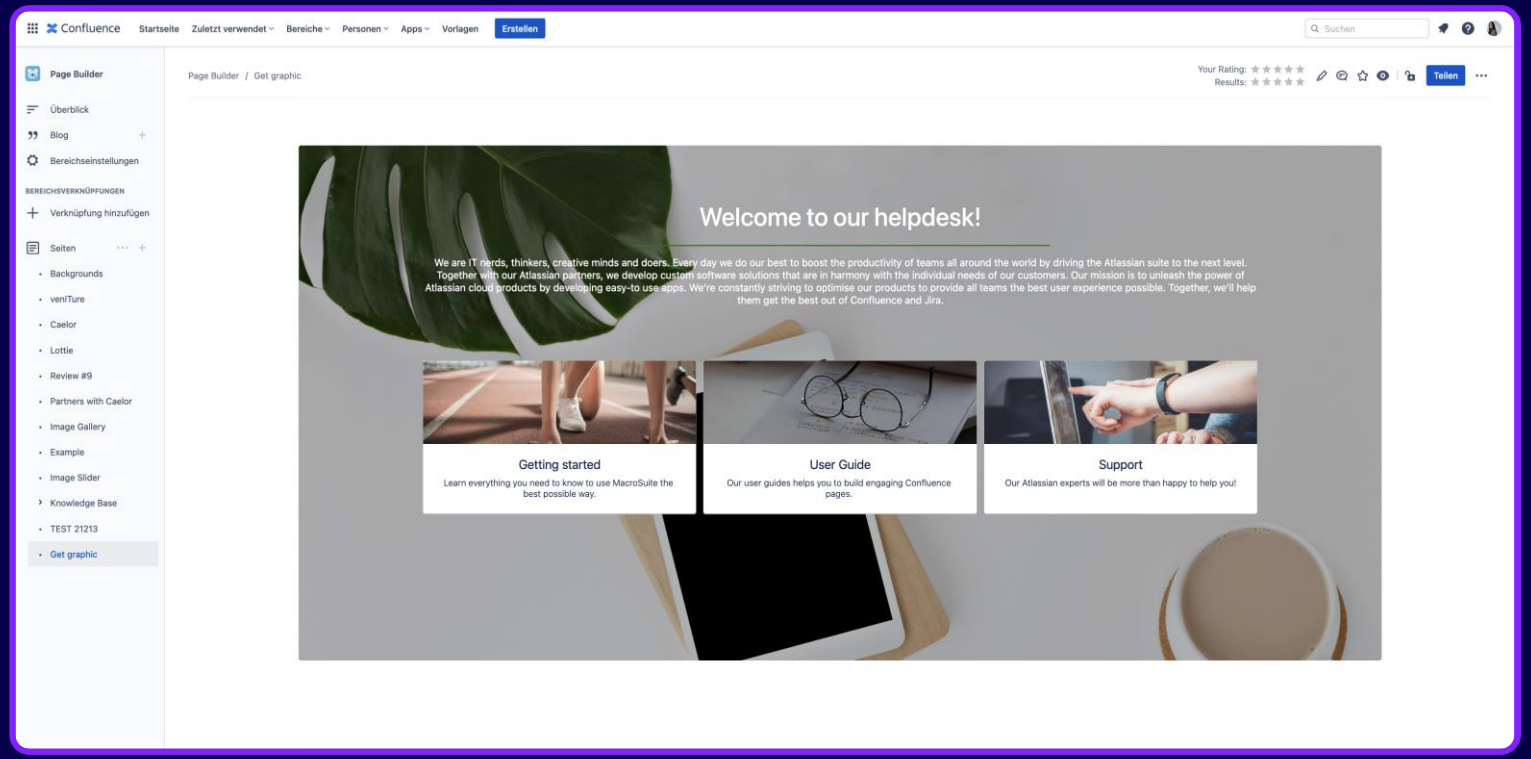
Product Marketing Manager

Imge Ünlü

How can we optimize this Confluence page?



Way better, right?



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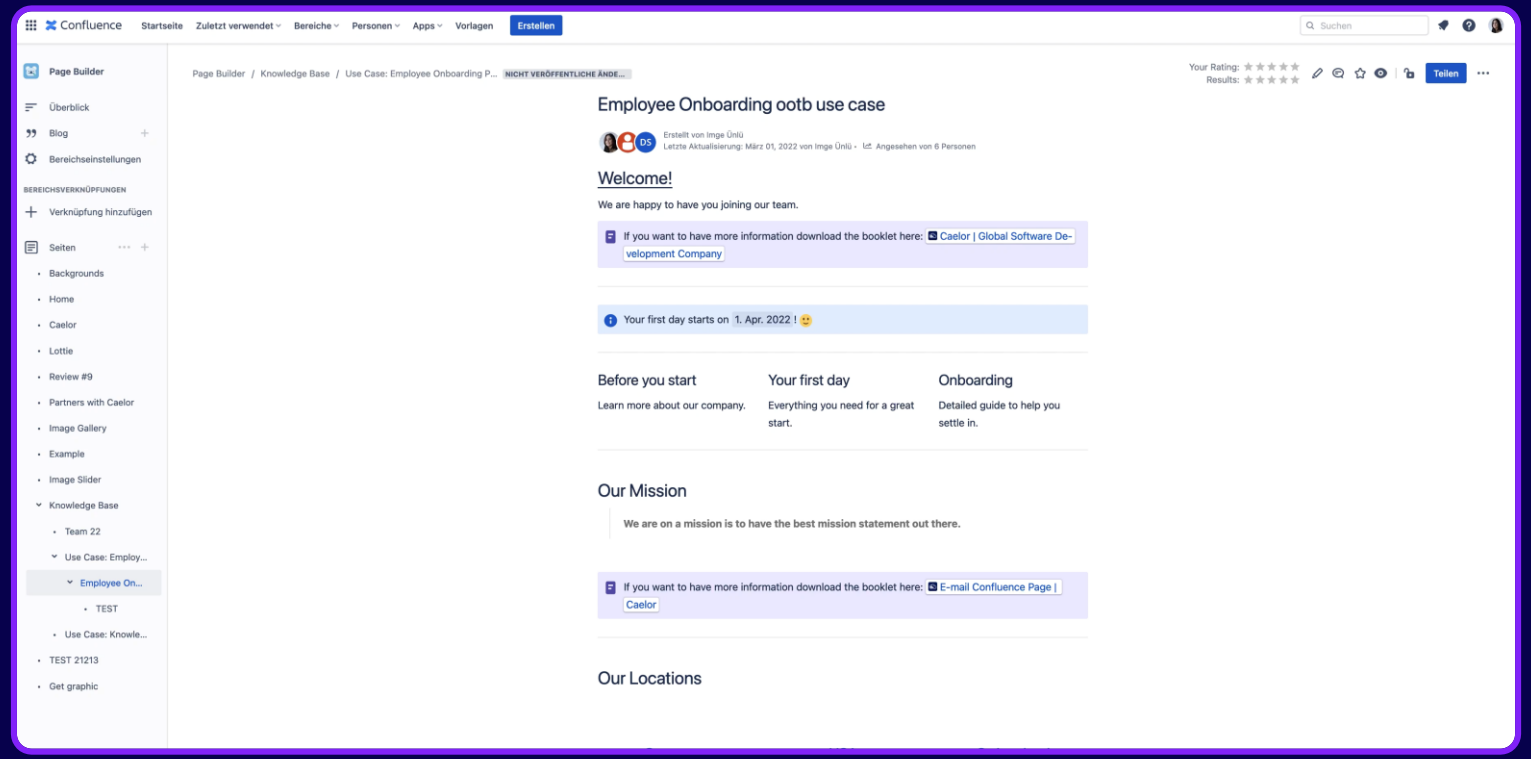

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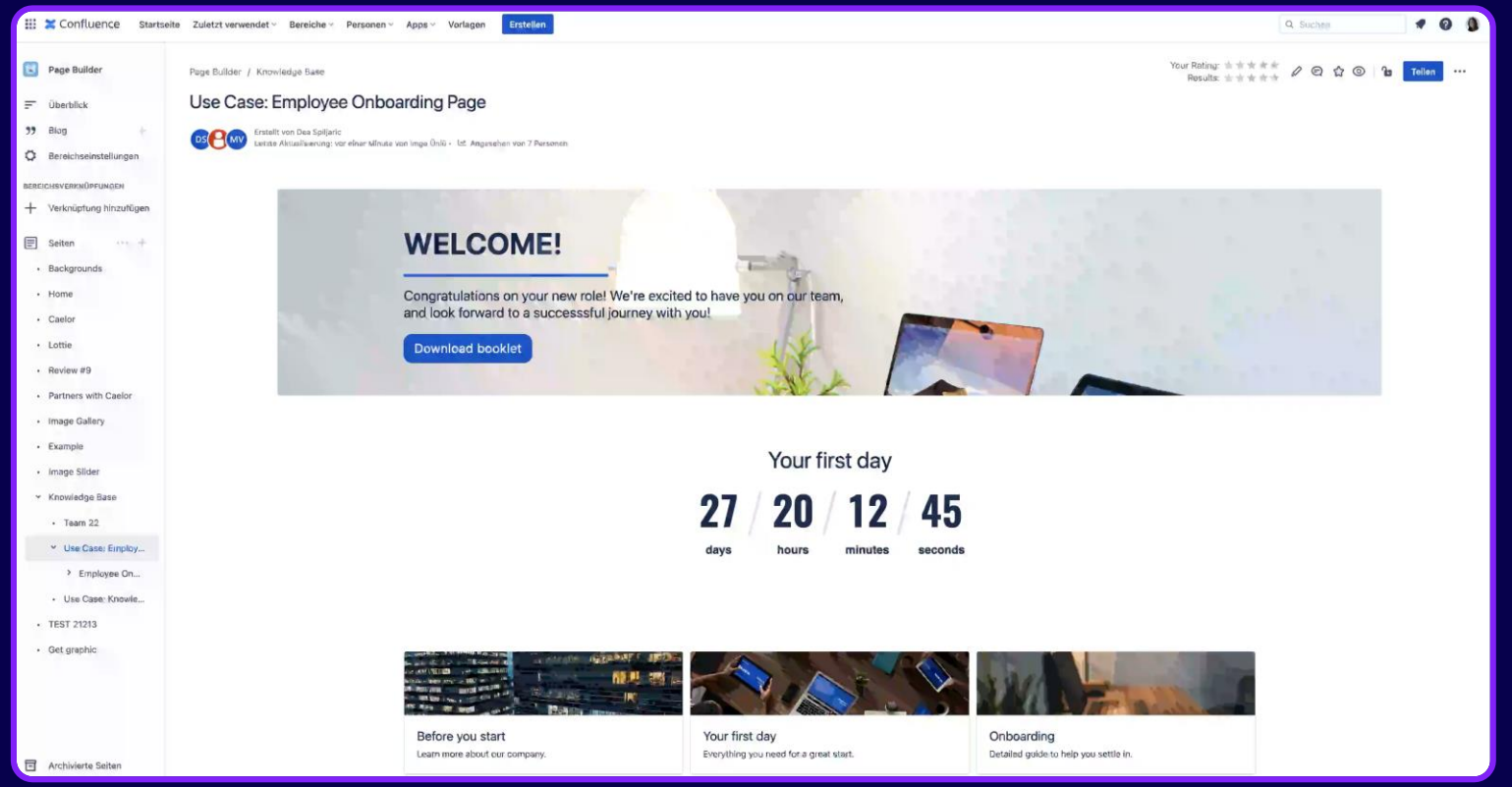
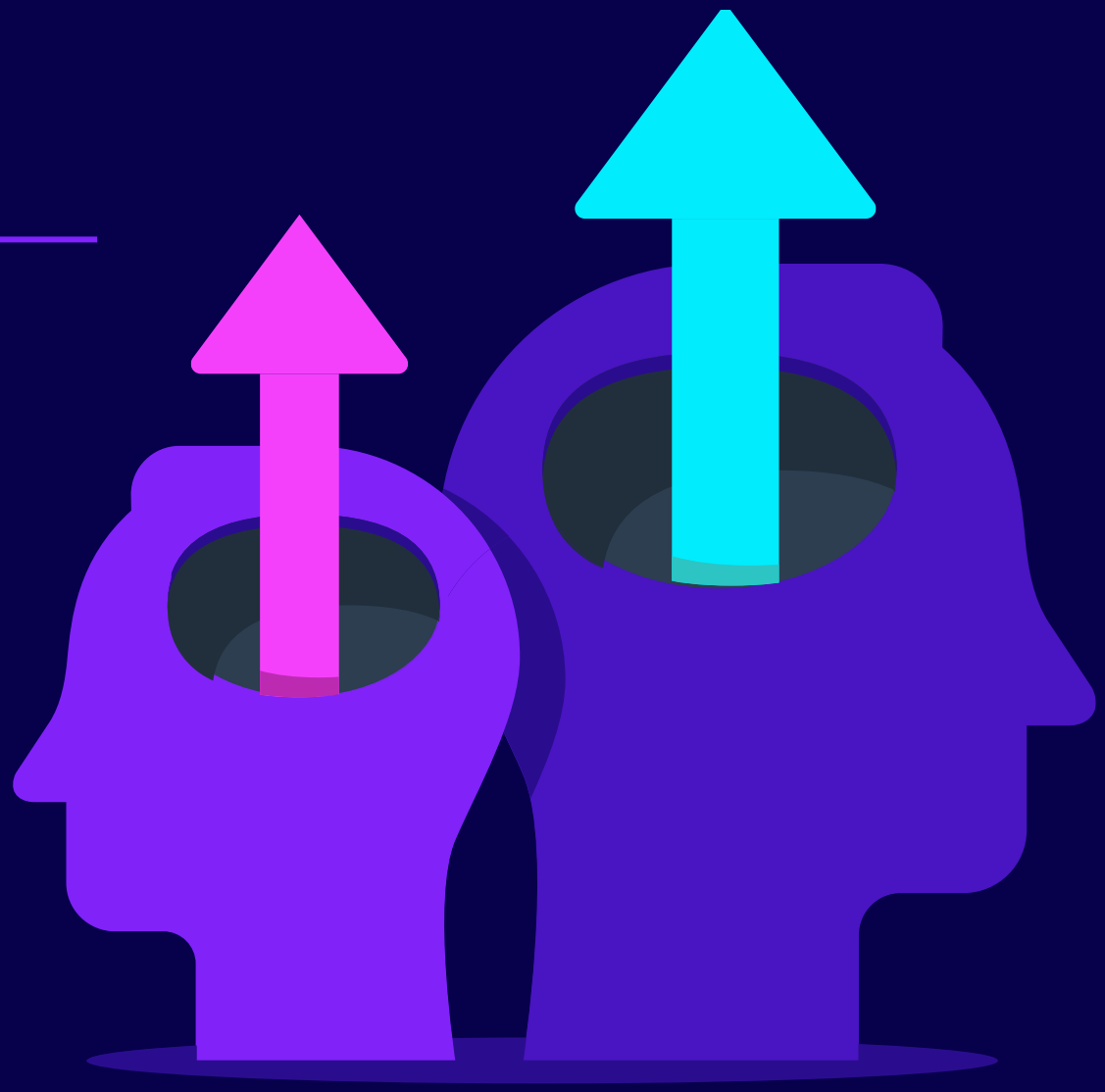


Our brain processes visual information best - that's a fact!

90% of information transmitted to the brain is visual

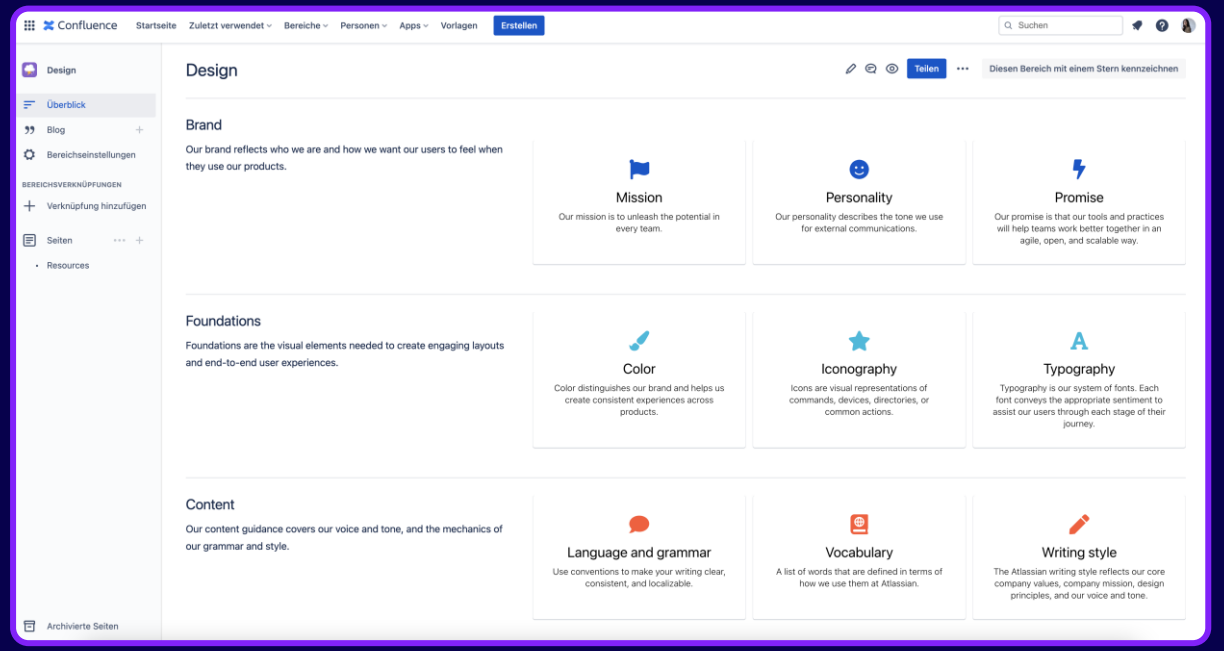
Visuals are processed up to 600 times faster than language



Let your Confluence pages breath

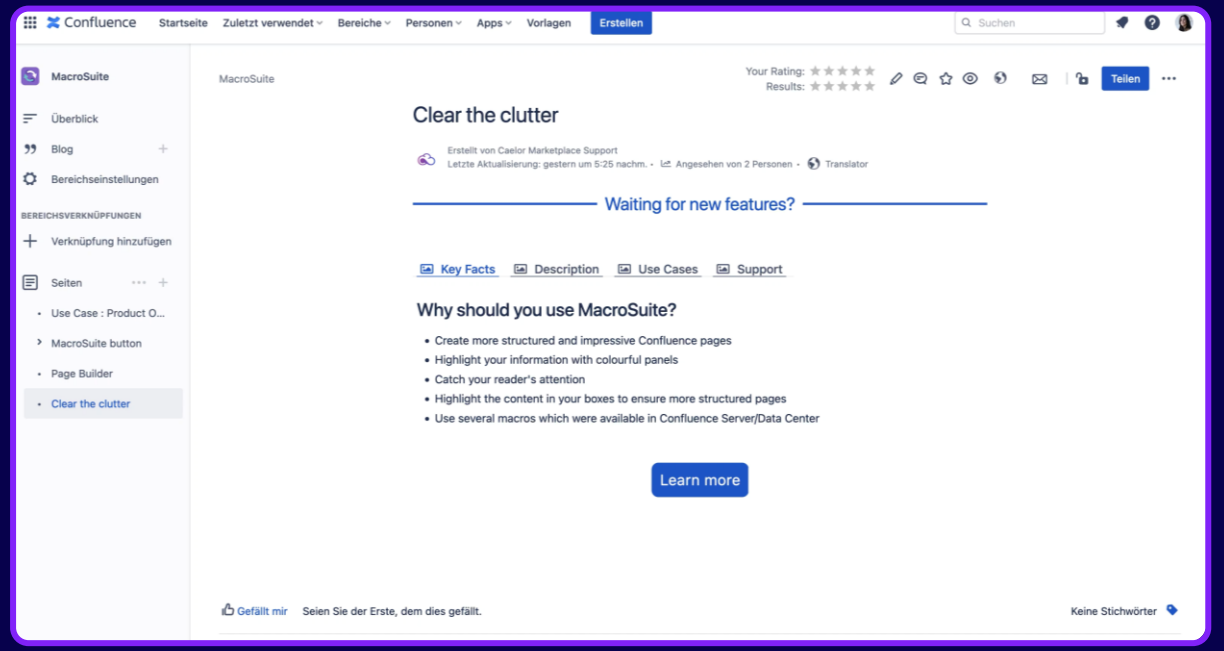
- Don’t stress your team with overwhelming text
- Display key facts and catch readers attention
- Create white spaces with formatting macros like dividers, cards, tables or columns

> ***„White spaces - the lungs of a good design!”***
>
> - Swiss typographer Jan Tschichold



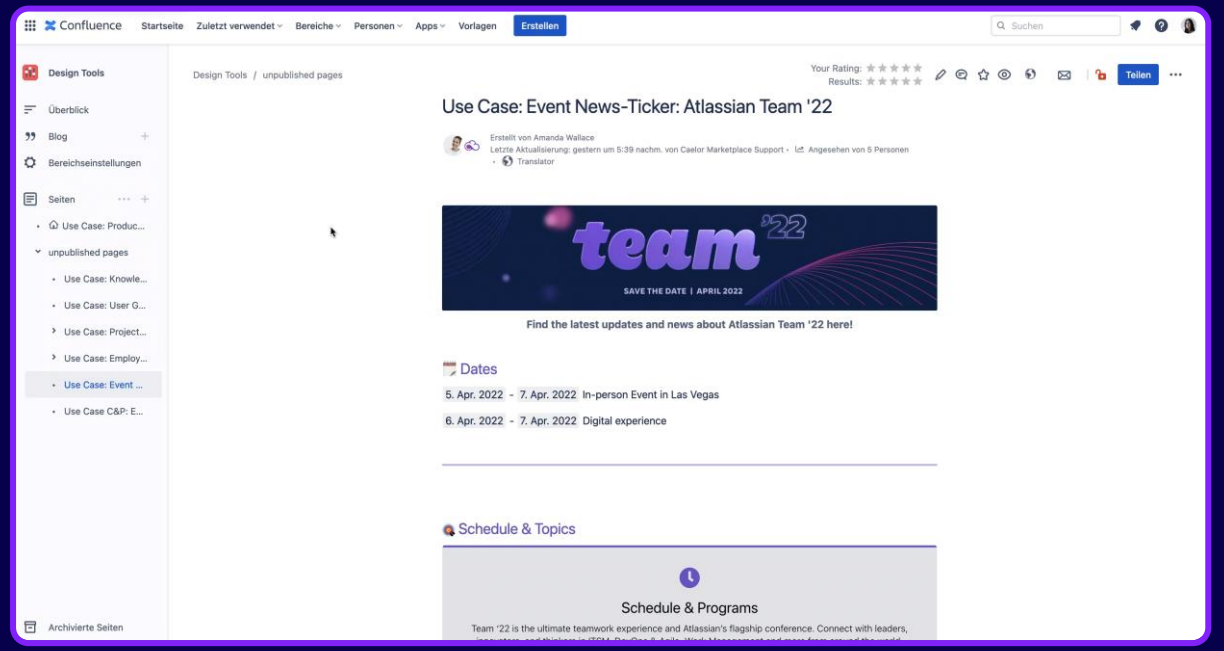
Clear the chaos

- Avoid long paragraphs and unsightly HTML or Confluence page links
- Hide chaos with clever macros without any loss of information
- Benefit from customized buttons, tabs or footnotes



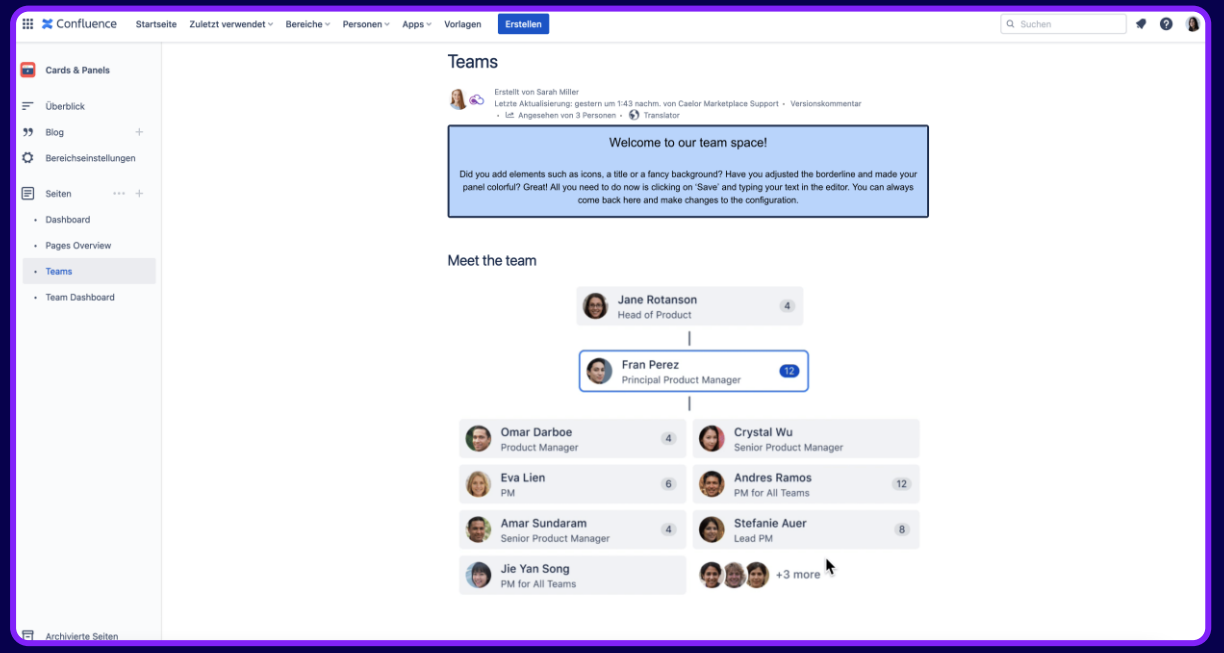
Give life to your Confluence pages

- Avoid dull looking pages, add a pop of colour
- Create outstanding content with colourful backgrounds, banners, cards or icons



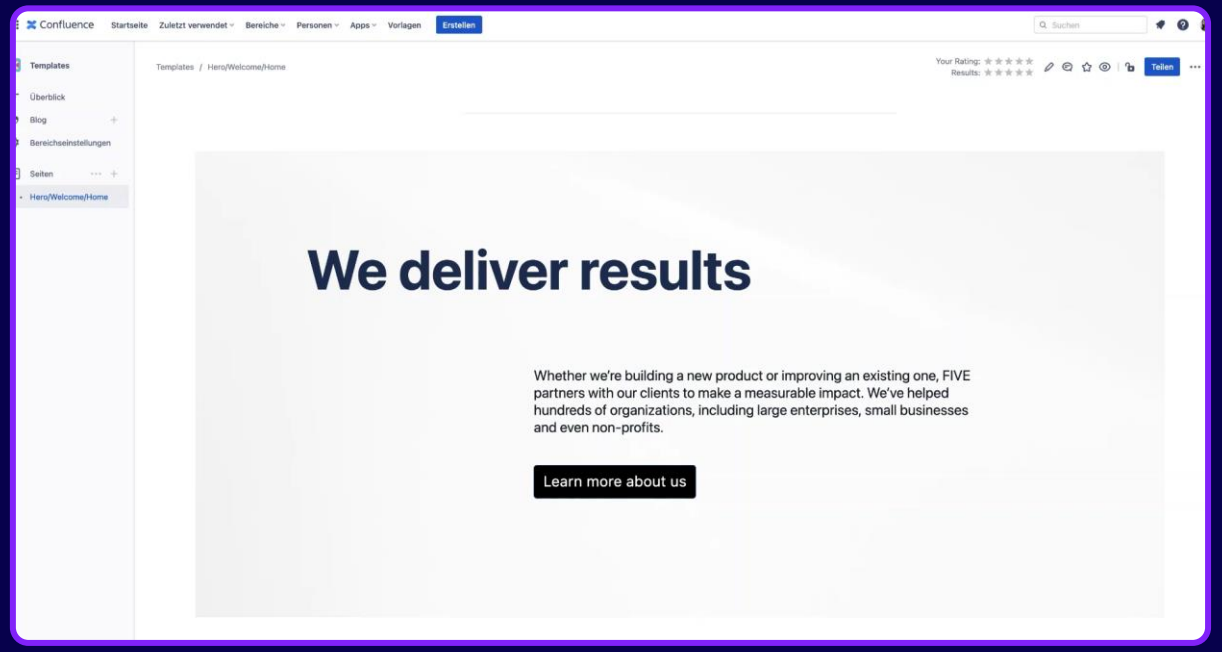
Show rather than tell

- Our brain processes visuals best and retains information longer
- Use images in backgrounds, banners or cards
- Compile complex information into charts and infographics – e.g. showcase surveys, financial reports, or create orgcharts

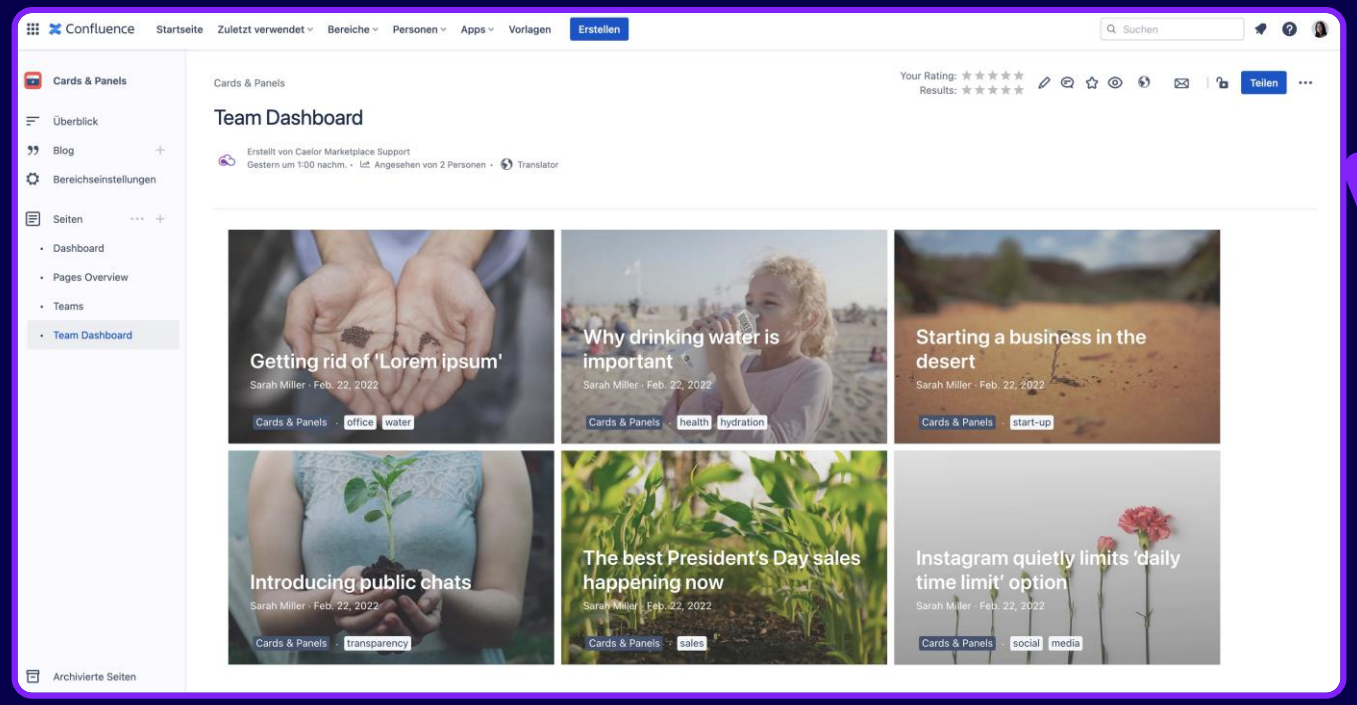


Use emotions to connect to your reader

- Deliver right emotions with adding emojis, icons, videos, GIF’s or animations
- Improve engagement by displaying social feeds
- Save time and say it with an emoji
- Make collaboration more fun and still be productive
- Personalized communication to truly feel like a team



Your Confluence pages can have both - beauty and brains!



How many Apps do you think we used?

MacroSuite

Content Viz

AVAILABLE ON ATLASSIAN Marketplace

Let’s create engaging Confluence pages together!

Join our challenge & pimp your Confluence!

Use following content formatting apps:

1. Content Viz
2. MacroSuite - Use as many macros as you can (e.g. page builder, button, page divider, image carousel, text & title)

How to join our raffle!

Visit prettypages.atlassian.com

Click on create and select the template Team’22 Caelor Raffle

Create a beautiful page out of the existing content with MacroSuite and ContentViz

Have fun!

Prizes

1st

Apple All Around Package - MacBook plus iPhone incl. customized Cover & Caelor Sticker

2nd

Playstation + Discount for our Gamification App

3rd

iPad + Apple Pen + Discount for our Confluence & MacroSuite App

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