

Updated on 11/08/2025

Sign up

Sway training

2 days (14 hours)

Presentation

Sway is the interactive presentation creation tool developed by Microsoft. Integrated into the Microsoft 365 suite, it enables you to quickly design modern, immersive and responsive web content, without the need for advanced technical skills. Unlike traditional solutions such as PowerPoint, Sway doesn't work with fixed slides, but with a fluid narrative automatically adapted to all screens.

Our Sway training course will enable you to master the creation of interactive content: storyline structuring, style customization, media integration and online publication. You'll discover how to leverage Sway for communication, marketing, training or sales presentation while respecting the principles of accessibility and adaptive design.

You'll learn how to design, personalize, share and integrate your presentations into a website or intranet, collaborate in real time and analyze audience engagement. Practical exercises will guide you towards the creation of reusable templates and the implementation of best practices for producing impactful, professional presentations.

At the end of the course, you'll be able to create high-impact Sway presentations, adapted to all media types and perfectly integrated into your digital communication flows.

Like all our training courses, this one is based on the latest stable version of [Sway](#).

Objectives

- Create interactive presentations with Sway
- Structure a storyline with maps, groups and sections
- Customize styles, themes and layouts
- Collaborate, share and integrate Sway on the web
- Optimize accessibility and multi-screen experience

Target audience

- Project managers
- Web developers
- Communication managers

Prerequisites

- Basic knowledge of office automation tools

Sway training program

Discovering and understanding Sway

- Introduction to Sway and differences with PowerPoint
- Overview of the interface and display modes
- Maps, groups and sections: principles
- Types of embeddable content (text, media, integrations)
- Best practices in responsive design
- Workshop: creating your first Sway presentation

Structuring and enriching content

- Organizing the storyline with maps and sections
- Add text, images, video, audio, embeds
- Manage layout and styles
- Add links and external content
- Check accessibility (alt, contrast, navigation)
- Workshop: structuring a mini web project with Sway

Customize the visual experience

- Choose and customize styles and themes
- Set colors, fonts and backgrounds
- Adjust animations and transitions
- Optimize mobile / desktop display
- Improve visitor experience (reading, navigation)
- Workshop: redesigning a Sway for a professional look

Collaborate and share with Sway

- Managing authorizations and sharing

- Choose access options (public, private, link)
- Monitor consultation statistics
- Integrate Sway into a website or intranet
- Best practices for online distribution
- Workshop: publish a public link and analyze views

Sway in a professional environment

- Internal communication use cases
- Marketing materials and customer presentations
- Creation of interactive visual reports
- Integration with Microsoft 365
- Compliance with corporate graphic guidelines
- Workshop: creating an interactive report with data

Optimize and automate presentations

- Reuse and duplicate content
- Design a reusable Sway template
- Triggering flows with Power Automate
- Integrating with Teams and other web tools
- Pre-publication quality checklist
- Workshop: automating the creation of a Sway from a template

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced IT technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples and

and group work sessions.

Validation

At the end of the session, a multiple-choice questionnaire is used to check that skills have been correctly acquired.

Certification

A certificate will be awarded to each trainee who completes the training course.