Effective Use of Presentation Tools

The night before the big meeting, Frank receives a visit from the PowerPoint Fairy.
Presentation Software is a great tool

... but respect its limitations
Pieces of a Presentation

- Audience engagement
- Presenter delivery
- Supporting materials
- Visual aids or demonstrations
- Presentation
Presenters need to engage both:

**Left Brain:**
- Dexterity
- Facts
- Logic
- Data analysis
- Math

**Right Brain:**
- Stories
- Big Picture Oriented
- Emotions
- Appearances
- Relationships
- Imagination
Engaging the right brain:

- Design
- Mystery
- Humor
- Stories / Demos
- Audience
- Empathy
- Passion
Design Questions to Ask

Keep in mind that opinions are formed about your presentation within two minutes.

Questions you want to consider while planning your presentation include:

- How much time do you have (only plan on filling 90% of that time)?
- The venue (where, how is it setup, what equipment is available)?
- Who are you presenting to and what is their background?
- Why are you the one being asked to present?
- What’s your story that you wish to convey (the central points)?
Making your story stick

- Simplicity – essential points
- Unexpectedness – surprise people
- Credibility
- Emotions
Supporting Materials - 3 Deliverables

- **Report**
  - Meant only for presenter(s)

- **Handout**
  - For audience

- **Presentation**
  - Visual support

Once you have developed your deliverables, edit, edit, edit!
Design Preparation

Step Away from the computer
Go Analog!
Creating your presentation:

- Maximize your signal-to-noise ratio
  - A few words can say a lot!
- Try to follow the 1-7-7 rule:
  - One idea per slide.
  - 7 bullets per slide
  - 7 words per bullet
- Your bullets should be written as statements
- Use keywords to help your audience focus
Avoid:

- Too many details and data
- Crowded the information
  - Good design is more about subtraction than addition.
- **flashy** or **curvy** fonts
- **UPPERCASE LETTERS**
- **Abbrvs**
- --!!Punctuation marks for bulleted items
- **Low Quality, distorted or pixelated graphics**
Slide Design

Use:

- Vibrant, contrasting colors
- Dark backgrounds with lighter text
- “Sans-Serif” style fonts
- Check out some templates:
  - http://www.buffalo.edu/toolbox/
Imagery

Rich imagery in the helps engage the right brain and drive the point home

- Comics
- Pictures
- Videos
- Graphs

Say **No** to Cheeseburgers
Graphs

- Graphs Should:
  - Stand on their own
  - Tell the story of your data
  - Not be crowded
- Avoid 3D graphs
Transitions and Animations

- Use transitions to help your presentation make more of an impact by varying the way one slide replaces another.
- Keep transitions and animations **subtle**
- Keep transitions and sounds to a **minimum**
- Use the same transition or a variation of the transition
- Avoid flashy transitions (too much movement will distract your audience)
- Avoid using random slide transitions
Multimedia

- Be careful using sounds for animations or transitions. These can come off as tacky or annoying.
- When using sound bytes or video, adjust the volume before your presentation. Always check to be sure these will work.
- Never assume there will be an active internet connection. Download all files locally.

Sites like:
- [http://keepvid.com/program/](http://keepvid.com/program/)
Delivery

Before your presentation, practice, practice, practice!
Delivery

- Engage your audience!
- Remain relaxed and comfortable
- Roll with the punches and adjust to your situation
- Time slides with what you’re saying
- Be mindful of your room positioning
- Try to keep the lights raised
- Don’t fear being creative!
PowerPoint Logistics

- Decide what computer you will run your presentation on
- “Pack” your presentation
  - Establish backups
- Use the “Presenter View” in PowerPoint
- Adjust volume beforehand
- Launch Internet based videos beforehand
- Mute the video projector whenever you need to enter password credentials
In Summary