

10

tips on
making great
presentations

Start with a specific objective



What do you want to achieve with the presentation? Write this down for your own reference

Write down your message



2

One overall umbrella thought must form the basis of your presentation. If the audience remembers nothing else, they must remember this message. Write this down before you begin

Organize



3

Start with an attention-grabber opening and go on to structure your presentation so it has a proper intro, body and conclusion—like a story. There should be no loose ends. Summarize, recommend, and suggest action

Keep it short



4

Less always says more. The more words you use, the more you end up diluting the point. Use slides as your cue cards and talk rather than read out everything on the slide.

Be persuasive



5

Make it about them—not you. Nobody wants to hear something that makes no difference to them.

Make them care

Keep it interactive



6

People learn by doing. People learn through self discovery And people love hearing themselves talk So keep the audience engaged in activities

viewimages

Energize your audience



7

Stick to specifics and encourage your audience to suggest and discover action points on what you are telling them. No message is worthwhile unless it has an actionable aspect to it.

Add some drama

Intel's Craig Barrett
spices up his presentation
with a blue-faced rock
group

8

Everyone loves a good show—and remembers it. Throw in some surprises into your presentation so that it becomes easier to recall.

Use pictures that *say* something



9

Presenters love using pictures. But it's important to use pictures that actually add value rather than just prove a point already well made. Clipart too should be used only sparingly.

Get the branding right



10

If you're making a business presentation, make sure your presentation gives the look and feel of your company. Brand is not limited to logo everywhere. Branding is an entire culture

Tips on making great presentations

- Start with an objective
- Write down your message
- Organize, summarize
- Keep it short
- Be persuasive
- Keep it interactive
- Energize your audience
- Add some drama
- Use pictures that say something
- Get the branding right

Design hints



If everything is highlighted
-- nothing stands out



Be consistent---all through

New Consumer Experiences Personal and Relevant

- ◆ Unifying communications
- ◆ Simplifying daily activities
- ◆ Easy access to people and information

The Emerging Digital Lifestyle

Bill Gates
Chairman and Chief Software Architect
Microsoft Corporation

CES

same fonts
same picture style
same colors
same language
same names
same place

Make sure design emphasizes, not overwhelms

Connected Everywhere

- ◆ Networking explosion
 - Personal computers
 - Consumer electronic devices
 - Personal area networks
- ◆ No new wires
 - 802.11b
 - Bluetooth
 - Powerline
 - Infrared
 - Home PNA



Reduce processing time




Avoid information overload

Make standalone instant sense

Interpret complex stuff

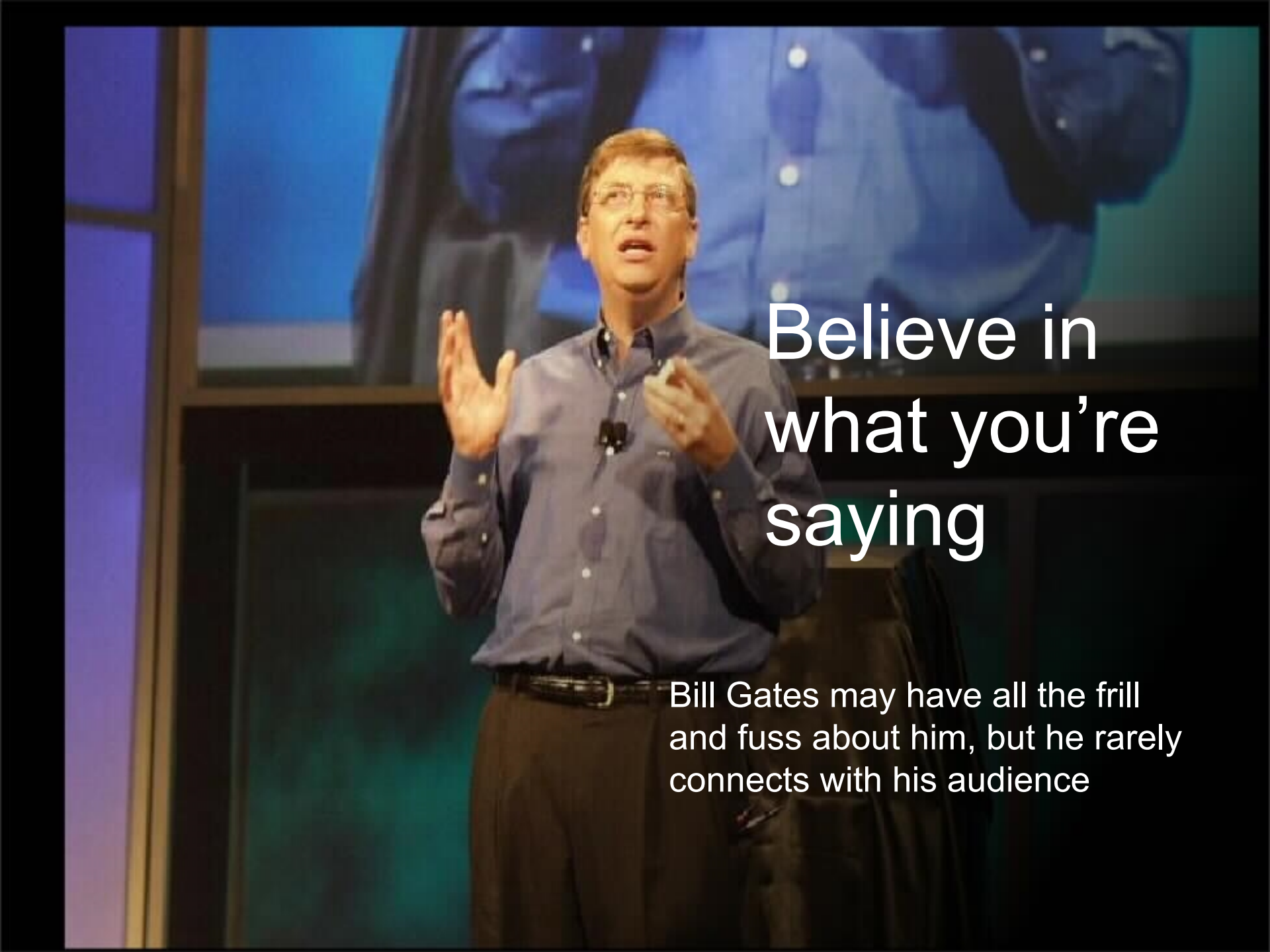
Delivery hints



A photograph of Steve Jobs, co-founder of Apple, standing on a stage. He is wearing his signature black turtleneck and is holding a small, dark-colored device (likely an early iPhone) in his right hand. His left hand is raised, with fingers spread, as if he is gesturing during a presentation. Behind him is a large, glowing white Apple logo on a dark background.

Know exactly
what you're
talking about

Steve Jobs is known to be a no
nonsense guy who turned Apple
around

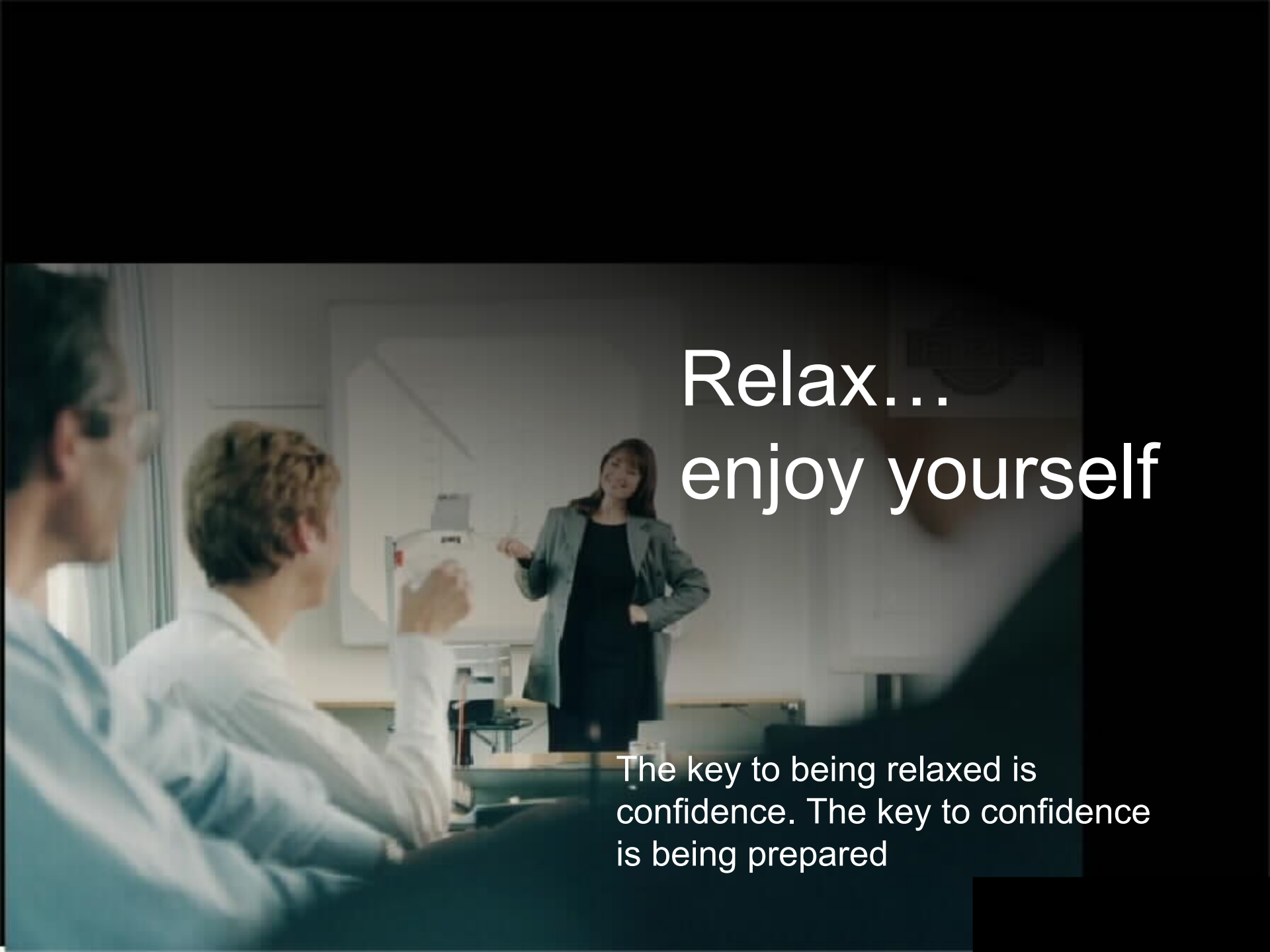
A photograph of Bill Gates speaking on a stage. He is wearing a blue button-down shirt, dark trousers, and glasses. He has his hands raised in a gesture of emphasis. The background is a large screen showing a close-up of his face and hands. The lighting is focused on him, with a blue and purple hue in the background.

Believe in
what you're
saying

Bill Gates may have all the frill
and fuss about him, but he rarely
connects with his audience



Don't be a
voice-over

A woman in a grey blazer and black top stands at the front of a classroom, pointing at a whiteboard. Several students are seated at desks in the foreground, looking towards her. The scene is dimly lit, with a dark overlay on the right side of the image.

Relax...
enjoy yourself

The key to being relaxed is confidence. The key to confidence is being prepared