I don’t always take my own advice!
“I read a study that said speaking in front of a crowd is considered the number one fear of the average person ... number two was death... this means to the average person if you have to be at a funeral you would rather be in the casket than doing the eulogy”

Jerry Seinfeld
Presentations!!

- Welcome to this course about learning to design and deliver presentations.
- Today we will talk about the best way to capture (and keep!) audience attention as you talk to them for hours and hours about something they don’t really care about.
- We all hate presentations but we have to do them as part of our everyday jobs—more about this to follow.
- Basically as long as no one falls asleep in your presentation you must be doing a good job … right?!?

A complicated chart that you can’t read! (and has nothing to do with the other information on this slide!)
Alternative ways to present information
Why learn to present?
Before you begin...

Is a presentation the right method of delivery?
Why am I giving this presentation?
Who is my audience?
What message am I trying to deliver?
Design
Your key message guides everything you do with your presentation
Adapting your message
Adapting your message

A modern 24 hour library service offering access to everything from the latest journals to historical manuscripts. Tours are offered daily at 10am
Adapting your message

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Adapting your message

A modern 24 hour library service offering access to everything from the latest journals to *historical manuscripts*. Tours are offered daily at 10am.
Adapting your message

A modern 24 hour library service offering access to everything from the latest journals to historical manuscripts. **Tours are offered daily at 10am**
Structuring your presentation

Build around your key message(s)

Work backwards

Storyboard

Make it flow

Question when to ask for questions
Break up a larger presentation into smaller chunks
Basic design principles

No more than three fonts per slide

Size 24 as a minimum – any smaller than this and you are trying to fit too much on to a slide!

Be sensible with colour and font choices

Use animation sparingly
Making your message stand out

Size  Shape  Shade

Colour  Proximity

Via Slideology
Point of the point?

No faster way to death by Powerpoint

Reading vs listening

Not a script!
Bullet points

• Product has bright, popping colours
• It will include additional safety features
• Product comes in three sizes
• New design will be highly flexible
• Colourful
• Safe
• Variety
• Flexibility
Alternatives to PowerPoint

- Haiku Deck
- Prezi
- Google Slides
- Keynote
- Canva
Where to source images
Handouts and accompanying material

Think about purpose & content
What do you need to share/explain?

Find new ways to share information
Can the audience follow along during your presentation?

Accessibility
Pay attention to colours and fonts
Think about sharing your presentation
Break time

15 minutes
Bad delivery can kill a great presentation
Elevator pitch

1. Explain what you do
2. Communicate your USP
3. Engage with a question
PIXAR pitch

1. Once upon a time … 

2. Everyday … 

3. Until one day … 

4. Because of that … 

5. Until finally …
Dealing with nerves

Nerves can be a good thing!
Preparation is key
Relaxation techniques
Practice
Body language

First impressions
Eye contact
Hand gestures
Facial expression
Be a superhero

Certain poses can change your body chemistry

Before a stressful situation stand like a superhero for five minutes
Dealing with questions

Be calm, give yourself a moment to think about your answer

Clarify the question

Don’t be afraid to admit you don’t know the answer

No one is out to get you!
Voice projection

Pace
Balance between too slow and too fast

Clarity
Make sure people can understand you

Volume
Can everyone hear what you’re saying?

Breathe
Don’t forget to do this!
Tongue twisters
Notes and prompts

Don’t write a script
Connect with your audience
Remember eye contact
Dealing with disaster

Remember - the audience won’t know there’s been a problem unless you let it show
Questions?
Key messages

Always think about your audience

Never underestimate the importance of preparation

Fake it until you make it
Curtains: Steven Leung via Flickr
CC BY-NC 2.0

Elevator: Gideon Tsang via Flickr
CC BY-NC 2.0

Famous speakers, Sign, Woman holding sign, Gorilla, Pencils, Key, Wall, Paint brushes, Ballerina, Hand, Stones, Locks, Apples, Yoga pose, Signpost, Photo, Notebook, Seats, Kit Kats, Microphone, Cat, Buzz Lightyear, Dock, Minions, Superman, Hands, Microphone, Pocket, Volcano, Stormtroopers, Keyboard via Pixabay

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The End via Spell with Flickr