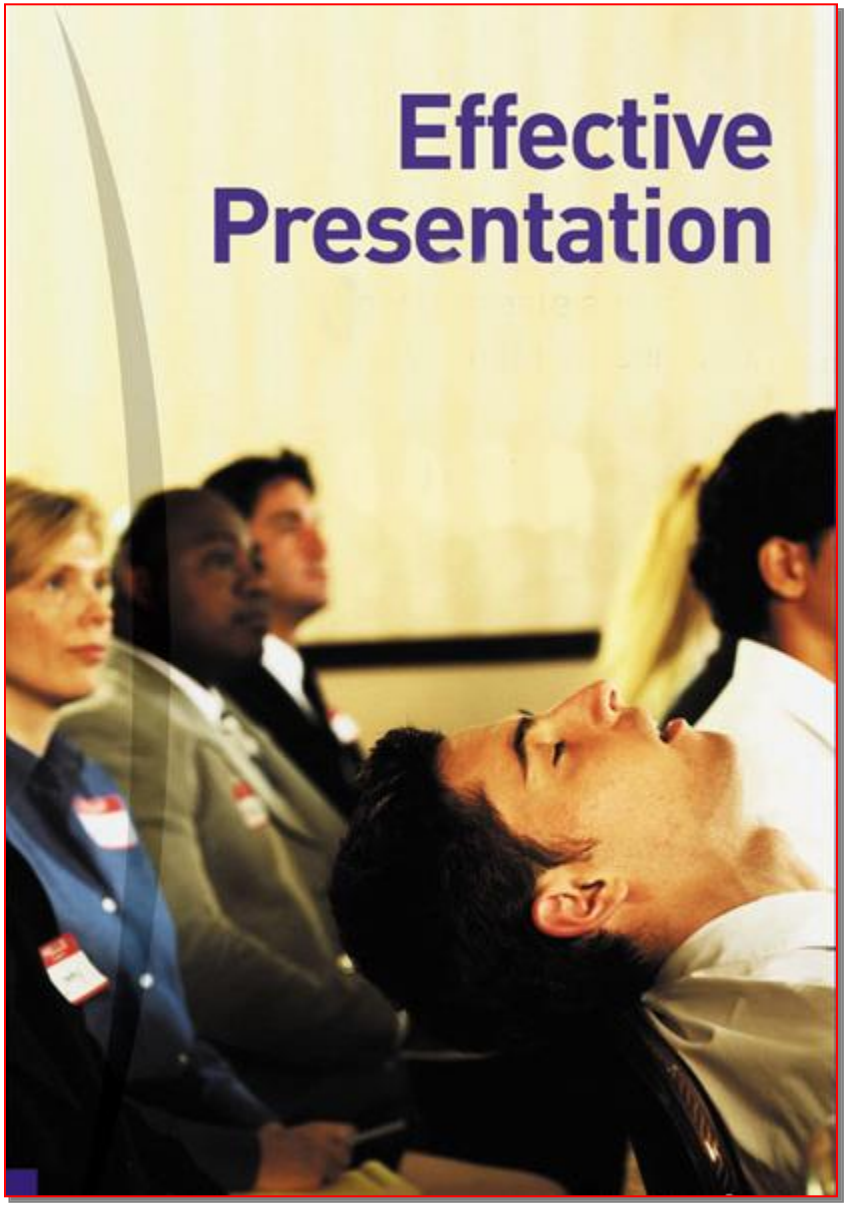

Effective
Presentation

Presentation :

1) your Company
2) the reason why
3) yourself

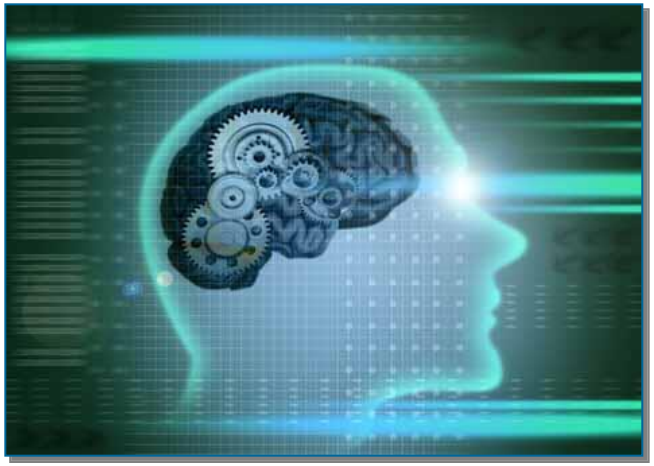
Effective :

- neither a “Beautiful Presentation”
- nor a “Brilliant Speaker”
- simply reaching your objective

from…

- 100% is what you think before speaking
- 90% is what effectively you say
- 70% is what your audience understands while you speak
- 60% is what people remember at the end
- 50% at the end of meeting session
- 25% at the end of the day
- 10% after two months
- **5% after three months**

..to



Effective Presentation

Two main objectives for an effective Presentation:

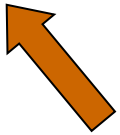
1) increase people recall amount up to 10%-15%
2) do in a way that the final 10%-15% is exactly what you want

How?

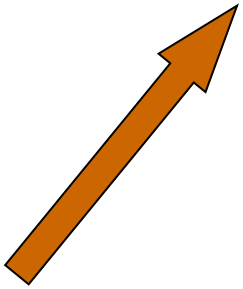
1) following specific rules
2) adding images strictly related to what they have to recall

ab ovo

(from the beginning)

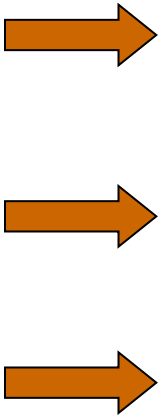


1) Very First = Company Name



2) Second = Name of Presentation

Western people read from top-left to bottom-right

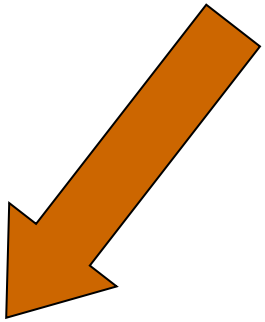


3) Third = Slide Content

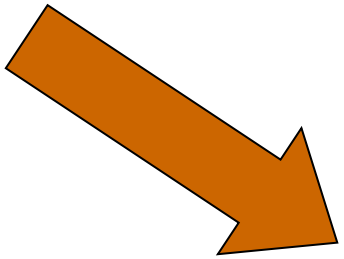
No more than 3 concepts per slide

4) Forth = Take away

What your audience has to take away from this slide



5) Fifth = humanization
Show who you are



Repetita Iuvant

(if you want your audience remembers exactly the 10% you want, you have to repeat that 10% more times, from different angles, repeating concepts in the take Away area)

Strength of Images

Have you to say something more on poverty?

Strength of Images

Have you to say something more on risk?

Strength of Images

Have you to say something more on fear?

Strength of Images

Have you to say something more on love?

Strength of Images

Have you to say something more on dirt?

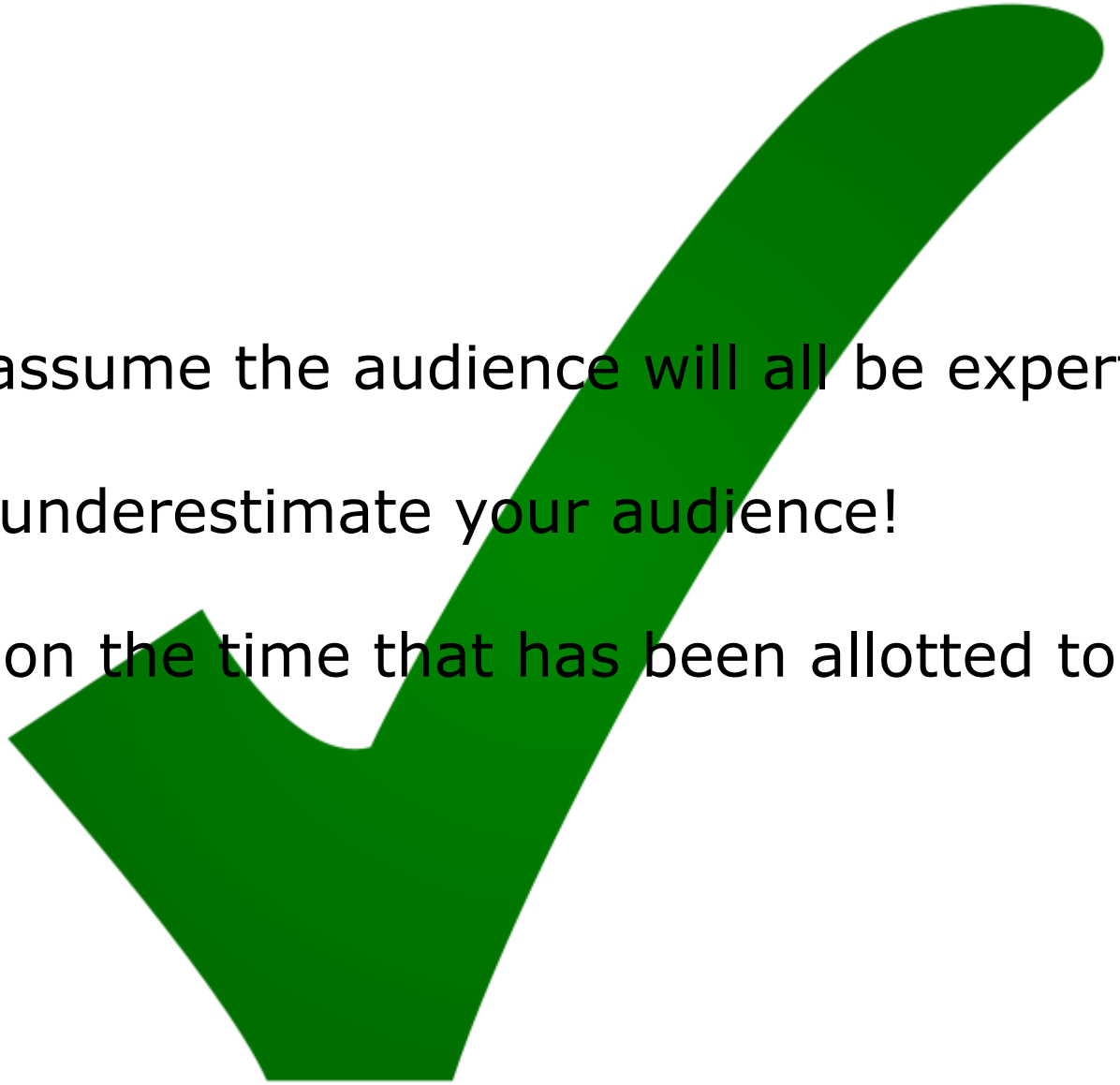
Strength of Images

Have you to add something more on curiosity?

Strength of Images

Have you to add something more on relax?

Few pills to remember



Don’t assume the audience will all be experts.

Never underestimate your audience!

Check on the time that has been allotted to you.

Use a Sans Serif font:

This font is Arial.

This font is Comic Sans.

This font is Papyrus.

Serif fonts take longer to read…

This font is Times New Roman.

This font is Courier.

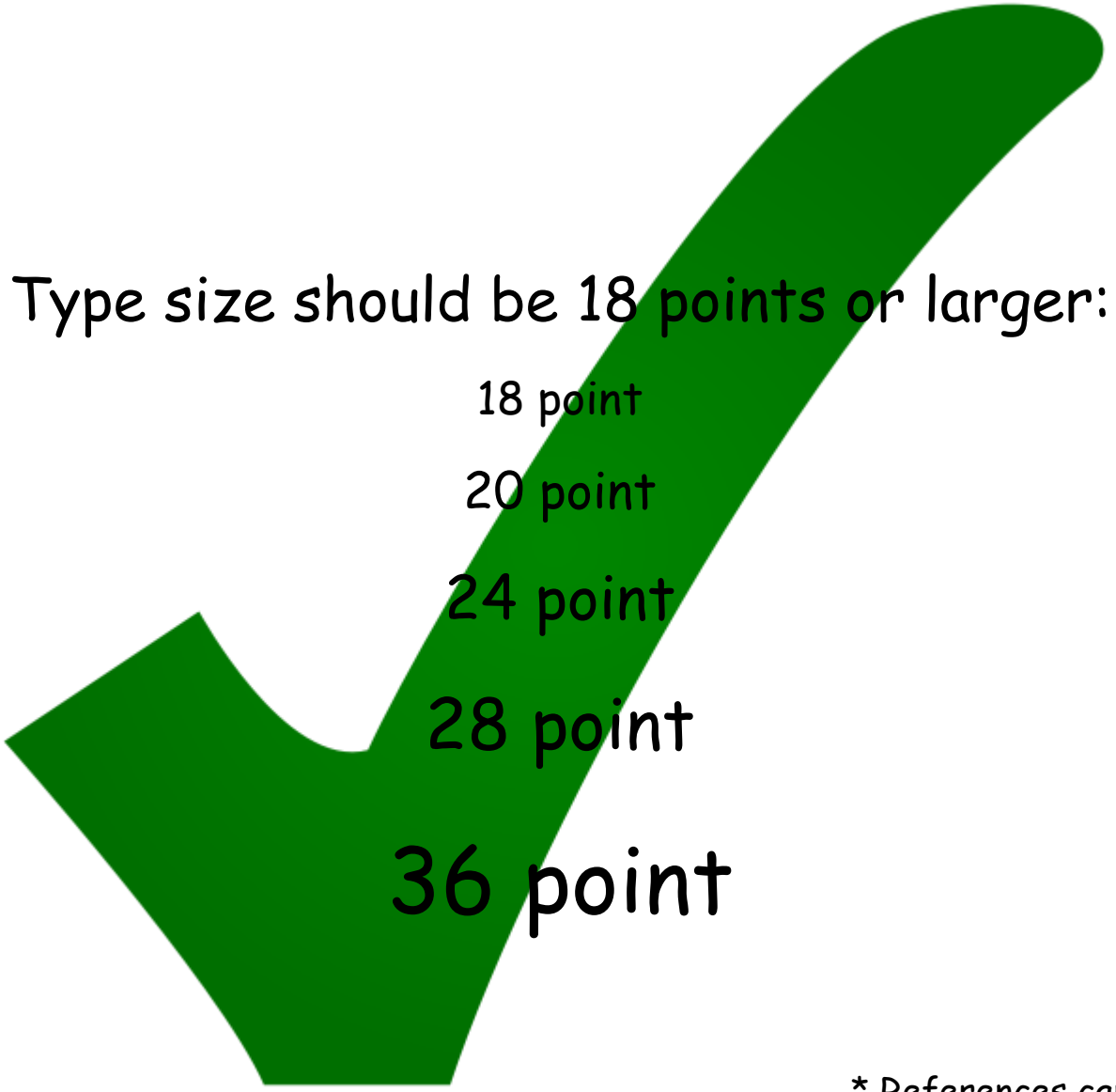
This font is Didot.

Some fonts look really good in **boldface**:

Arial vs. **Arial bold**

Comic Sans vs. **Comic Sans bold**

Papyrus vs. Papryus bold



Type size should be 18 points or larger:

18 point

20 point

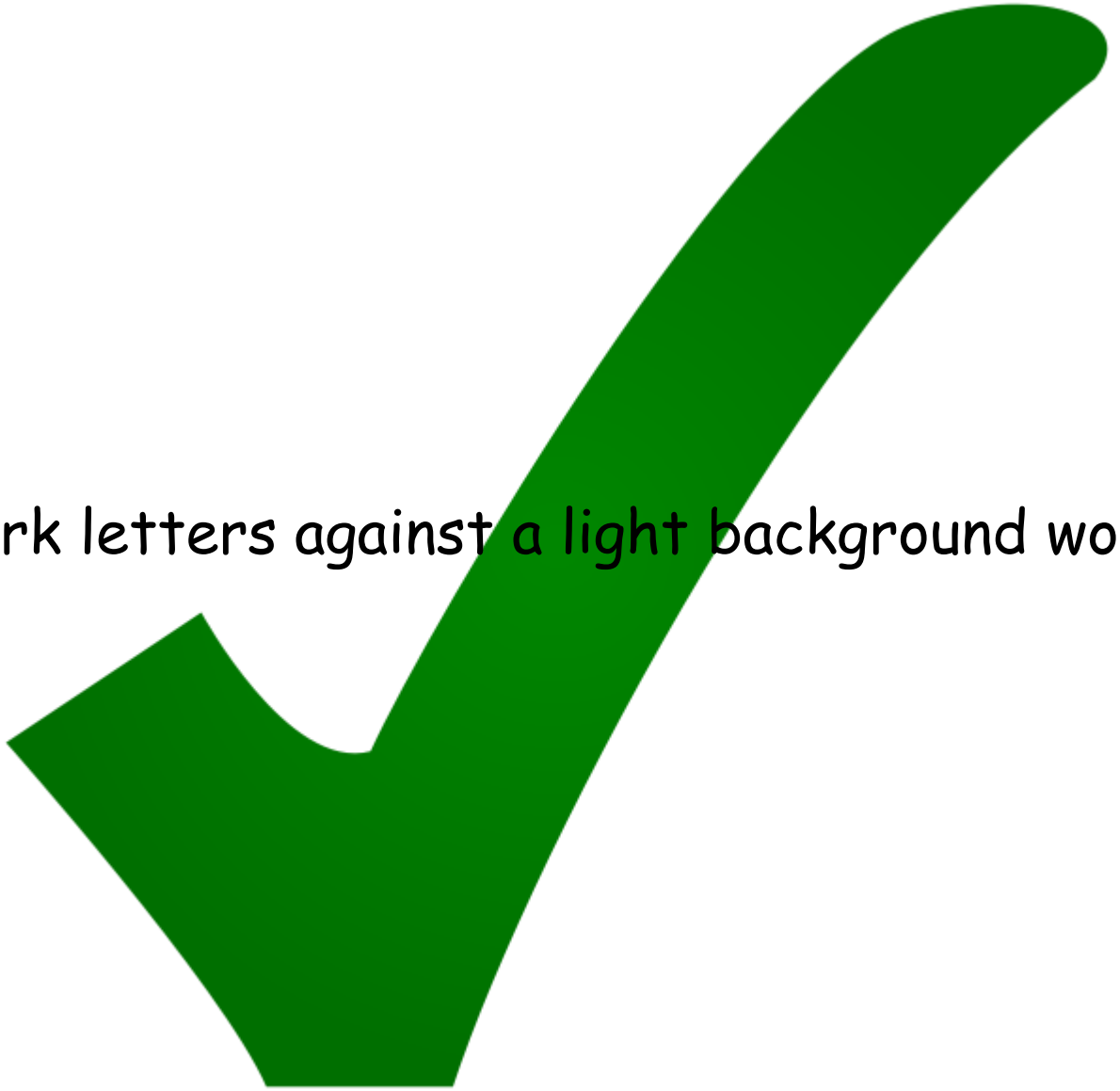
24 point

28 point

36 point

* References can be in 14 point font

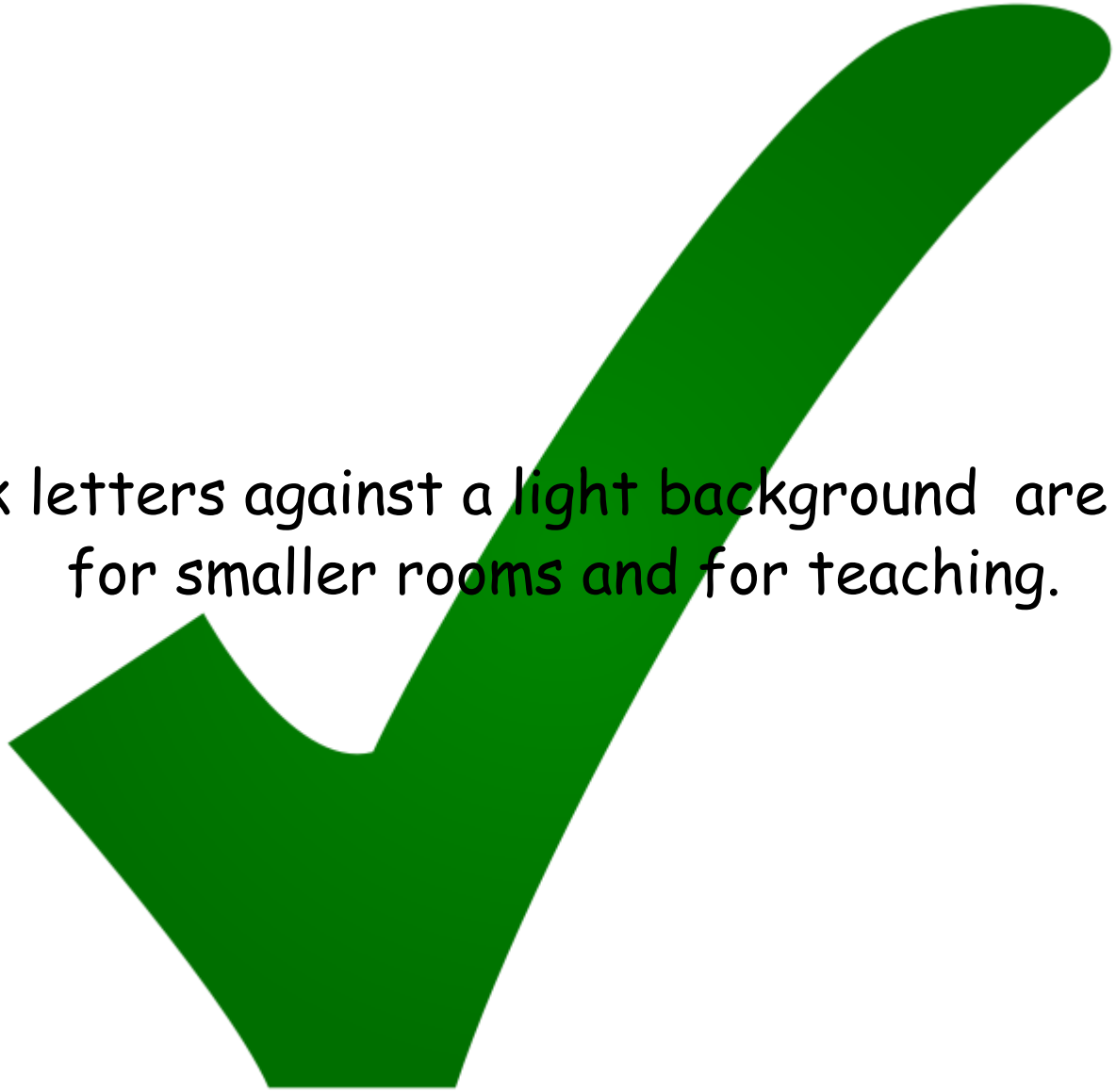
AVOID USING ALL CAPITAL LETTERS
BECAUSE IT'S REALLY HARD TO READ!



Dark letters against a light background work.

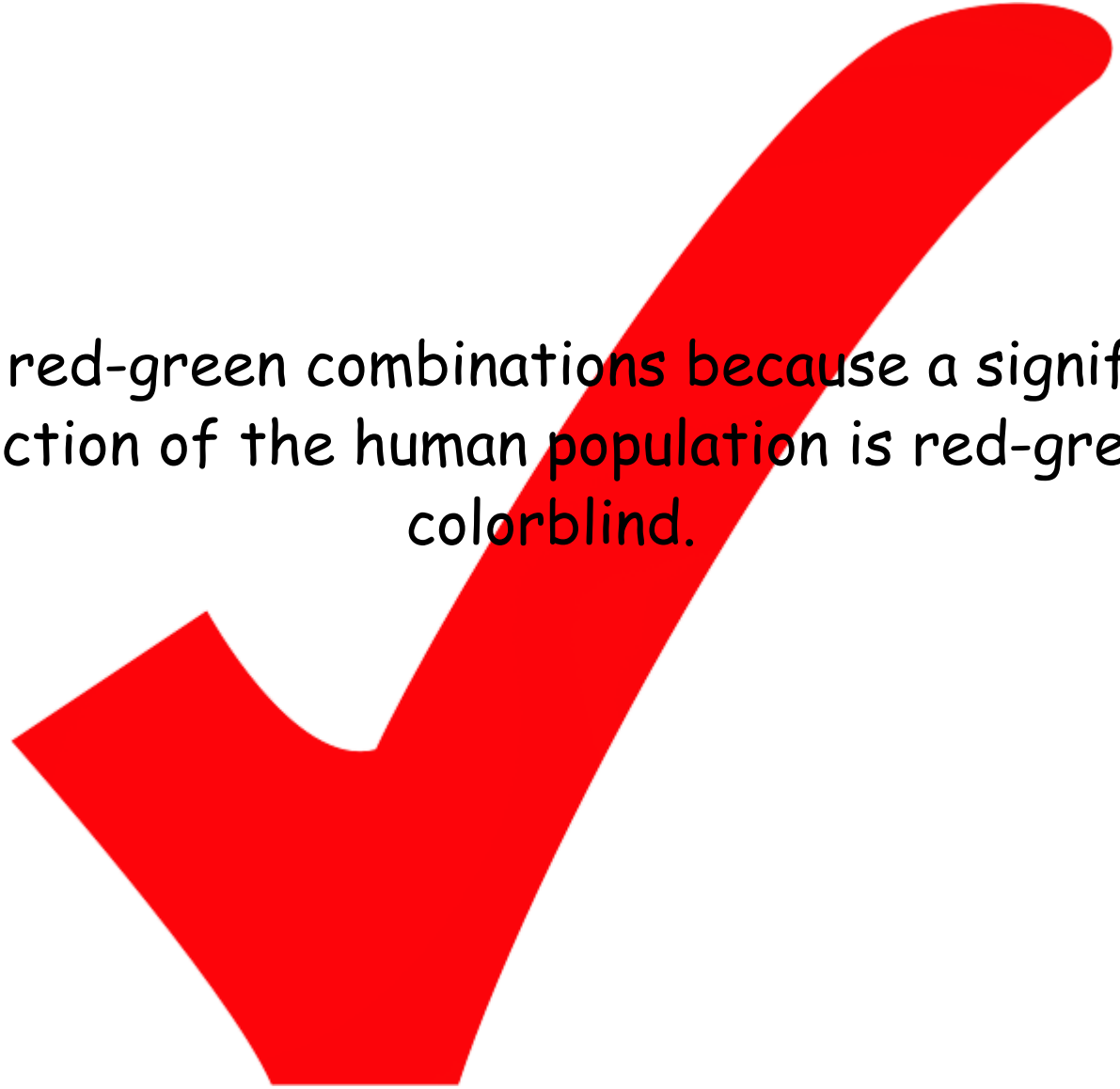
Light letters against a dark background also work.

Many experts feel that a dark blue or black background works best for talks in a large room.



Dark letters against a light background are best for smaller rooms and for teaching.

Avoid red-green combinations because a significant fraction of the human population is red-green colorblind.



Other color combinations can be equally bad:

Other color combinations can be equally bad!

View your slides in grayscale to ensure that there is adequate color contrast in each slide.

Other color combinations can be equally bad!

It is often effective to "unveil" your list one by one:

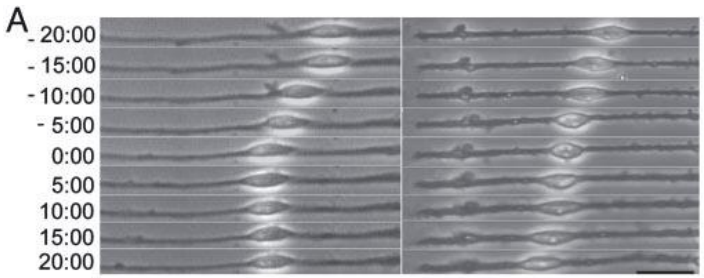
You can do this using the "Slide show" - "animations" - "custom" - option

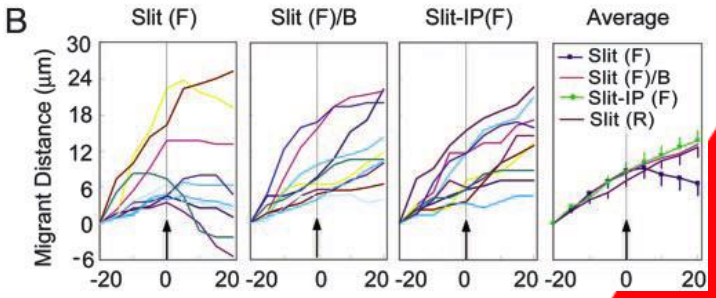
- Point 1
- Point 2
- Point 3

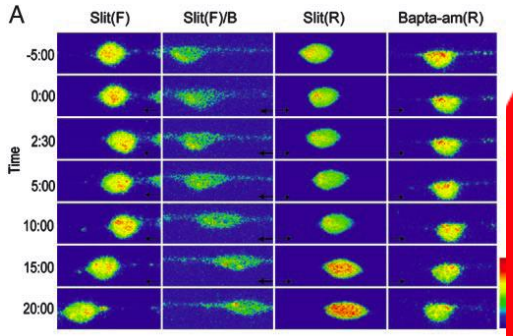
Avoid sublists!

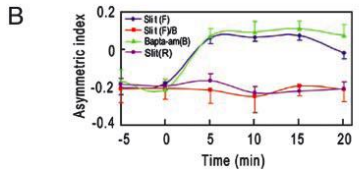
- Item 1
  - Item 1a
  - Item 1b
  - Item 1c
- Item 2
  - Item 2a
  - Item 2b
- Item 3

Be generous with empty space.

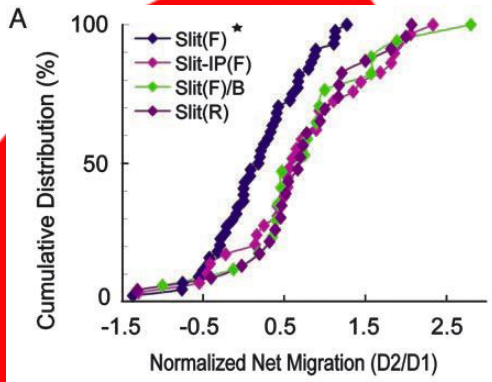

A
- 20:00
- 15:00
- 10:00
- 5:00
0:00
5:00
10:00
15:00
20:00

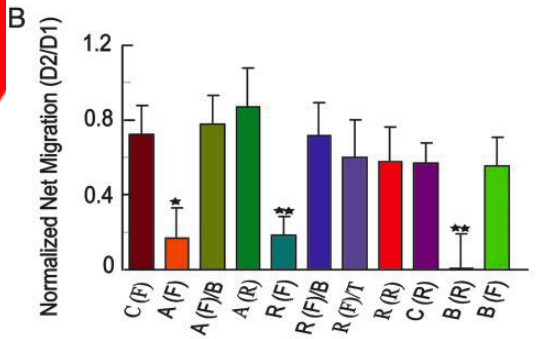

B
Slit (F)
Slit (F)/B
Slit-IP(F)
Average
Migrant Distance (µm)
Slit (F)
Slit (F)/B
Slit-IP (F)
Slit (R)

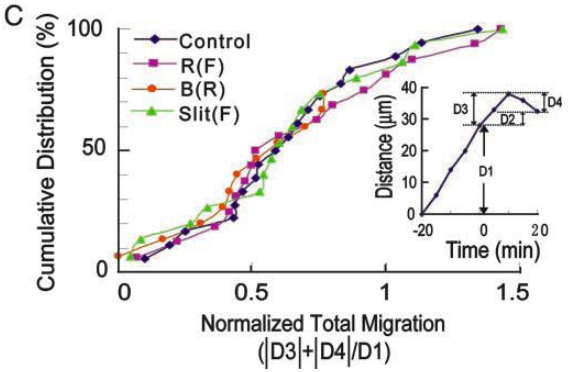

A
Slit(F)
Slit(F)/B
Slit(R)
Bapta-am(R)
Time
-5:00
0:00
2:30
5:00
10:00
15:00
20:00


B
Asymmetric index
Time (min)

Arrrgh!


A
Cumulative Distribution (%)
Slit(F)
Slit-IP(F)
Slit(F)/B
Slit(R)
Normalized Net Migration (D2/D1)


B
Normalized Net Migration (D2/D1)
C (F)
A (F)
A (F)/B
A (R)
R (F)
R (F)/B
R (F)/T
R (R)
C (R)
B (R)
B (F)


C
Cumulative Distribution (%)
Control
R(F)
B(R)
Slit(F)
Distance (µm)
D1
D2
D3
D4
Time (min)
Normalized Total Migration
(|D3|+|D4|/D1)

Don't try to show too many slides.

Often, less is more.

CONTENT	CLARITY AND ORGANIZATION
Conveys new information Poses an interesting question Conveys how people in other fields think Describes important ideas Novel discovery	Understandable Avoids jargon Uses clear and simple visual aids Well organized Enables me to catch up if I space out Doesn't run over time
STYLE AND DELIVERY	**EXPERTISE**
Keeps me awake Varies voice Conveys enthusiasm Doesn't stay in one place Friendly and approachable	Credible Inspires trust and confidence Answers questions clearly

Final Suggestion

If you have a very interesting thing to say….
don't prolong the sup …..

Go straight on to main point!

Thank you!