Improve your presentations

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What are the most important things a presenter should do?
TOP 3

1. Know your goal
2. Know your audience
3. Keep their attention
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Set goals before writing your presentation
Your audience is the hero

Image source: http://alturl.com/xob75
TOP 3

1. Know your goal

2. Know your audience

3. Keep their attention
Who is your audience?

- Job
- Age
- Nationality
- What do they know
- How many

Image source: http://alturl.com/6infsl
Adjust your presentation

I’m sure babies think it’s hilarious, it’s just not my kind of humor.

Image source: http://www.thebadchemicals.com/?p=615
"As we start a new school year, Mr. Smith, I just want you to know that I'm an Abstract-Sequential learner and trust that you'll conduct yourself accordingly!"
<table>
<thead>
<tr>
<th>VAK model</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visual</strong></td>
</tr>
<tr>
<td><strong>Auditive</strong></td>
</tr>
<tr>
<td><strong>Kinesthetic</strong></td>
</tr>
</tbody>
</table>
TOP 3

1. Know your goal
2. Know your audience
3. Keep their attention
Keep your audience’s attention

- Organise / structure
- Present

Image source: http://alturl.com/nixk3
Mindmap

- Practice - Believe - that you can do it

TOP 3

Know your goal?
- Goal's perspective
- A → B
- Change
- Key message
- Motivation

Know your audience
- Who are they? Write it down
- Talk to conference coordinator (check attendees list)
- How can they achieve the goal
- What's in it for them
- Speak in their terms

- Why
  - Exercise
  - Survey
  - Change presentation

Keep them attention
- Structure
  - How people remember things
    - No topics: 3-4
    - Split presentation
    - Exercises/breaks

Delivery
- Passion
  - Pause
  - Nerves
  - Body language
  - Organise slides

RIPE NCC
What helps people remembering?

• Repetition
• From general to particular
• Link the new idea to what people know

“How do you expect me to write with this?
It doesn’t even have a USB port for a keyboard!”

Image source: http://alturl.com/casae
Split your presentation

Image source: http://goo.gl/NqT2A
Categorise your presentation

TOP 10

1. Know your goal
2. Consider the different learning styles
3. Split your presentation
4. Show a mini-outline
5. Categorise the information
6. Remembering the information
7. Pause
8. Body language
9. Voice
10. Passion

TOP 3

1. Know your goal
2. Know your audience
3. Keep their attention
See and listen

Overall, the Reach Analysis indicates how to maximize purchasers while minimizing the number of products needed. While different combinations of products maximizes product interest for each of the subgroups, the use of social media devices reach a large proportion of each of the six groups.
Exercise: Change a Presentation (15 mins)

• Change the presentation that will be given to you. Include all the ideas suggested today.

• 3 or 4 slides are enough.

Goal:

• Organise a presentation that works for the audience
Use your voice.
SILENCE
Silence is golden. Duct tape is silver.
Body language is critical

Image source: http://alturl.com/whc8o
Be passionate

Nothing GREAT was ever achieved without enthusiasm.

– Emerson

Image source: http://www.marketlikeachick.com/passion-in-marketing/
TOP 4

1. Know your goal
2. Know your audience
3. Keep their attention
4. Practice

I will practice my modeling technique 2 hours every day.

Image source: http://alturl.com/gyqs2
SUCCESS
Because you too can own this face of pure accomplishment
What was your ‘aha’ moment?
Thank you

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