

# *Simp* my presentation

## Production Tips

Valuable, easy and practical it may be, but for many conference people PowerPoint has a lot to answer for. Its very simplicity has led to it becoming the big 'yawn' factor that can undermine the effectiveness of even the most important conference presentations.

We see a LOT of presentations; some good, some bad, the vast majority exceptionally average. We have also helped companies to adopt a mixed platform of presentation styles to break the PowerPoint presentation up or dispense with it altogether.

However you or we may feel about it, It's here to stay for the foreseeable future and with the release of all the sexy new features, animations, transitions and builds in PowerPoint 2010 it will be taking up even more of our presenter's valuable time.

Meetings time is extremely precious and the more inefficient we allow PowerPoint to make our meetings, the less likely we will be able to justify the spend on them. The amount of business time and therefore money wasted on generating and deliberating hugely inefficient presentations is staggering.

**So...in the words of the ancient Chinese mystic... "Focus, Grasshopper!"**

### Downloadable

We have compiled a list of the main do's and don'ts to ensure that you and your PowerPoints are as efficient as possible. This is also available as a downloadable crib sheet on our website for you to use and distribute: [www.saville-av.com/resources](http://www.saville-av.com/resources)

Good presentation, like good business, is about stripping away the unnecessary and focussing on making the core strategies work.

Come to terms with the fact that audiences will probably only remember five points. How redundant is most of the presentation now?

### If you remember nothing else

A useful analogy to keep referring back to is this: Consider presenting to be a form of stand-up comedy.

Which is the most effective way of telling a joke? Is it:

- A) Type the joke in full on a slide, show the audience and then read it out?
- B) Summarise the main themes in bullet points and elaborate verbally?
- C) Tell the joke enthusiastically and finish with a big picture of an amusing root vegetable?

If you can get the audience to remember the punch line they can work backwards from there to recall the joke. (And the next time they see a root vegetable they'll say "...and that reminds me of...")

### THE TEMPLATE TRAP

Every time you open a PowerPoint template it will have a nicely formatted page of bullet points for you. Break the mould and avoid using them.



### ENERGETIC STIMULATION:

Start with a laugh. Perhaps just an amusing photo or image. It doesn't even need to be related to the presentation.



### WHAT'S THE POINT...

...Of using a font size and style that nobody can read? Just because it looks fine on your computer screen doesn't mean that Mr Magoo will be able to read it at the back of the room. Stand three large strides away from your computer and try to read it from there. If you can just about read it, it's too small!



### STRIP DOWN

Don't show all your background research, calculations, thinking processes or manufacturing schematics. Just show the climax of all that work.



### STOP FAFFING

This is not a work of literature or a technical document.





on

### LOCATION, LOCATION, LOCATION

Attention is weighted to the top of the slides. Order your points with the most important at the top, you may even find that you can delete a few unnecessary ones off the bottom.



### DEVIL IN THE DETAIL

Distribute detail before or after the meeting, never during.



### CHIP PAPER

Picture today's slides as just tomorrow's virtual chip paper. If your headlines were bold enough they may just get remembered through the grease.



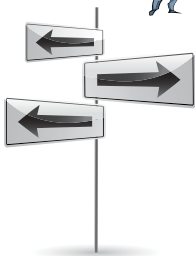
### NO ONE LIKES A SHOW OFF

Use builds and animations because they add something, not just because you can.



### THIS IS NOT MY PRESENTATION

PowerPoint is an aide memoire and reinforcement to your verbal and physical presentation.



## Do

- Prepare your outline story first - use Power Point to emphasise important points
- Refresh your audience with an initial laugh
- Use plenty of bold photography
- Keep the main point towards the top of a slide
- Keep text large and simple – Check by reading from 3 large strides away
- Use focussed builds to induce anticipation
- Use a consistent colour palette
- Make graphs pictorial – They need to show broad trends, not accountancy porn
- Rehearse to reduce the rambling
- Finish strong – end with something memorable

## Don't

- Fall into the template bullet trap
- Show excessive data, detail or research
- Apologise for bad slides – don't include them - life's too short
- Read your bullet points (Grrrrrrrr!)
- Be tempted to use low resolution images, it will come across as lazy
- Use paragraphs
- Employ dramatic builds and animations unless essential
- Use a slide as image and text landfill – use clear, well spaced content
- Have more slides than minutes to present them in

## And finally...

Do not title final slides with words like Summary and Conclusion. As soon as people read them they will start shuffling papers, their bladders will come back on line and concentration ceases. Once they see those words they will know the only thing between them and freedom is you repeating yourself.



\*There are other software presentation packages available but the basic principles are the same.