PRESENTATIONS
A visual soundtrack of ideas

A Presentation is a method commonly used to convey information. However, presentations can be inspirational, persuasive, motivational and lead to transformation if done creatively. In this method, a speaker presents information to an audience who may or may not be knowledgeable about the topic at hand. Presentations can be enjoyable, effective, and memorable when they are tailored to a specific audience and context and include stories and visuals that complement the topic of the presentation. Presentations held virtually can be enriched by using external tools that help the presenter connect and interact with the audience.

Purpose: Information exchange

Group size: < 20, > 100

Duration: <30

Multilanguage fit: yes

Level of interaction: low

USE THIS METHOD:

• Support, supplement and reinforce the narration.
• Stimulate the audience's attention and add interactivity through images, audio and video.
• Reach large groups of people.
• Inspire and generate transformation in beliefs, feelings, and actions

STEPS TO APPLY THE METHOD: ────────

Preparation

1. Think of the purpose of the presentation, the topic, the audience, the context and the timeframe. For example, ask yourself: What value does it add that other presentations or resources do not?
2. Prepare your presentation.
   ○ Consider applying the "Audience Transformation Roadmap" to your presentation: https://www.youtube.com/watch?v=yoD8RMq2OkU, or the "PechaKucha" method https://www.pechakucha.com/about, and get some inspiration from this podcast: https://open.spotify.com/episode/6PnRAcmvCIBzj4oQtMl8Xl
   ○ If using slides, focus on one concept per slide: the visual should be understood immediately.
   ○ Replace bullet-point lists with images, charts or diagrams: Use visuals to show the overall idea of the list, and give the key points of the idea verbally.
   ○ Keep the number of slides to a minimum.
   ○ Reduce text to the absolute minimum. The best slides have no text at all, and should not stand without narrative.
   ○ Choose images that evoke emotion. This will help participants to remember the concepts. Emotions stay in our memories longer and we recall them with greater accuracy.
   ○ Add stories that support your major points, as well as audio and video when appropriate (clips from YouTube, movies, TED conferences, etc.) to stimulate different learning styles.
   ○ Create notes to prompt speaking.
   ○ Identify a co-host who can support you during the session.
   ○ Decide on the technical settings of the platform. For instance, disabling the use of cameras or microphones for others.

3. Prepare for your presentation
   ○ Identify a suitable presentation program to create your presentation. The most commonly used are: Ms PowerPoint, Google Slides, Prezi.
   ○ Identify additional tools that can support you connect with your audience and receive feedback from them at different points of your presentation. For instance: mentimeter, kahoot, or polls.
     ▪ Consider your audience and topic before choosing a tool.
     ▪ Become confident in using the chosen tool.
   ○ Become familiar with the platform you will be presenting in. Practice the functionalities that you will need and make sure to have a co-host to support you.
   ○ Rehearse all parts of your presentation, including external tools and the technical settings.
     ▪ Consider presenting in a standing position. This will support you present more naturally.

Delivery

1. Welcome your audience to your presentation.
2. Connect with your audience by asking a question related to the presentation topic and invite users to interact using your chosen tool.
3. Hold your presentation.
   ○ Share your screen if you have created slides.
   ○ Use the previously created notes to prompt speaking and avoid reading from your slides.
   ○ Try to look directly to the camera.
   ○ Ask your co-host to collect questions if the size of the audience and timeframe allows.
4. Conclude your presentation.
   ○ Create a last opportunity to connect to your audience and receive feedback on your presentation. Depending on the size of your audience, you can allow questions.

Recommendations

- Use sans-serif fonts: Arial, Arial Black, Tahoma, Futura. Avoid mixing too many styles or colors.
- Allow good (white) space. Contrast is important in design, and without blank space there is no contrast.
- Keep animations subtle, professional and to a minimum.
- Use high-resolution digital images or stock photos. Pay attention to **copyrights**. Ideas: Creative Commons Openverse, Flickr's CreativeCommons, NASA, Associated Press and LIFE Magazine, or use iStockPhoto.
- Use full bleed images (full screen) and move excess text to the notes section, keeping only a headline or the main concept.
- Use appropriate charts: pie charts for percentages, vertical bar charts for changes over time, horizontal bar charts to compare quantities and line charts to demonstrate trends (these can be animated).
- See how you can embed videos or YouTube clips: http://tinyurl.com/c8v27e.

TOOL TIPS:

Free beautifully designed slide decks https://slidesgo.com/

Turn your mouse into a laser pointer https://support.microsoft.com/en-us/office/turn-your-mouse-into-a-laser-pointer-77367b36-d25b-4ed2-8c87-358bc216a1e0#Platform=Windows

Zoom Q&A function https://support.zoom.us/hc/en-us/articles/203686015-Using-Q-and-A-in-a-Zoom-Webinar