Try this quick quiz
Complete the following quote

Power corrupts, and...

— Vinton Cerf —
Try this quick quiz

Complete the following quote

Power corrupts, and PowerPoint corrupts absolutely.

Vinton Cerf

AZ QUOTES
Some statistics from ...

There are 300 million PowerPoint users in the world*

* estimate
They do 30 million presentations each day*

* estimate

About a million presentations are going on right now*

* estimate
50% of them are unbearable*

* conservative estimate

Bad presentations cost $252 Million per day in wasted time

The Wall Street Journal
The Problem

PowerPointLess

Presentation is not **engaging**
- audience tunes out and doesn’t hear message

Presentation is not **effective**
- the message is not relevant or there is no action for the participant following it
The Power of Presentations

Try This Quick Quiz

• Is it possible to win a Nobel Prize for an engaging PowerPoint presentation?
Try This Quick Quiz

• Al Gore

• 2007 Nobel Peace Prize

• Former Vice President of the United States

Try This Quick Quiz

• Is it possible to make a lot of money from an engaging presentation?
FlowHive - An Aussie Example

Crowd funding
As for me ...

Get to travel the world to speak
Travel To Interesting Places

Travel With Interesting People
Speak In Interesting Places

Get International Recognition
Take Part In Key Events

Meet With Vice Chancellors
Meet With Ambassadors

Before You Start
Know The Purpose

Know the reason(s) for your presentation
These could include –

- inform
- generate interest
- capture leads
- persuade to change opinion
- persuade to fund
- persuade to buy
  and many more

4 Keys to Engaging Presentations

1. Use attention getting openings
2. Hit the ‘Attention Reset’ button regularly
3. Use strong visuals
4. Finish strong
1. Get Attention

7 Ways To Get Attention

1. Set a challenge
2. Use a contrarian approach
3. Make a startling assertion
4. **Arouse curiosity**
5. Use quotations differently
6. Take them through a "what if" scenario
7. **Tell them a story**
Why is this photo famous?

1838

Change is happening - rapidly

Less than 200 years ago no human being had ever been photographed!

The world didn’t know about ‘iPhones’ or ‘apps’ in 2006
Top Tip

Keep a file of interesting anecdotes, images, statistics etc to draw upon

7. The Use of Stories

• Stories allow you to connect with your audience on a personal and emotional level
• Stories have been known to increase audience retention by up to 26%
Case Study

Toni Salter
The Veggie Lady

Workshops on

• How to grow your own organic vegetables
• Gardening therapy for the aged and disabled

2. Attention Reset
Quick Quiz

Have you seen a similar graph before?
What does it represent?

Quick Quiz

Attention span over the course of a lecture or presentation
The ‘Attention Reset’ Button

Nothing magical about 10 minutes
Could be 5, 10 or 15 minutes
The time will vary depending on circumstances –
- audience
- time of day
- weather
  and more ...

Be **perceptive** to your audience’s attention levels
Passive Attention Getters

- change something ... anything
  - the type of visual aid you are using
  - your position on the stage
  - what audience members are doing (eg. stand up)
- play a short video
- tell a story
- make a transition (eg. in summary ...)
- make them laugh
  - be conceptually relevant
  - doesn't need to be a joke

The Grandmother test

Would it be appropriate for a grandmother to read?
(Of course, this depends on the grandmother)
Active Attention Getters

- Ask a question (can prompt with arm in air)
- Tell the person next to you ....
- Write down the key message you learnt so far
- Presentation question (eg. is this alright so far?)

Mix it up
Want to know a secret?

One secret for getting attention
Have you heard WiiFM?
What’s In It For Me

Highlight benefits rather than features

Big Benefit / Promise

Make a big promise and then ...

deliver it
Deliver Value

If you promise to deliver value ... and then deliver it an audience will forgive almost anything –
• boring style
• poor appearance and more ...

3. Be Visual
Does this ‘connect’ with the audience?
Quiz

How much do PowerPoint slides cost?

Nothing
so you can use
as many as you want
one slide per concept
one slide per bullet point

Introduction

- There are 300 million PowerPoint users in the world
- They do 30 millions presentations each day
- About a million presentations are going on right now
- 50% of them are unbearable
- Bad presentations cost $252 million per day (Wall St Journal)
Bad presentations cost **$252 Million** per day in wasted time

The Wall Street Journal

3a. Be Legal
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Free images and videos you can use anywhere
All images and videos on Pixabay are released free of copyrights under Creative Commons CC0. You may download, modify, distribute, and use them royalty-free for anything you like, even in commercial applications. Attribution is not required. Learn more...

High quality images for free
Don’t waste opportunities

HD video camera always with you!

Designer Glasses

When viewing other video presentations take note of the techniques being used

You can learn from both **good** and **bad** examples
Two aspects to consider

Engagement
Effectiveness

Two aspects to consider

Engagement
Effectiveness
Two aspects to consider

Engagement

Effectiveness

Know The Purpose

Know the reason(s) for your presentation

These could include –

• inform
• generate interest
• capture leads
• persuade to change opinion
• persuade to fund
• persuade to buy
  and many more

In most cases, finish with a Call To Action
4. Finish Strong

2 Ways to Finish

1. End with an “inspirational deficit”
2. Strong Call to Action
Inspirational Deficit

Call to Action

Next Steps ...

1. Apply these principles to your next presentation or give an existing presentation a makeover
2. Put on your designer glasses when viewing future presentations
3. After your next presentation let me know how it went

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In conclusion ...

KNOWLEDGE IS POWER.
KNOWLEDGE IS POWER. POWER CORRUPTS.

KNOWLEDGE IS POWER. POWER CORRUPTS. STUDY HARD. BE EVIL.
Creating engaging and effective presentations

Dr Graeme Salter

Bonus Section
Demo: Remove Background

Remove background using PowerPoint (or Word)

Eric’s Story
Alcatraz

- **Alcatraz Island** is located in the San Francisco Bay
- Often referred to as "The Rock,"
- the small island was developed with facilities for a lighthouse, a military fortification, a military prison (1868), and a federal prison from 1933 until 1963.
- Beginning in November 1969, the island was occupied for more than 19 months by a group of American Indians from San Francisco who were part of a wave of Indian activism across the nation with public protests through the 1970s.
Alcatraz

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- Beginning in November 1969, the island was occupied for more than 19 months by a group of American Indians from San Francisco who were part of a wave of Indian activism.

![Alcatraz Island](image)

**Picture good (but rectangular) – still too much text**

designation as a National Historic Landmark in 1986.

Better – less text, picture framed, avoids text at bottom
Alcatraz
‘The Rock’

Full bleeds can work well

San Francisco

Text may get lost on a busy image
One solution is to add a transparent background
Law of Closure

Why Your Brain Thinks These Dots Are a Dog

Law of Closure

Less than 1% of all freshwater is readily accessible for human use.
Law of Closure

Less than 1% of all freshwater is readily accessible for human use.

Designer Glasses

When viewing other presentations – take note of the communication techniques being used

- Two edges? Move to corner
- Three edges? Move to top or bottom
Working Hard

Portrait layout not good for a full bleed

Working

But can do a half bleed
Graphs should not be too busy

http://www.theusrus.de/blog/

http://www.slideshare.net/jbrenman/shift-happens-33834
All text can make an impact

http://www.slideshare.net/jbrenman/shift-happens-33834

Angles and change of colour can add interest

http://www.slideshare.net/jbrenman/shift-happens-33834
Choose the right idea to visualize

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