

POWERFUL PRESENTATION TECHNIQUES – PPT

Objectives

This workshop helps attendees learn how to develop and deliver high-powered and targeted presentations through a well-planned and organized process and through the use of the tools available in PowerPoint. The workshop provides a structured framework for developing and delivering effective business presentations. As part of this framework, attendees will learn tips for preparing the presentation, overcoming personal obstacles to public speaking, rehearsing and delivering the presentation and interacting with the audience.

Workshop time will be devoted to learning how to create effective presentations using Microsoft PowerPoint 2002 or 2003 including the use of templates, the presentation master and slide master; development of figures, charts and diagrams; inserting photographs, videos, audio clips and other information into their presentations; sharing their presentation with others for review and delivering their presentations online or in person.

Outcomes

Attending this workshop will provide a knowledge base for improving presentations and becoming more confident in front of an audience.

Attendees will be expected to develop and deliver a presentation.

Target Audience

Business professionals, teachers, sales representatives, ministers or others with public speaking responsibilities involving the use of presentation software

Session Outline

What makes for a great presenter?

What creates a great presentation?

The Communications Process – a basic model of interaction

Planning

- Defining Your Presentation Objectives and Purpose
- Know Your Audience
 - Research
- Know Your Venue
- Know Your Equipment
- Story Telling
 - Use of Narrative
 - Creating Flow
 - Opening Gambits
- Use of Repetition
- Prioritizing Information
(Must Know, Should Know, Nice to Know)

629 south shore drive
madison, wisconsin 53715-1705
608 255 4092
info@connectingdots.com
<http://www.connectingdots.com>
<http://www.connectingdots.typepad.com/ppt>



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Preparing

- A model every presentation should follow:
 - Grab Them
 - Tell them What You're Going to Say
 - Tell Them
 - Tell Them What You Told Them
 - Closings that Deliver
- Tools for Presentation Planning
 - Mind mapping
 - Beyond Bullet Points Storyboard
- Effective Visuals to tell your story
 - Text - bullets, copy length
 - Pictorial – clip art, photography, drawings
 - Numeric – charts, figures, graphs
 - Color
- Graphic Elements



Avoiding “Death by PowerPoint”

- Use of Templates
- Use of the Slide Master
- Using the Task Pane
- Use of PowerPoint Plug-Ins
- Stock Photography Resources
- Charts from Excel – Do's and Don'ts
- PowerPoint tips
 - Avoiding bullet lists
 - 4 X 4, 5 X 5 or 6 X 6 Mode

Delivering

- Reading the Audience
- Audience Interaction
- Overcoming Presentation Anxiety
- The Importance of Practice
- Checking Your Equipment
- Handouts – pros and cons
- PPT Keyboard Shortcuts

Evaluating & Improving

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Sample Slides

Future Trends

Understand, Innovate & Thrive!



CONNECTING DOTS
Higher resolution marketing

the WEB CHIEF
Paul J Gibler MBA

Title Slide

Trends can be...

Uncertain

Discontinuous

Predictable

Wild Cards

Weak Signals

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Source: Natalie Scheehle, UWEX, 2004

Visual Descriptor


Trends can be...

- Demographic
- Social
- Economic
- Technological
- Business
- Organizational
- and many more...

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Sub-title Bulleted List

Consumer Motivators - 8 C's



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Figure

Unemployment Rate

Location	2005	2006
Wisconsin	5.9%	5.7%
Appleton	5.6%	5.5%
Green Bay	5.8%	5.6%
Janesville	6.2%	5.9%
Madison	4.0%	3.9%
Milwaukee	5.7%	5.6%
Racine	7.1%	6.7%

Milwaukee area lost more jobs than all but 3 of nation's metro areas.
U.S. Bureau Labor Statistics

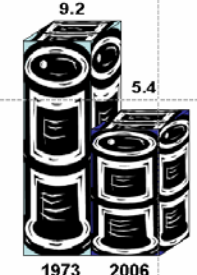
Source: State Dept of Workforce Development, Feb 2005 and 2008 data

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Table

Oil Production & Consumption

U.S. Production
Millions of Barrels/day



1973 2006

- U.S. imports 60% of oil
- Worldwide oil demand growing 50% over next 2 decades (projected)

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Chart

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Course Material

“Making Presentations”, Tim Handle, DK Publishing 1998, \$6.95 price
PowerPoint Exercises
Selected readings from Presentations.com, PPT blogs and other articles

Format

2 Days – 6 hours each
3 Days – 4 hours each
4 Days – 3 hours each

Facility & Equipment Needs

For part of the session a computer lab with Microsoft XP and PowerPoint 2002 or 2003 at your location or off-site would be required. The preferred set-up would be a U-shaped or classroom style.

Equipment
Whiteboard
LCD Projector and Screen, remote control
VCR Player

Number of Attendees

Maximum number of attendees 12 – 15 to allow for group interaction and practice presentations

Facilitator

Paul J. Gibler, MBA, *the Web Chef*, a professional speaker, trainer, writer, consultant and educator with extensive presentation experience to associations, corporations and executive groups around the country.



Fee

Contact [Paul J. Gibler](mailto:Paul.J.Gibler@connectingdots.com), to discuss bringing this workshop to your location.

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POWERFUL PRESENTATION TECHNIQUES – PPT.....

Program
Feedback

Here are what professional attendees in Marquette University’s MBA program had to say about the Powerful Presentations Techniques mini-course...

“I enjoyed the class. The advice given will definitely help me fine tune my presentations.”

“I enjoyed your class and have gained some valuable insight for my upcoming presentations.”

“Thanks for the feedback and for passing on your experience. Be assured, I learned quite a lot from the class and have begun incorporating those lessons into my class sections. It's amazing how little I knew about presenting (I always thought I knew it all!) and how much what I learned has already improved my teaching. Thanks!”

“I learned quite a bit in this class. Those little fine-tuning things will make me a better presenter.”

PPT
BLOG

Want to learn more about effective presentations and the skillful use of PowerPoint? Add our blog **PPT – Powerful Presentation Techniques** to your reading list.

You can see and subscribe to the blog’s feed at:

<http://www.connectingdots.typepad.com/ppt/>



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