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BEST PRESENTATION EVER...



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THE SLIDES...



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PRO TIPS FROM - DAVID JP PHILLIPS

HOW TO AVOID DEATH BY POWERPOINT



The next few slides come from a presentation by David JP Phillips
Watch TEDx Talk - [How to avoid death By PowerPoint](#)



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ONE MESSAGE PER SLIDE

- Make it simple
 - We have a hard time splitting our focus
 - We are extremally limited in understanding more

Supercar concept

~~Facts about the Classic car~~

~~Versatility needs speed. That's why the Classic Car offers a maximum load capacity of 850 litres. With room for two people and cases. It delivers V8 Twin Turbo at 307hp and a fuel consumption ranging from 12.2 to 20.5~~

Exterior advantages of the Classic Car

The exterior of the Classic Car combines the dynamic road-hugging focus of a coupé, delivering comfort in flat free tires, speed by its aerodynamics, handling by its new light weight material and visual perfection with Xenon lights and a beautiful air intake and reduced fuel.

Supercar exterior

Exterior advantages of the Classic Car

The exterior of the Classic Car combines the dynamic road-hugging focus of a coupé, delivering comfort in flat free tires, speed by its aerodynamics, handling by its new light weight material and visual perfection with Xenon lights and a beautiful air intake and reduced fuel.



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1+1=0

- Lots of Text and Speaking = **ZERO** retention of the message

Supercar exterior

~~Exterior Advantages of the Classic Car~~

~~The exterior of the Classic Car combines the dynamic road hugging focus of a coupé, delivering comfort in flat free road conditions by its aerodynamics, handling by its new light weight material and visual perfection with Xenon lights and a beautiful air intake and reduced fuel.~~

Supercar Exterior



Flat free tires
Xenon lights
Air intake
New material
Aerodynamic
Innovations



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WHAT IS THE EYE DRAWN TO?

- Things With Motion
- Things With “Signaling” Colors – Red, Yellow, Green
- Things that are **BIG**

Supercar Exterior

Flat free tires
Xenon lights
Air intake
New material
Aerodynamic
Innovations

Innovations
Reduced fuel
Active steering
Adaptive drive
Space concept
Versatile



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PRO TIP:

**Make The Most
Important Part Of The
Presentation Be The
Biggest**



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SUPERCAR EXTERIOR

- Flat Free Tires
- Xenon Lights
- Air Intake
- New Material
- Aerodynamic
- Innovations
- Innovations
- Reduced Fuel
- Active Steering
- Adaptive Drive
- Space Concept
- Versatile

SUPERCAR EXTERIOR

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PRO TIP:

**Control Where The Eye
Goes...**



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SUPERCAR EXTERIOR

- Flat Free Tires
- Xenon Lights
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- Versatile

IT'S OK TO GO BLANK...



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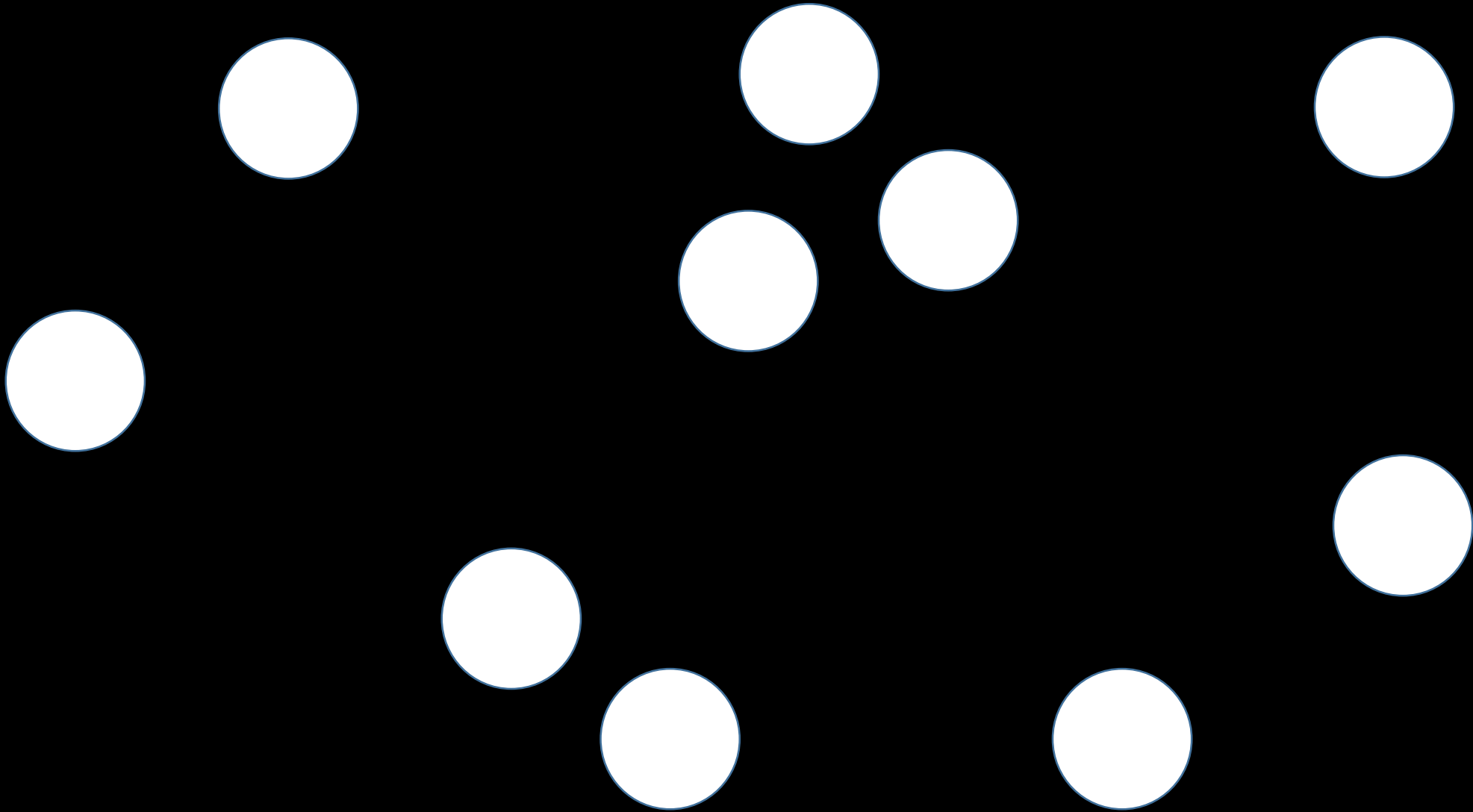
WHAT IS THE RIGHT NUMBER OF OBJECTS?

- How Many Objects Can You Count?
- How Many Can You Just “See”?

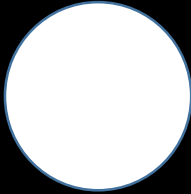
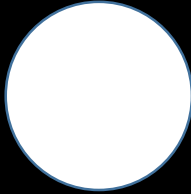
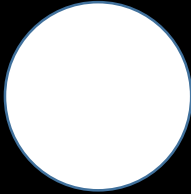
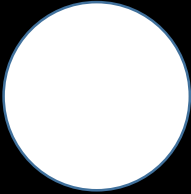
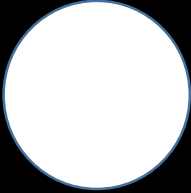
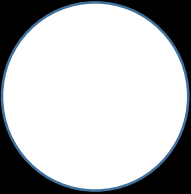
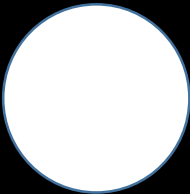


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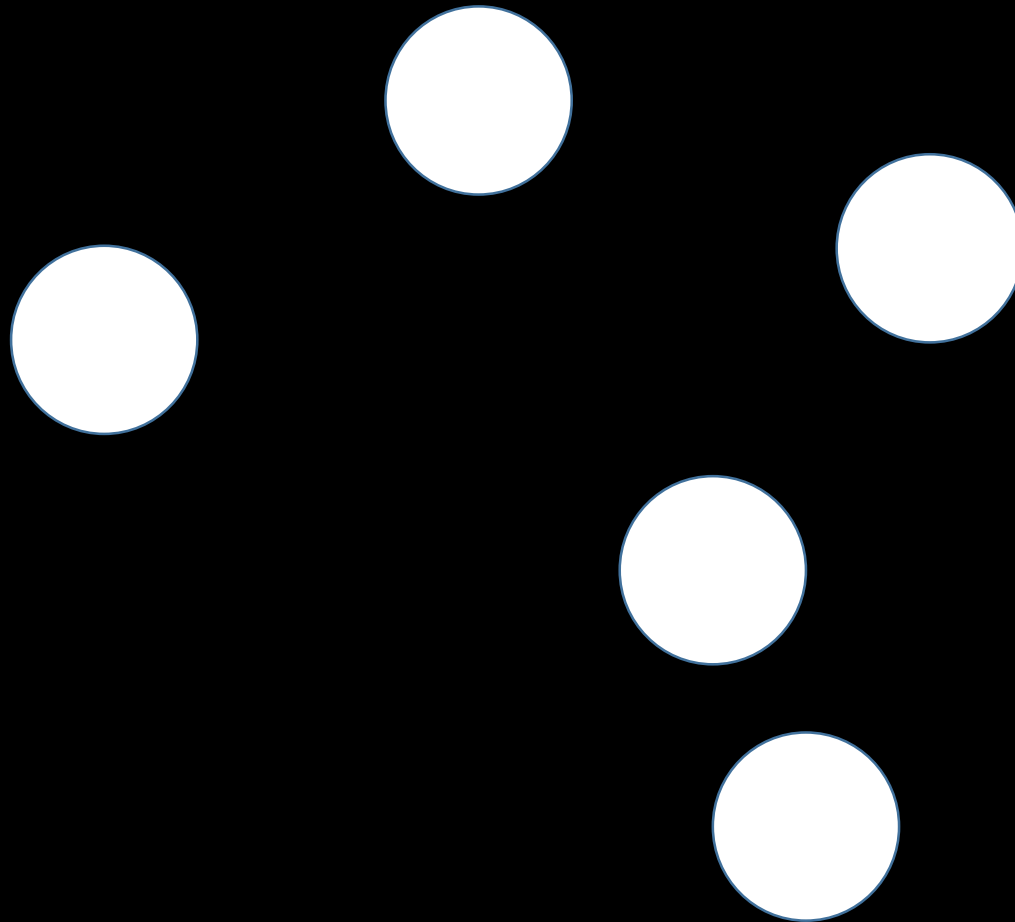
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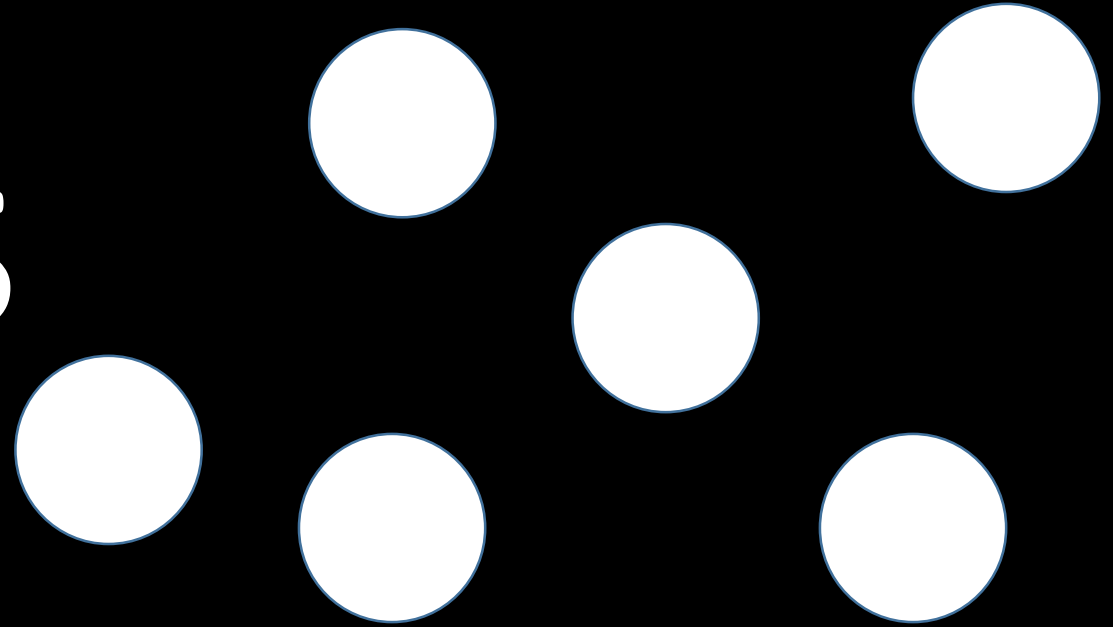


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TURNS OUT THE MAGIC NUMBER IS

6 Objects



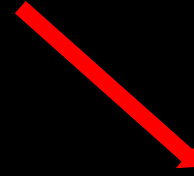
- More Than 6, And Your Audience Needs To Spend 500% More Mental Energy To Process Your Slides



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GO FROM THIS TO THAT



Supercar Exterior

Flat free tires
Xenon lights
Air intake
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Innovations
Reduced fuel
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SUMMARY...

- One Topic / Idea Per Slide
- Use Contrast
- Size Matters
- Don't Talk And Have Lots Of Text
- Slides Should Be on Dark Backgrounds
- No More Than Six Items Per Slide



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BAD PRESENTATION MASTERCLASS

- Can you spot the mistakes?



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BEFORE YOU START



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TITLE SLIDE SHOULD BE PROJECTING

- Presentation should be up before audience arrives
- Is The Room Setup? Screen Lighting? Equipment?
- Do You Have A Bottle of Water?
- Do You Need To Pee?



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WHERE IS THE PRESENTER?

- Presenter Should Be There & Ready Before Audience
 - If you arrive late, seem unprepared, the audience will be distracted, and will soon out



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KNOW THE EQUIPMENT YOU WILL USE!

- Most technical issues are due to bad planning
- Practice With Your Equipment



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LIMIT ANY DISTRACTIONS

- The Best You Can...
 - Make Sure The Presentation Area Is Not Distracting



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HOW TO START



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HOW TO START?

- Be In The Room, Be Ready, Look Relaxed...
- Turn On Your Mic, Have Your “Clicker”, Take A Breath
- Nail Your Opening
 - Really practice your first 2 minutes...
 - ... And your last 2 minutes



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INTRODUCE YOURSELF

- Tell The Audience Who You Are
- Establish Why You Are An Expert / Or Why They Should Listen
- You Can Site Past Experience, Training Or Projects
- Don't Go Overboard.
- Just A Short Introduction



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TWO ENGINEERS WALK IN TO A BAR...

- Ice Breakers?
- Should You Open With A Joke Or Funny Story?
 - They work... but be really careful...
- To Have A Joke Or Funny Story Work, It Has To Be Relevant To Your Audience
 - Be aware of any cultural norms or differences
 - If your audience are not sports fans, don't use sports metaphors



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QUESTIONS?

- Tell Your Audience How You Want Questions Asked
 - Do you want them at any time?
 - Hold to the end?



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GET THE RIGHT PRESENTATION...

- Again, Be Ready... Get There Early... Practice

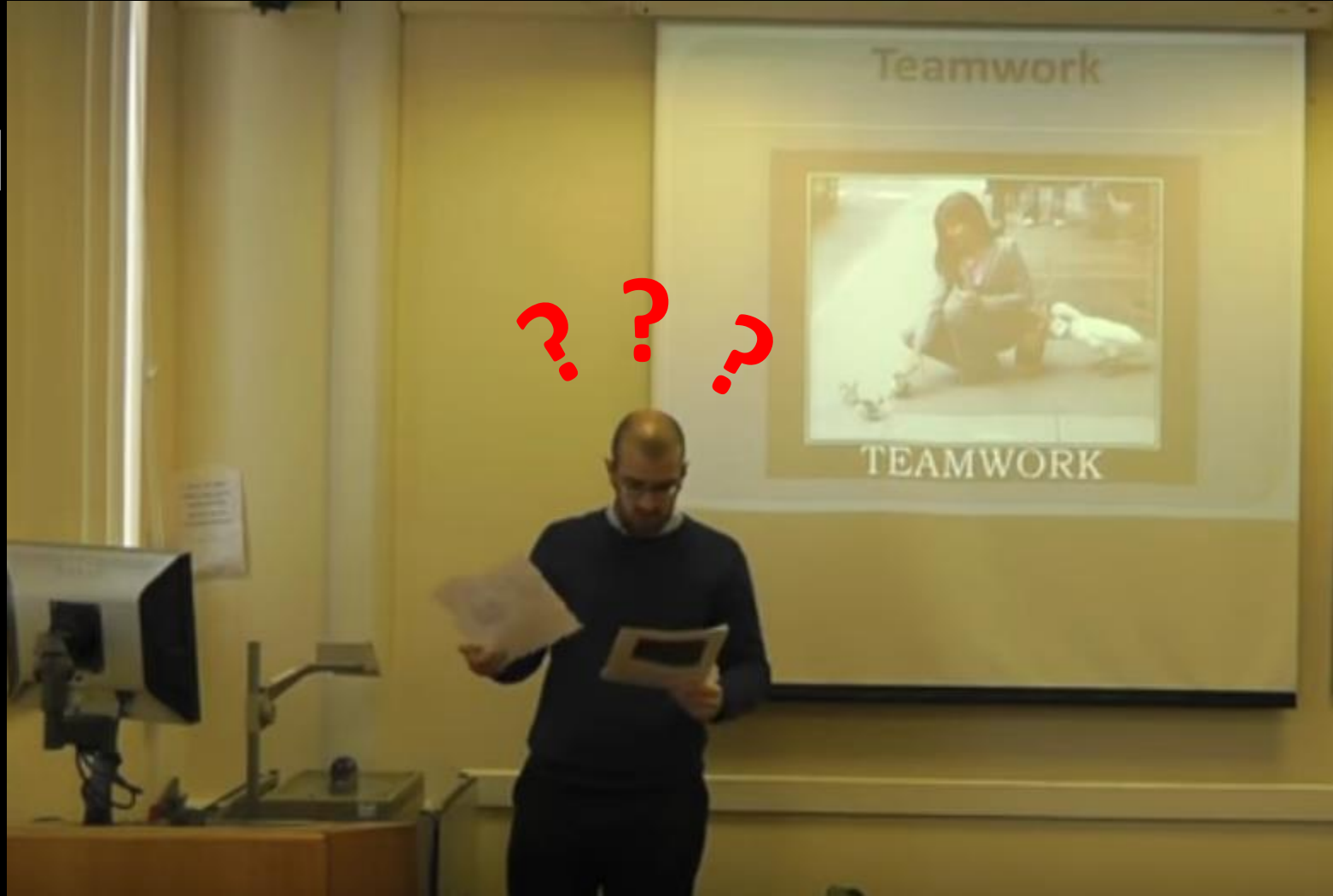


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DID I SAY "PRACTICE"

- Know Your Material
- Practice, Practice...
- More Practice...

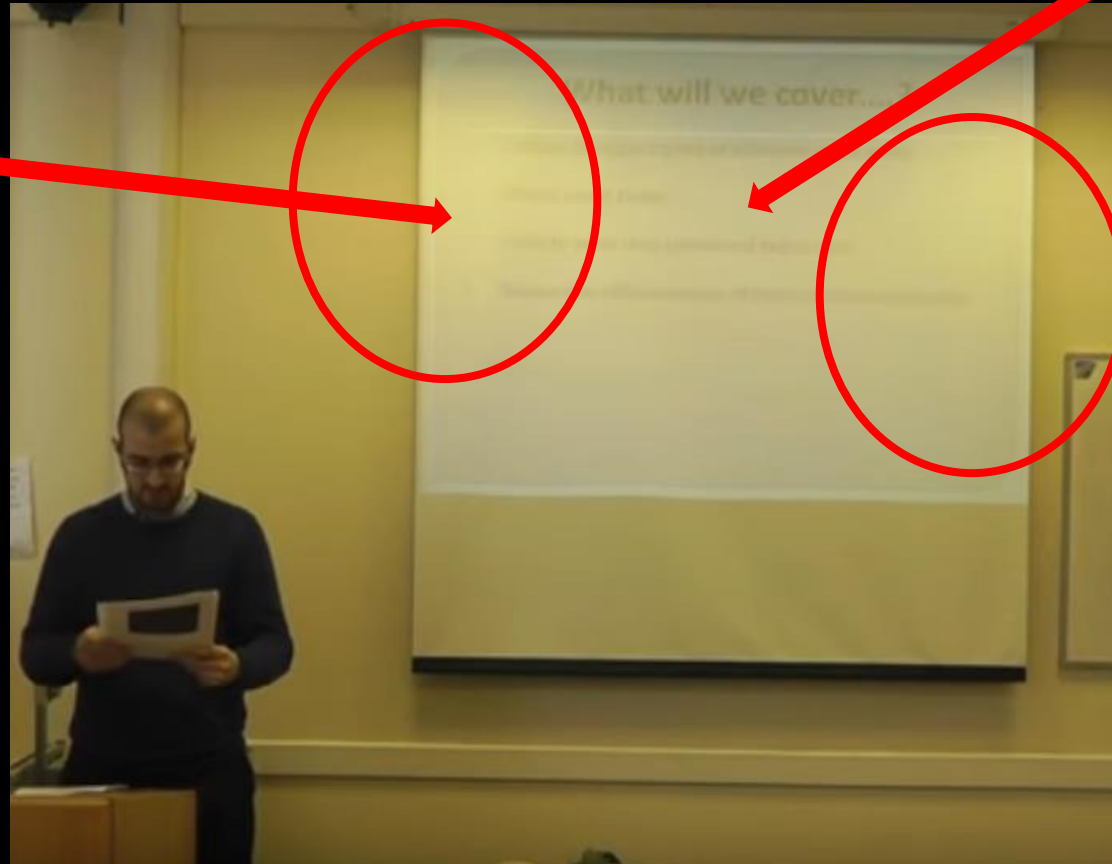


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AGAIN... KNOW THE ROOM

- Poor Lighting Can Ruin A Presentation

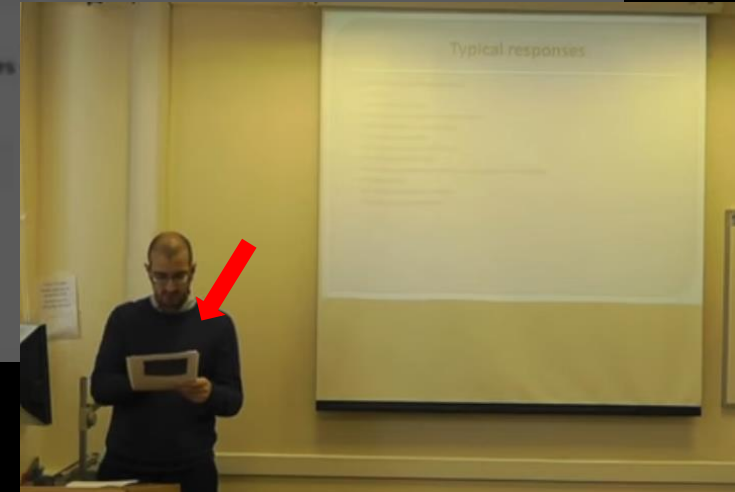
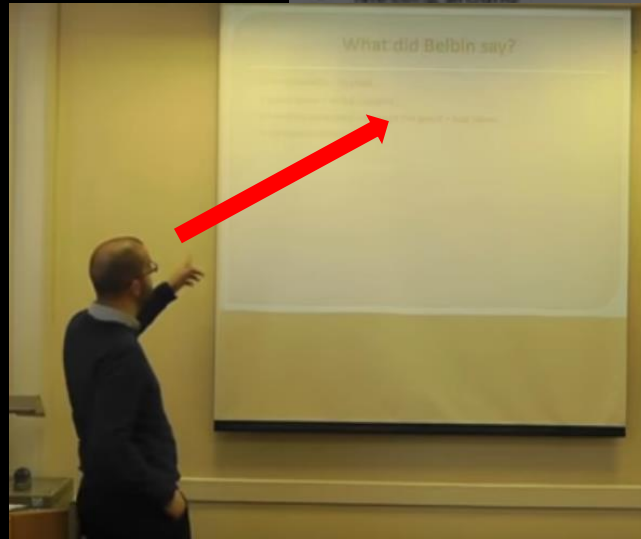
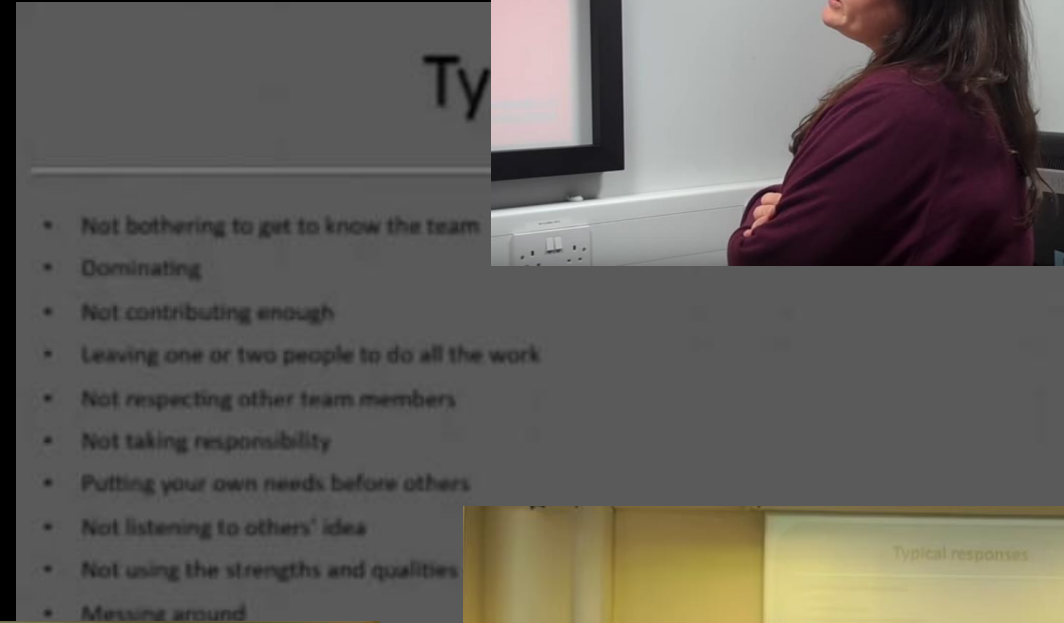


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DON'T READ THE SLIDES

- You Audience Can Read...
- But Don't Make Them Read Too Much
- Don't Put Too Many Bullets On A Slide
- Talk To Your Audience
- Be Engaged with Your Audience



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HANDS... WHAT DO I DO WITH MY HANDS?



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HANDS... WHAT DO I DO WITH MY HANDS?

- Let Them Be Naturally By Your Side
- Be Relaxed
- Don't Put Hands In Pockets
- Try Not To “Talk” Too Much With Your Hands



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WALK AROUND SOME...

- If Possible, Move Around On the Stage
- Try Not To Get Trapped Behind A Lectern

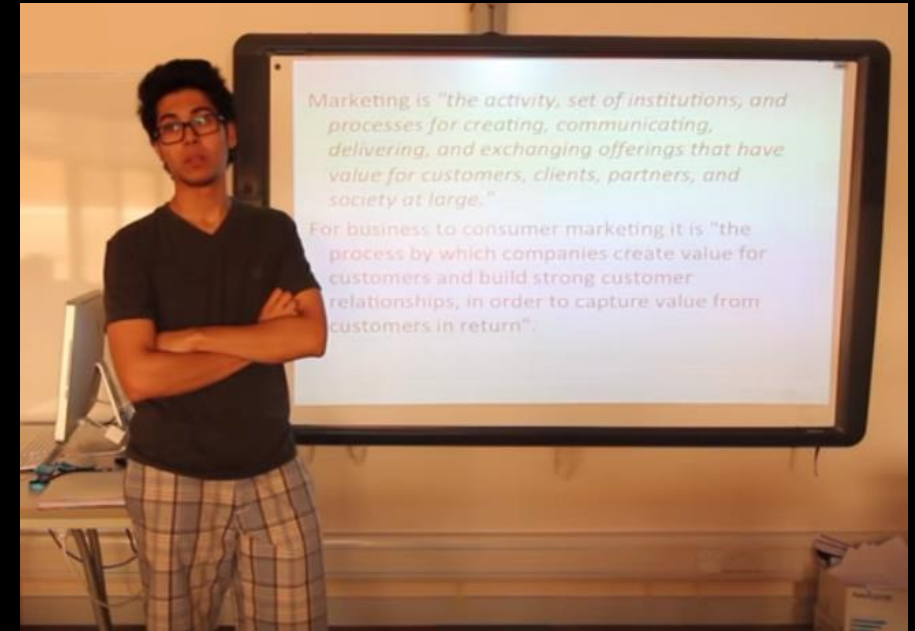


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MAKE EYE CONTACT

- Look Around The Room
- Hold Eye Contact 2-5 Seconds

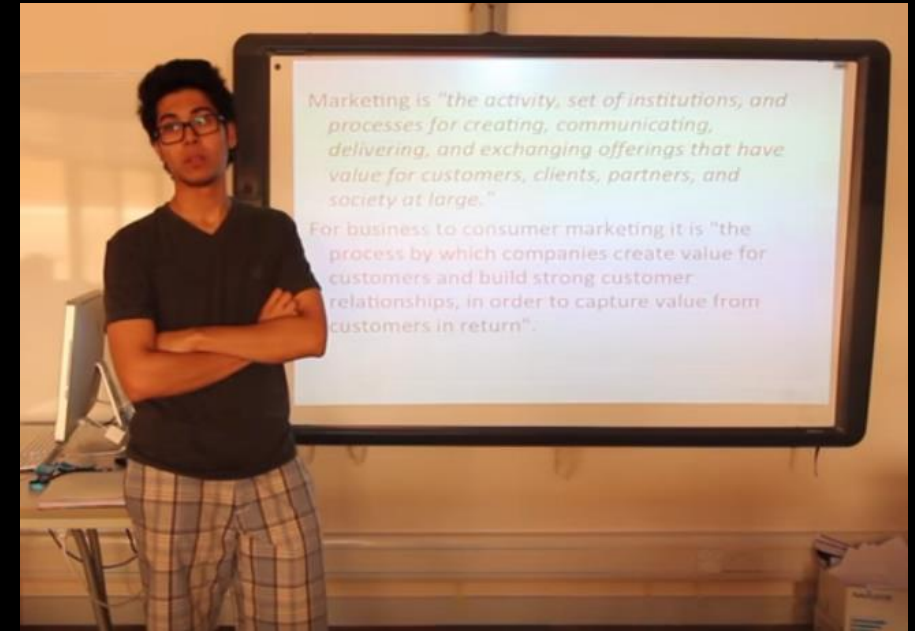


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WATCH YOUR BODY LANGUAGE

- Stand And Move Around Naturally
- Engage The Audience
- Smile
- Show You Are Excited About The Topic
- Invite Questions



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WHO IS BELBIN?

- If You Are Going To Site Industry Experts
 - Tell Us Who They Are
 - Why They Are An Expert
- Provide Source or Links

What did Belbin say?

- A coordinator – to chair
- A good plant – to be creative
- A monitor-evaluator – to spot the good + bad ideas
- A spread of other types...



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PRESENTING DATA

- Be Careful When Presenting Data and Charts
- This is WAY TOO SMALL & Is Really Useless...
 - What is your audience doing?

“Here is a table of roles...”

“You can read them...”

“I’m not going to read them all...”



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YES, I HAVE SEEN PRESENTERS ANSWER THEIR PHONES...

- Turn Your Phone OFF!!!
- Ask Audience To Do The Same



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FORMATTING AND CONTENT



USING CRAZY FONTS

- **YOU REALLY NEED TO MAKE SURE**
- That the Fonts you use
- Are appropriate to the Presentation
- OTHERWISE THEY WILL BE REALLY REALLY REALLY
- *Distracting*



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FONT SIZE

- If your font is too small
- Then you will lose the folks in the
- Back of the room
- A good tip is to make sure you know how big the room is going to be, and make sure you can read your slides from the back of the room.
- Also you should not have bullet points that are too long

FONT SIZE

- Typical font size is 36 point ← this is 36 point in Calibri
- A small font will lose the back of the room
- ProTip:
 - Can you read your slides from the back of the room?
 - If not, Make the font **larger**
- This takes planning.
 - Know your environment
 - Know the equipment you will have

TO ANIMATE OR NOT?

- Don't have text “fly” in
- Don't Float
- Don't Wipe
- Don't Rotate
- Don't Flow, Wheel
- Conservative is better Fade is a good option



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- But don't glow/turn
- Pulse
- spin...
- there really is not a place for that in a professional presentation.



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THANK YOU. QUESTIONS?



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APPENDIX

APPENDIX A: LICENSE & ATTRIBUTION

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- My best attempt to properly attribute, or reference any other sources or work I have used are listed in Appendix B



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APPENDIX B: ATTRIBUTION FOR SOURCES USED

- Bad Presentation Masterclass
 - <https://www.youtube.com/watch?v=3kgtpl4Q5OY>
- Worst Presentation Ever.avi
 - <https://www.youtube.com/watch?v=69JZD60eR6s>
- World's Worst Research Presentation
 - <https://www.youtube.com/watch?v=nSGqp4-bZQY>
- How to avoid death By PowerPoint - David JP Phillips
 - <https://www.youtube.com/watch?v=lwpi1Lm6dFo>



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REFERENCE SLIDES

MORE RESOURCES

- **The magical science of storytelling | David JP Phillips | TEDxStockholm**
 - <https://www.youtube.com/watch?v=Nj-hdQMa3uA>
- <https://www.pcworld.idg.com.au/slideshow/366369/world-worst-powerpoint-presentations/>
- <https://www.google.com/search?q=bad+presentation+examples&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwjJof2j7d7WAhXEyVQKHeuwClSQsAQIMQ&biw=1152&bih=533>
- **Presentation Good/Bad Examples**
 - <https://www.youtube.com/watch?v=S5c1susCPAE>
- Search bad presentation examples