



DESIGNING GREAT PRESENTATIONS

AGENDA



HELLO

I'm really excited to create some awesome presentations with all of you.

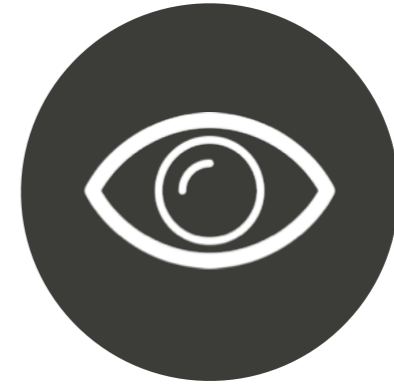
AGENDA



STRATEGY



CONTENT



DESIGN

AGENDA



STRATEGY



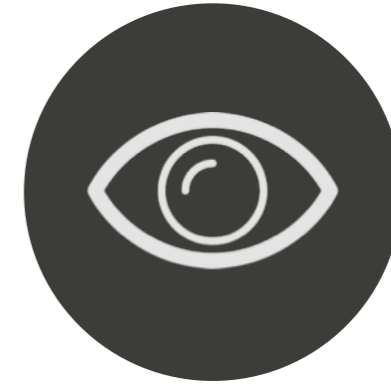
KNOW YOUR AUDIENCE

KNOW YOUR OBJECTIVES

PRESENTATION CANVAS



CONTENT



DESIGN

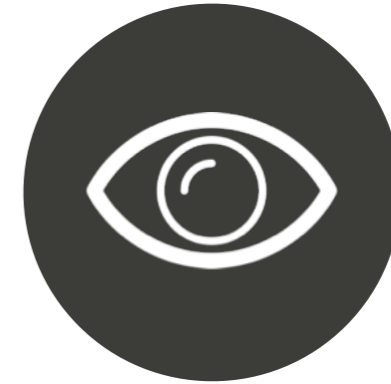
AGENDA



STRATEGY



CONTENT



DESIGN



STORYTELLING

**OUTLINING YOUR
PRESENTATION**

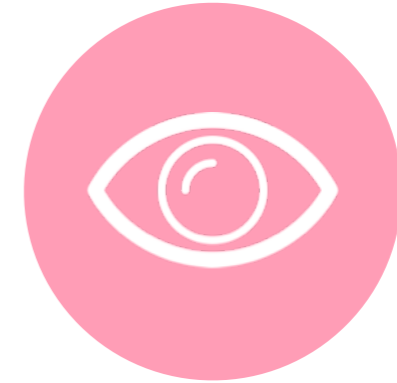
AGENDA



STRATEGY



CONTENT



DESIGN



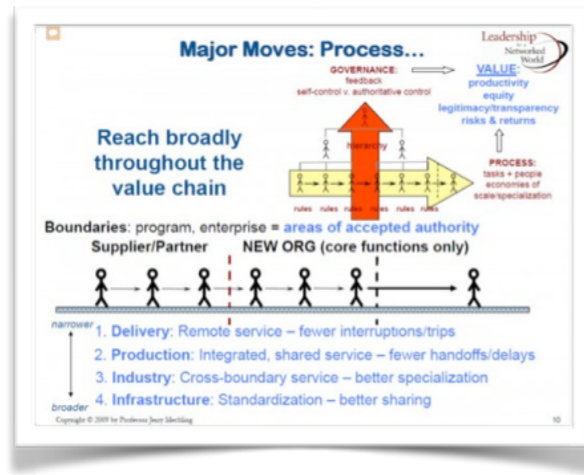
WHAT NOT TO DO

BEST DESIGN PRACTICES

PRESENTATION PRO TIPS

AGENDA

WHY ARE WE HERE?



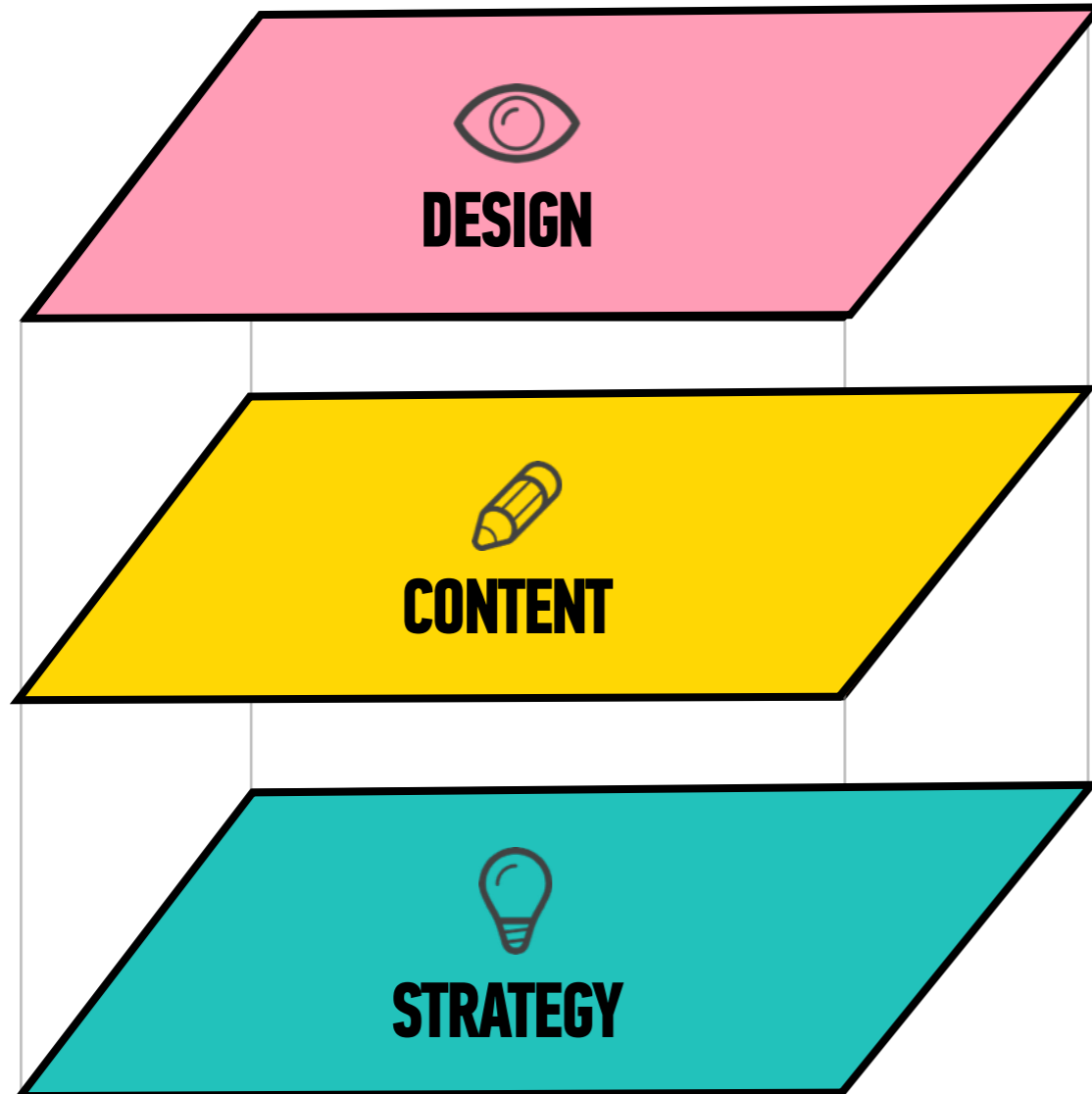
INFORMATIVE & UGLY



MEANINGLESS & PRETTY

**THESE ARE
BAD.**

AGENDA



DESIGN defines how your presentation looks and feels. It should be on brand and relevant to the theme of the presentation. This makes your presentation beautiful.

CONTENT represents the actual topics of your presentation, as well as how they are presented and structured. This makes your presentation effective.

STRATEGY allows you to define your goals and the goals of your audience. When done right, this is what makes your presentation smart.

STRATEGY



STRATEGY

What are your needs, and the needs of your audience?

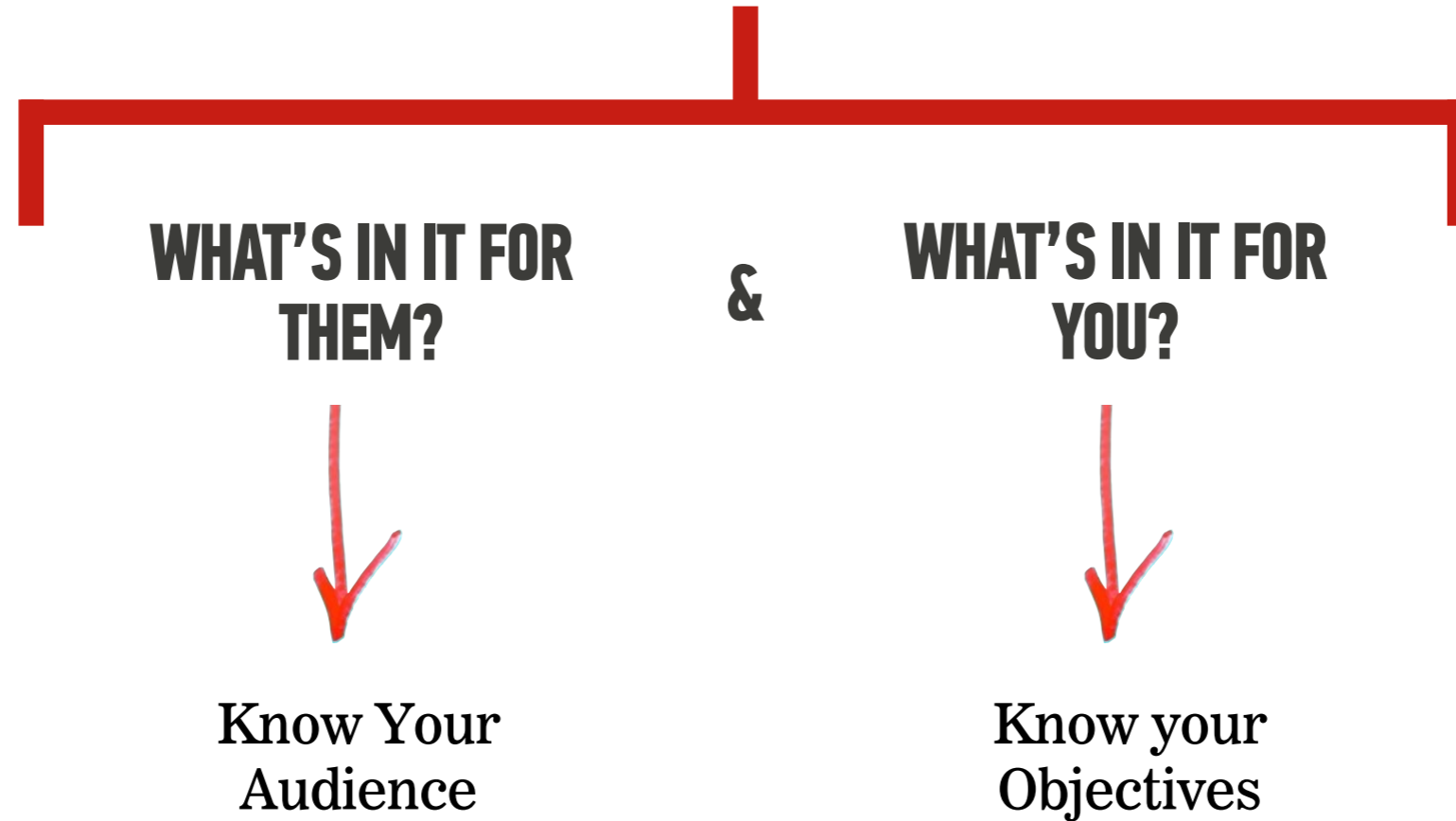
STRATEGY

STRATEGY



STRATEGY

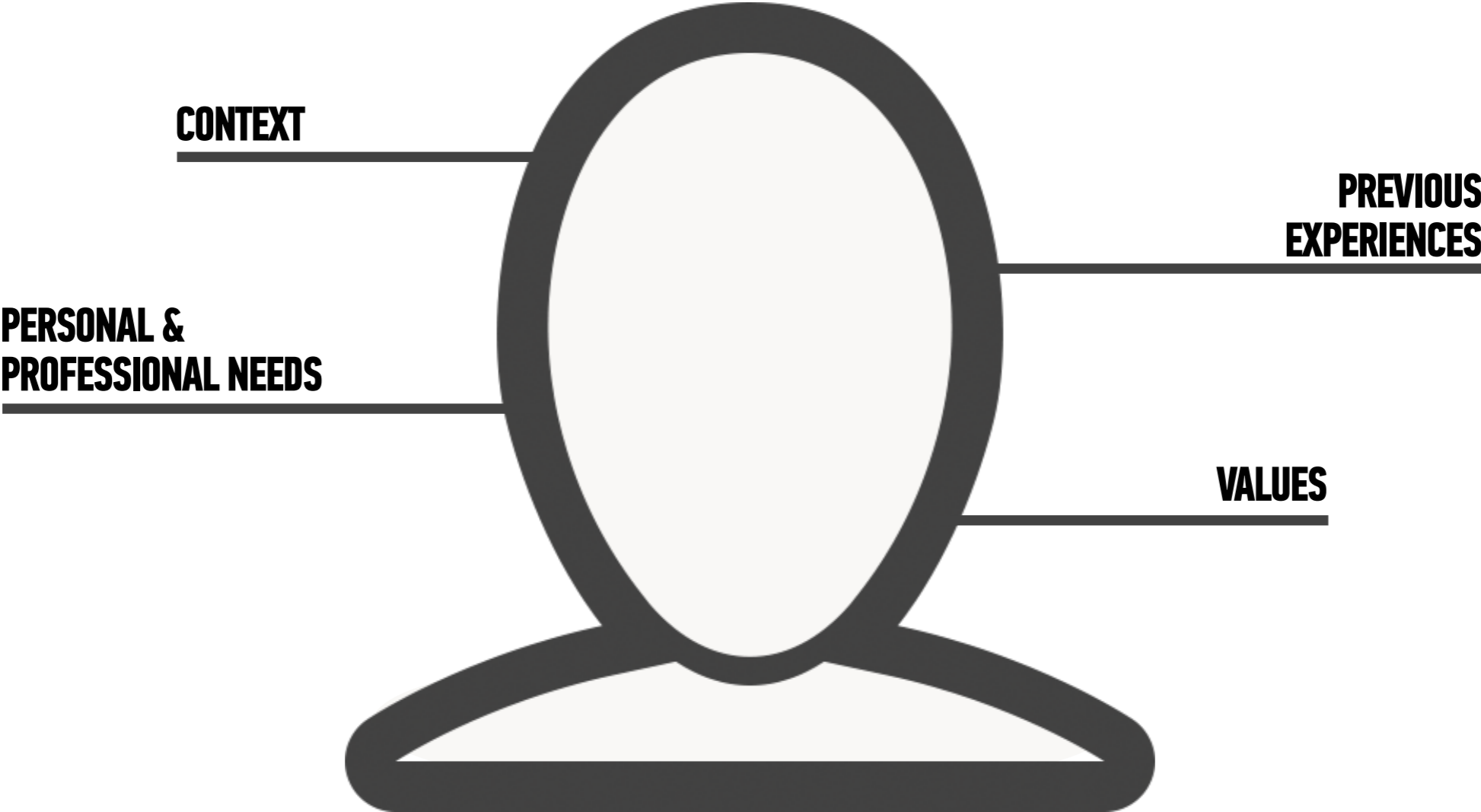
STRATEGY



KNOW YOUR AUDIENCE

“Know your audience.”
- Everyone

KNOW YOUR AUDIENCE

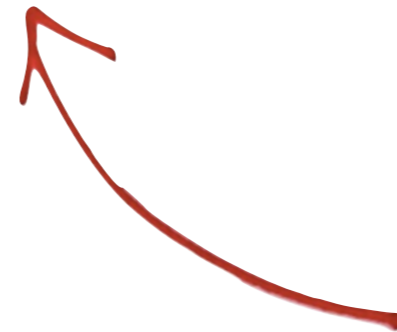


KNOW YOUR OBJECTIVES

**YOU WILL NEVER MEET YOUR
AUDIENCE'S NEEDS WITHOUT
UNDERSTANDING YOUR OWN
NEEDS FIRST.**

KNOW YOUR OBJECTIVES

**YOU WILL NEVER MEET ~~YOUR~~
~~AUDIENCE'S~~ ANYONE'S NEEDS
WITHOUT UNDERSTANDING YOUR
OWN NEEDS FIRST.**



General
unsolicited life
advice.

KNOW YOUR OBJECTIVES

WHAT IMPACT DO YOU WANT TO HAVE ON YOUR AUDIENCE?



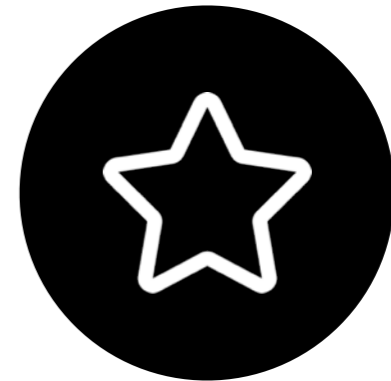
MOTIVATE



PERSUADE



INFORM



INSPIRE

KNOW YOUR OBJECTIVES

PRESENTER OBJECTIVES

What does your presentation need to accomplish?

PRESENTATION CONTENT

How will your presentation fit both needs?



AUDIENCE SEGMENTS

What describes your audience & their environment?

AUDIENCE OBJECTIVES

What does your audience need from your presentation?

KNOW YOUR OBJECTIVES

DOWNLOAD THE PRESENTATION CANVAS

<http://bit.ly/16AFYCz>

KNOW YOUR OBJECTIVES

PRESENTER OBJECTIVES

What does your presentation need to accomplish?



PRESENTATION CONTENT

How will your presentation fit both needs?



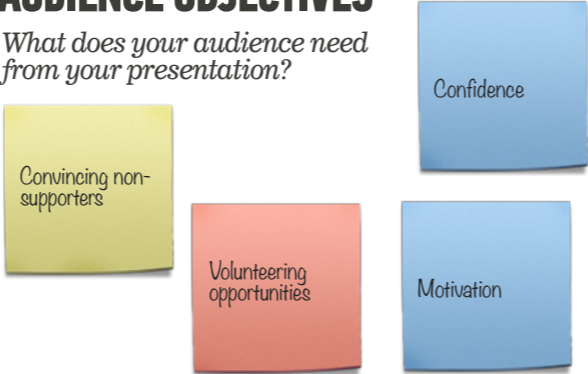
AUDIENCE SEGMENTS

What describes your audience & their environment?



AUDIENCE OBJECTIVES

What does your audience need from your presentation?



KNOW YOUR OBJECTIVES

OneMarket



KNOW YOUR OBJECTIVES

PRESENTER OBJECTIVES

What does your presentation need to accomplish?



PRESENTATION CONTENT

How will your presentation fit both needs?

AUDIENCE SEGMENTS

What describes your audience & their environment?

Developers

Consumers

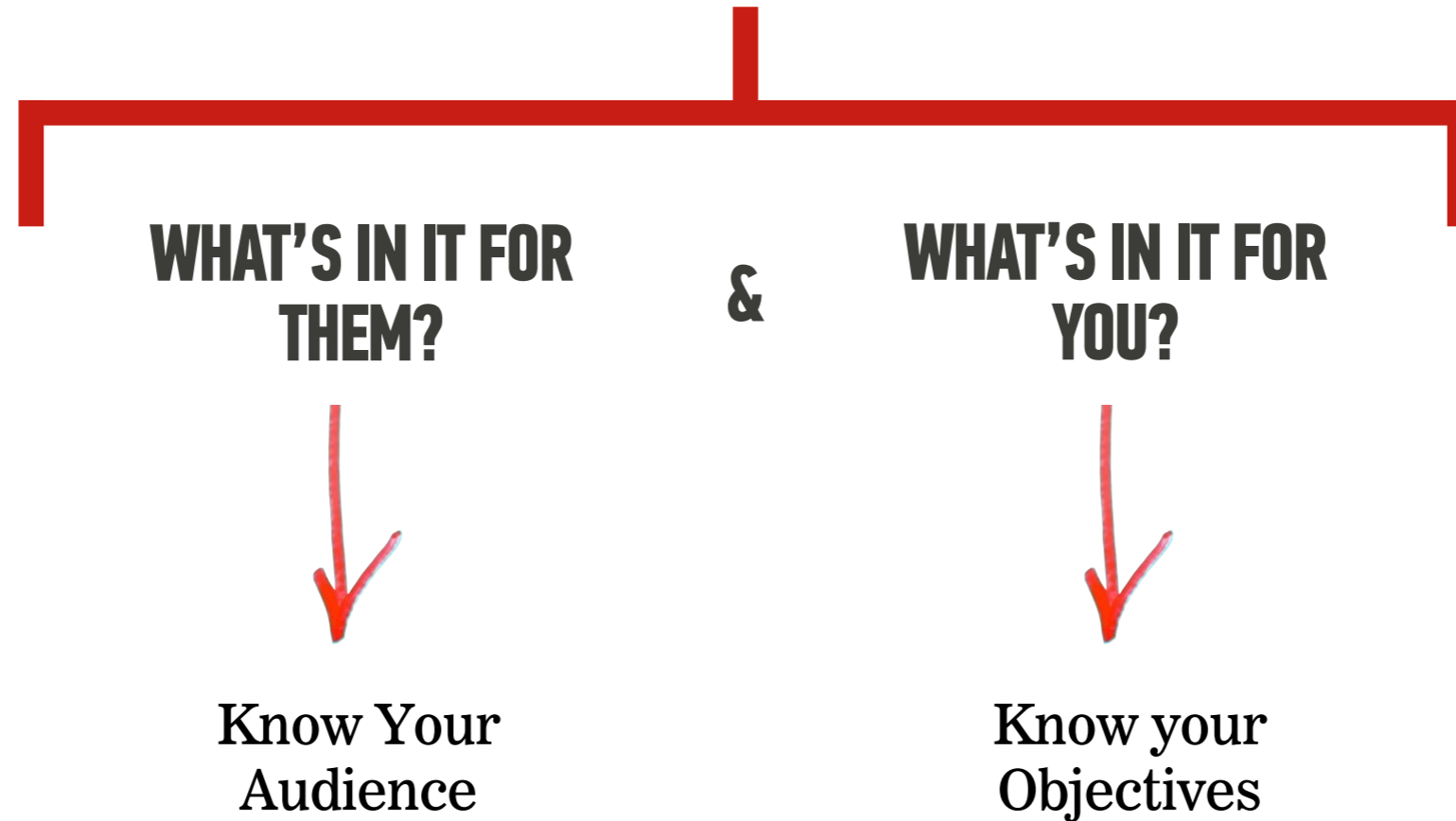
Investors

AUDIENCE OBJECTIVES

What does your audience need from your presentation?

STRATEGY

STRATEGY



STRATEGY



CONTENT

How will this presentation reach your strategic objectives?

CONTENT

PRESENTATION CONTENT

How will your presentation fit both needs?

Family & friends referral

Repeat sign-ups

Confidence

Motivation

History of Obama campaign

Filling out a walk sheet

Connecting with Voters

Sharing personal stories

Volunteer sign-up sheets

Small group introductions

CONTENT

PRESENTATION CONTENT

How will your presentation fit both needs?

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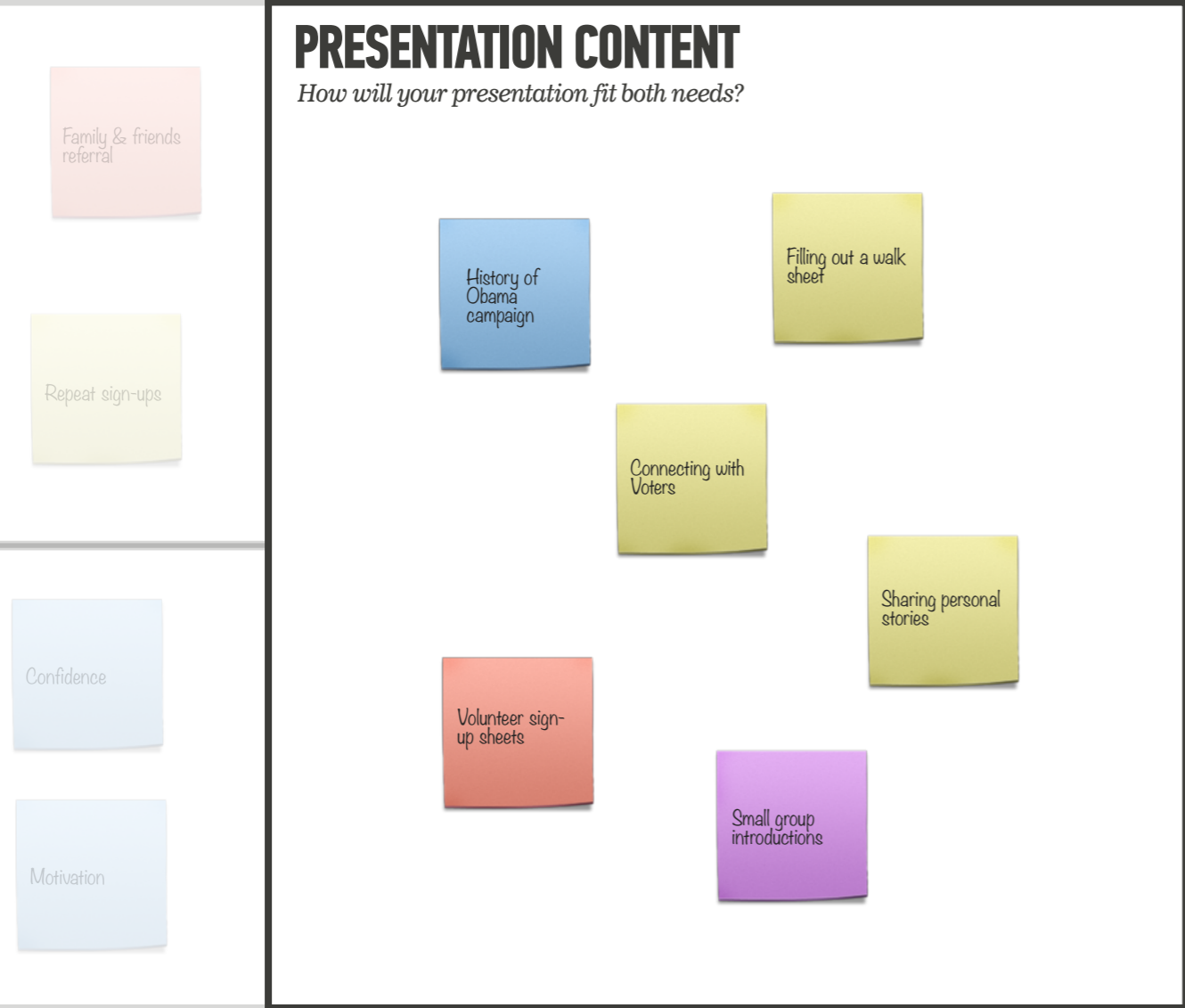
Volunteer sign-up sheets

Small group introductions



WHAT CONTENT DO YOU NEED?

CONTENT



WHAT CONTENT DO YOU NEED?



HOW WILL YOU PRESENT THAT CONTENT?

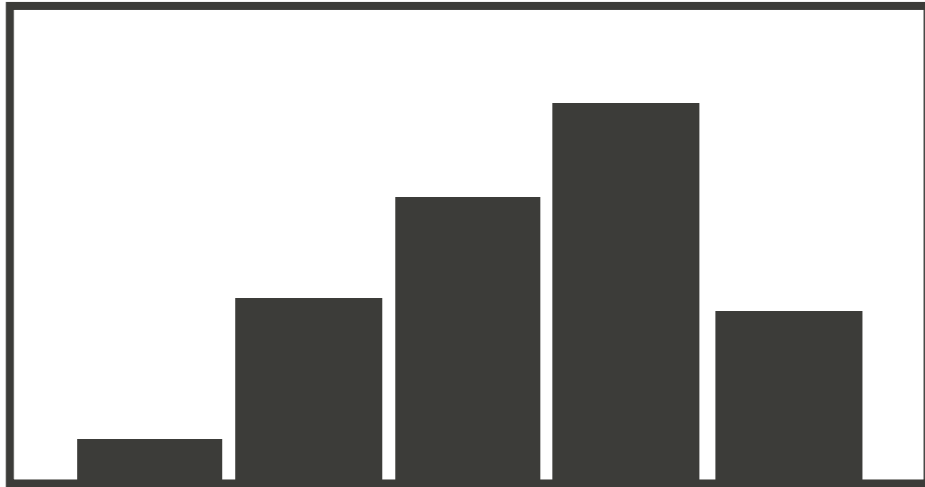
STORYTELLING

HOW WILL YOU ORGANIZE YOUR CONTENT SO THAT IT TELLS A STORY?



STORYTELLING

LET'S TALK ABOUT TWO TYPES OF STORIES:

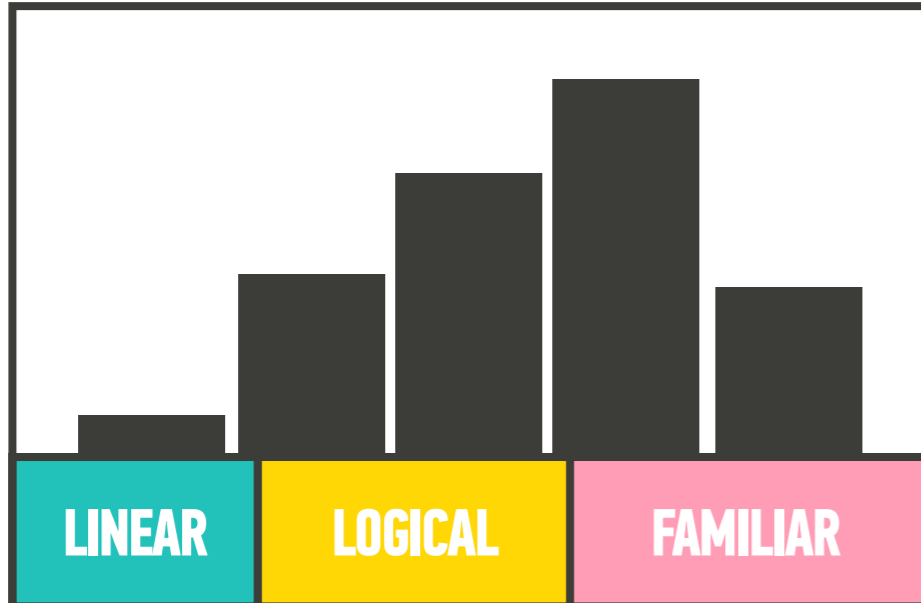


**TRADITIONAL
NARRATIVE ARC**



**WHAT IS VS.
WHAT COULD BE**

TRADITIONAL NARRATIVE ARC



GREAT FOR:

- Business meetings
- Persuading an audience
- Introducing a new concept
- Hollywood blockbuster

THE ELEMENTS:

SITUATION

What's the current situation?

COMPLICATION

Describe the tension / problem.

QUESTION

What is the question in response to the problem?

ANSWER

Suggested answer to resolve the tension / problem.

RESOLUTION

How does the story wind down and end?

TRADITIONAL NARRATIVE ARC



WHAT'S THE NARRATIVE
ARC OF **LITTLE RED**
RIDING HOOD?



TRADITIONAL NARRATIVE ARC



**WHAT'S THE NARRATIVE
ARC OF APPLE'S 1984
COMMERCIAL?**



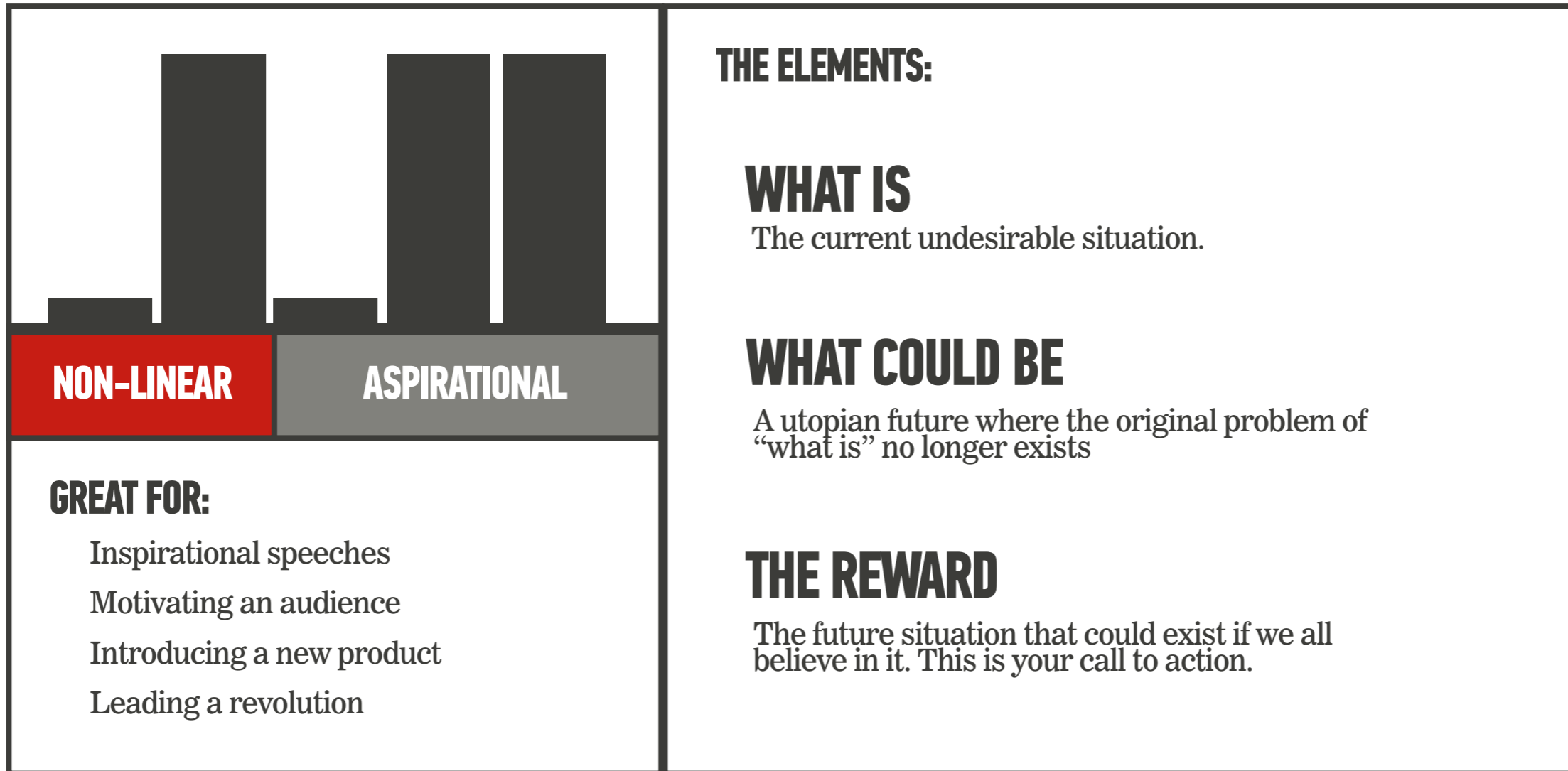
TRADITIONAL NARRATIVE ARC



WHAT'S THE NARRATIVE ARC OF **ONEMARKET**?

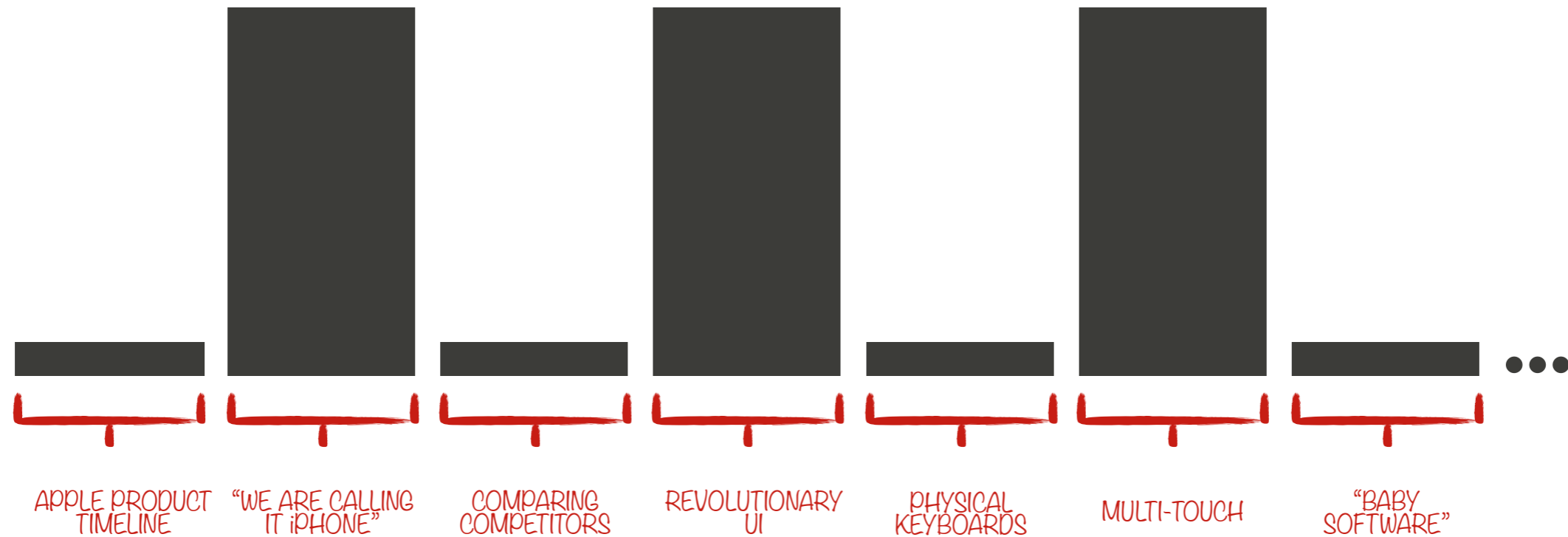


WHAT IS VS. WHAT COULD BE



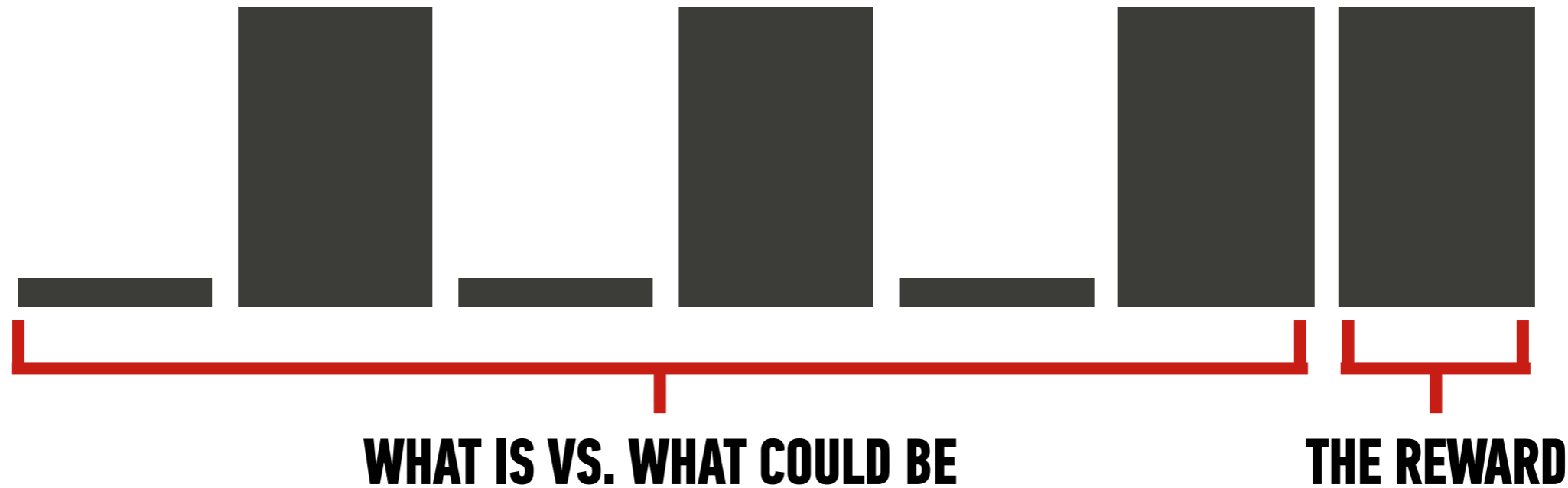
WHAT IS VS. WHAT COULD BE

THE ORIGINAL iPhone ANNOUNCEMENT BY STEVE JOBS



WHAT IS VS. WHAT COULD BE

WHY + WHAT



This part addresses why your audience should care.

This part tells them what to do now that they do care.

WHAT IS VS. WHAT COULD BE



WHAT'S THE STORY OF **ONEMARKET?**



DESIGN



DESIGN

What will your presentation look & feel like?

WHY DOES DESIGN MATTER?

“We took the text and reset it in Gotham, downloaded the O logo, and put it together in minutes. ‘Wow,’ my daughter said. ‘It looks like Obama’s actually going to be there!’ Exactly.”

- Michael Bierut



DESIGN

**THE WORST
PRESENTATION
DESIGN MISTAKES.**

THE WORST PRESENTATION DESIGN MISTAKES

TOO MUCH TEXT.

Stocks tumbled Tuesday -- with the Nasdaq taking a pounding -- as the political standoff in Washington continued and the partial government shutdown stretched into its eighth day.

The Dow Jones industrial average fell 159.71 points, or 1.1%, to 14,776.53 and the Standard & Poor's 500 index dropped 20.67 points, or 1.2% to 1,655.45. It was the 11th loss in the last 14 days, and the S&P 500's biggest drop in six weeks.

The Nasdaq composite plunged 75.54 points, or 2%, to 3,694.83.

Anxiety over an Oct. 17 deadline to raise the nation's debt ceiling is starting to eat away at investor sentiment as compromise in Washington remains absent, says Pat Adams, a portfolio manager at Choice Investment Management.

- Aside from the theatrics in Washington, investors will also be paying close attention Tuesday to the unofficial start of the third-quarter earnings season.
- After the closing bell, aluminum maker Alcoa and fast-foot chain Yum Brands will report.
- Analysts are expecting companies in the S&P 500 to grow their earnings 4.3% vs. the same quarter a year ago.

On Saturday, he signed several such bills, most prominently legislation stopping local law officers from detaining immigrants and transferring them to federal authorities unless they have committed certain serious crimes. And he agreed in August to let non-citizens monitor polls for elections.

Some legal scholars had said that the measure raised profound questions about what rights and responsibilities belonged to citizens alone, and a number of newspapers published editorials urging the governor to veto the bill after the Democratic-controlled Legislature passed it, with most Republicans opposing it.

THE WORST PRESENTATION DESIGN MISTAKES

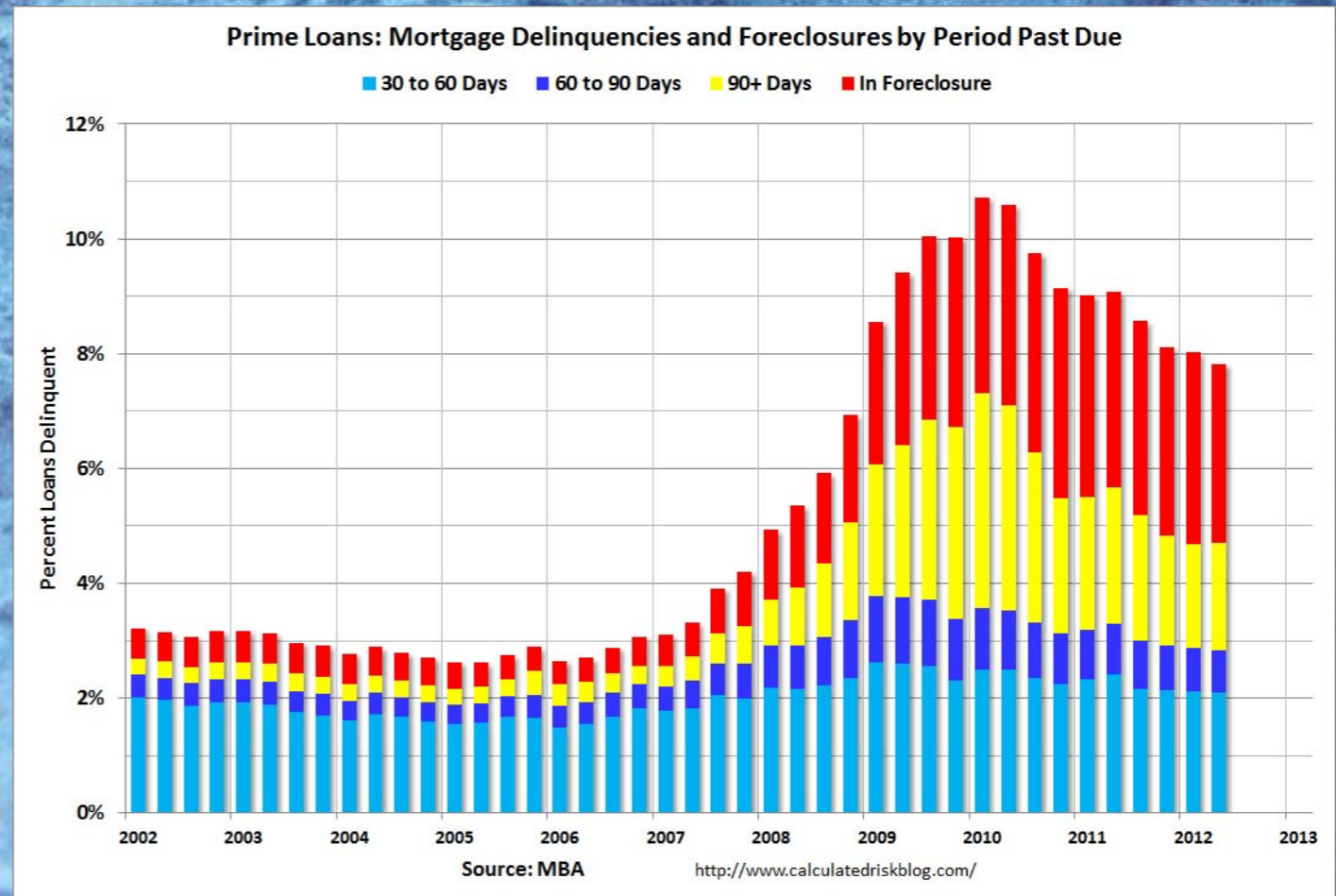
LOW QUALITY / STOCK IMAGES.



THE WORST PRESENTATION DESIGN MISTAKES

SUBPRIME LENDING

- Aside from the theatrics in Washington, investors will also be paying close attention Tuesday to the unofficial start of the third-quarter earnings season.
- After the closing bell, aluminum maker Alcoa and fast-foot chain Yum Brands will report.
- Analysts are expecting companies in the S&P 500 to grow their earnings 4.3% vs. the same quarter a year ago.



THE WORST PRESENTATION DESIGN MISTAKES

IRRELEVANT TRANSITIONS & ANIMATIONS

DESIGN

WHY ARE THESE MISTAKES SO BAD?

DESIGN

**WHY ARE THESE
MISTAKES SO BAD?**



**BECAUSE THEY TAKE YOUR AUDIENCE OUT
OF YOUR PRESENTATION, MAKING IT
HARDER FOR THEM (AND YOU) TO ACHIEVE
THE DESIRED OUTCOME.**

DESIGN

WHAT MAKES A PRESENTATION'S DESIGN GREAT?

CLEAR BRANDING

CLEAN LAYOUT & HIERARCHY

PUTS THE FOCUS ON THE PRESENTER

SIMPLIFIES THE MAIN POINTS

ENGAGES THE AUDIENCE EMOTIONALLY

CLEAR BRANDING

CREATE A STYLE GUIDE

Obama for America 2012



Clarendon

Snell Roundhand

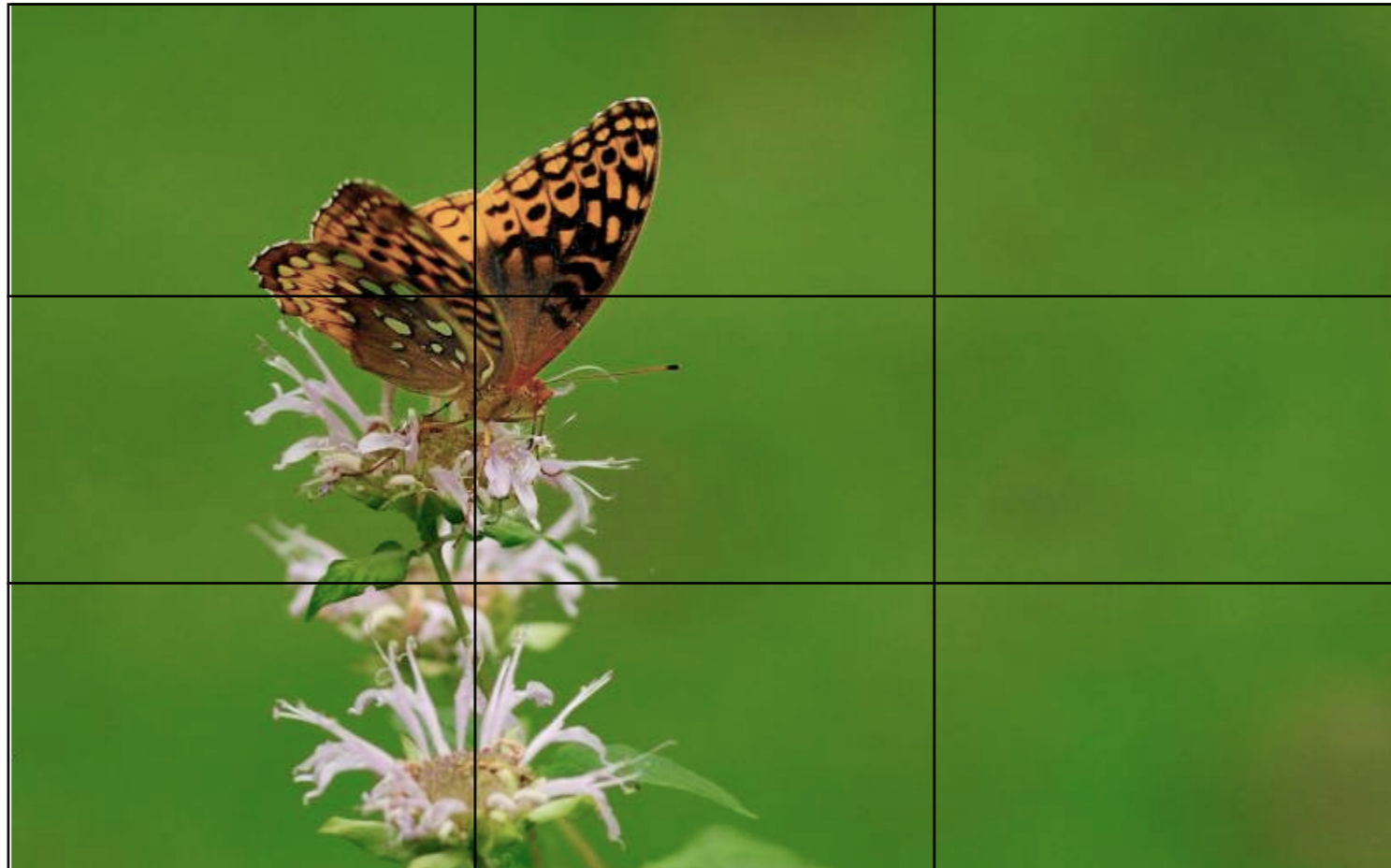


CLEAN LAYOUT & HIERARCHY

USING GRIDS, MASTERS & ALIGNMENT

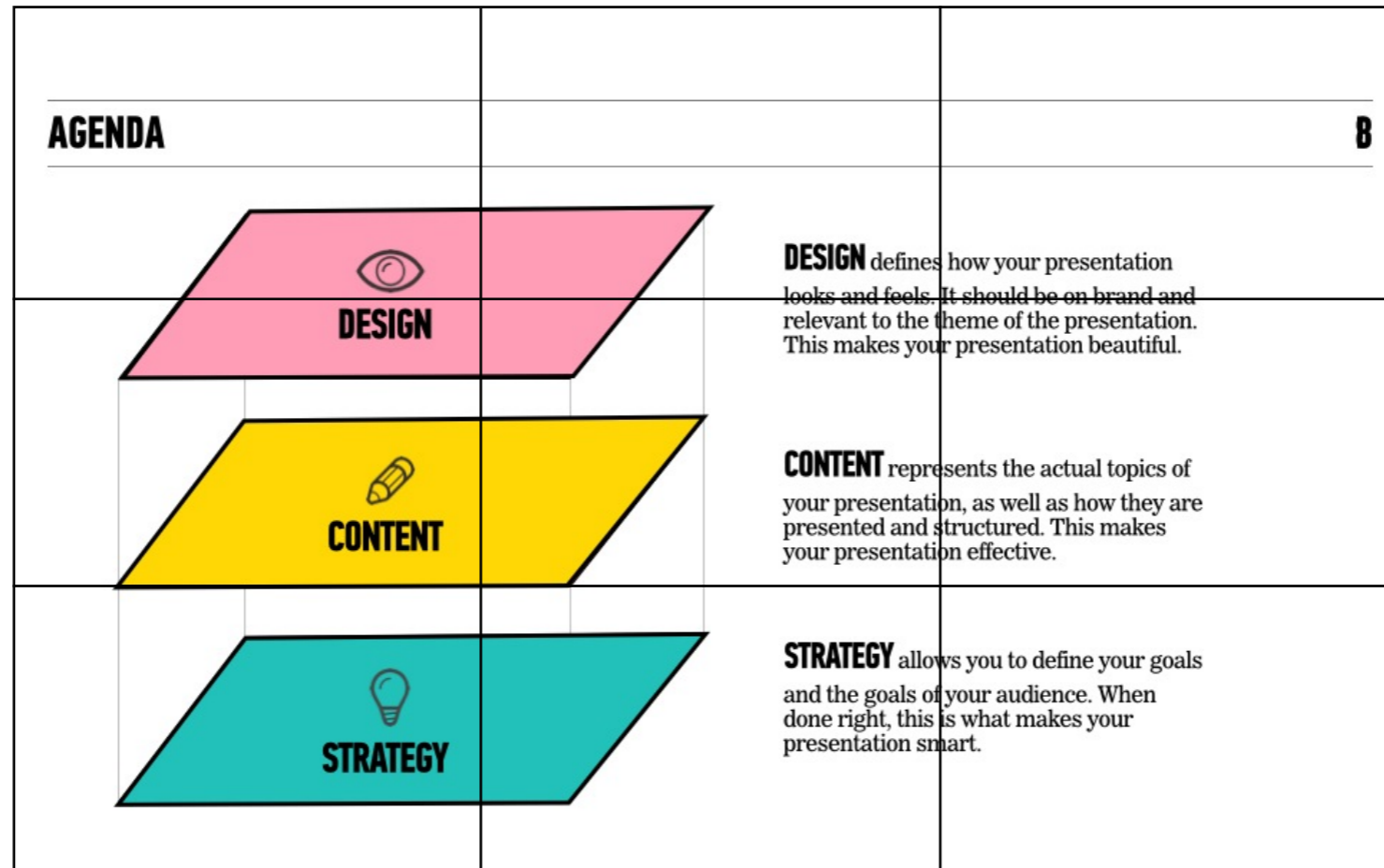
CLEAN LAYOUT & HIERARCHY

USING GRIDS, MASTERS & ALIGNMENT



CLEAN LAYOUT & HIERARCHY

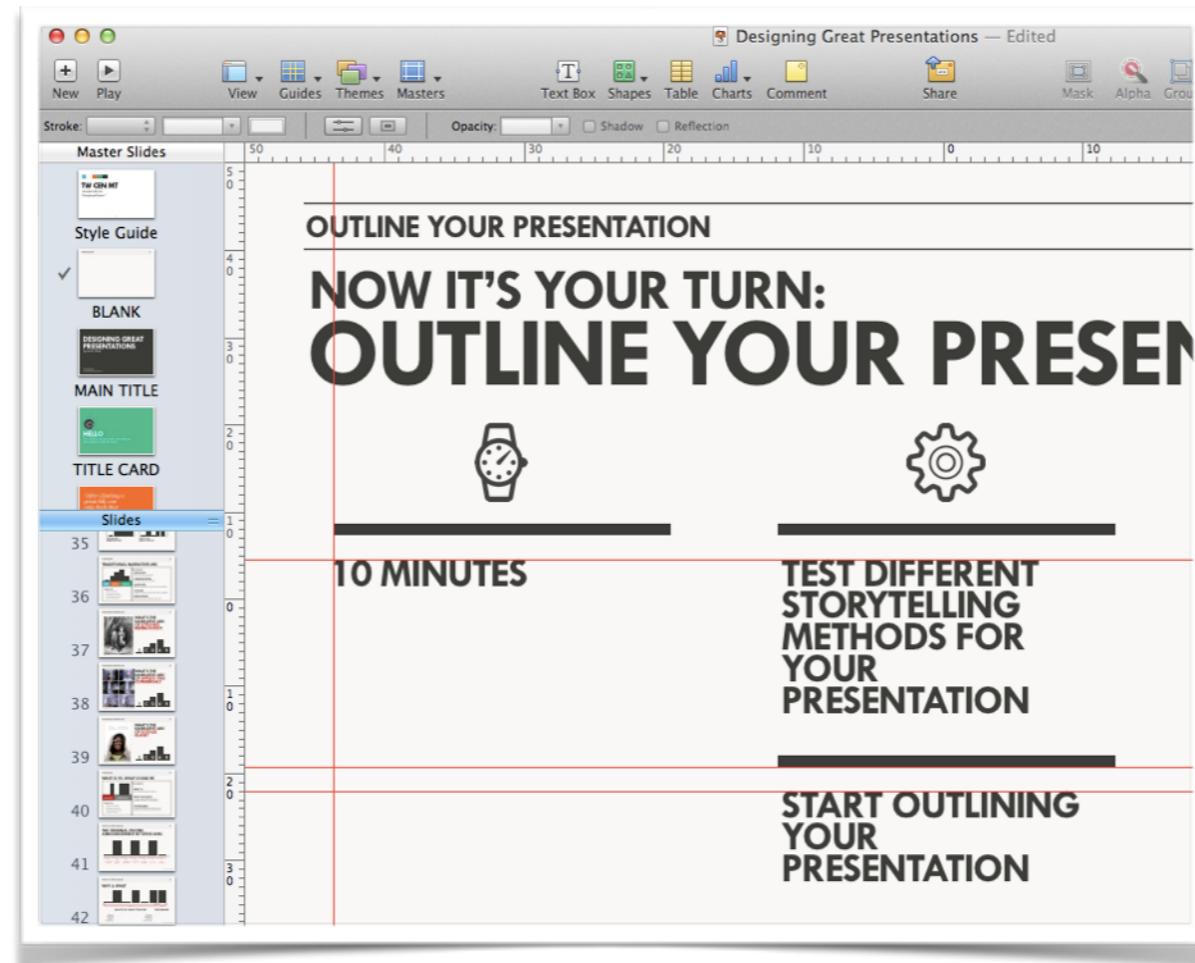
USING GRIDS, MASTERS & ALIGNMENT



CLEAN LAYOUT & HIERARCHY

USING GRIDS, MASTERS & ALIGNMENT

MASTERS



ALIGNMENT GUIDES



HEADLINES GIVE THE AUDIENCE THE BIG PICTURE



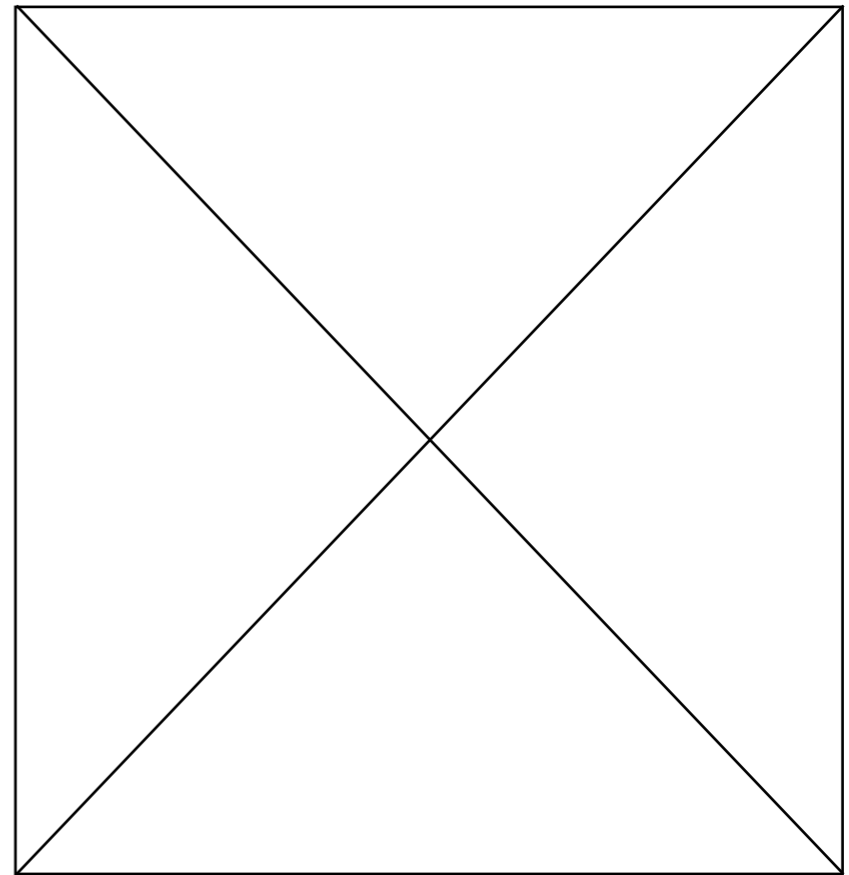
BULLETS ADD SUPPORTING EVIDENCE TO THE HEADER.



IMAGES REPRESENT & SIMPLIFY THE BIGGER POINT



GLOBAL HEADER: YOU ARE HERE.



THE OPPORTUNITY

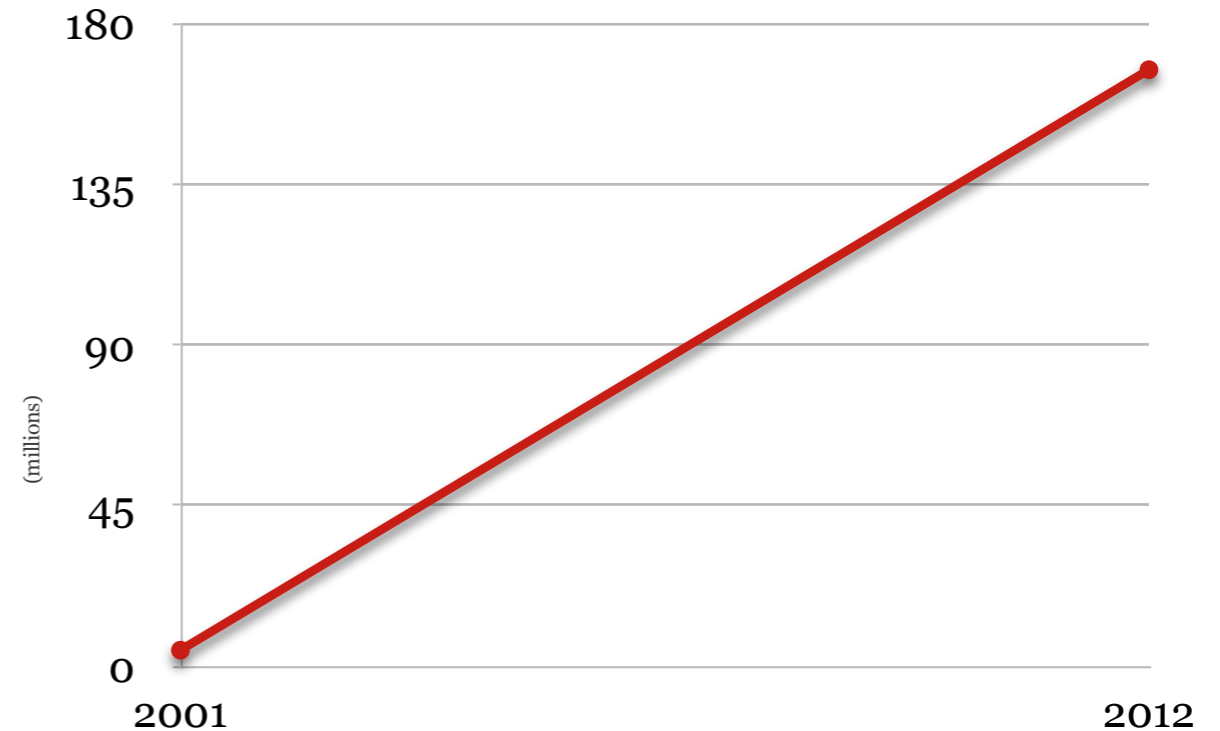
AFRICA REPRESENTS OUR LARGEST MARKET OPPORTUNITY

INTERNET USE IN AFRICA INCREASED BY 3,000% IN 12 YEARS.

163 MILLION NEW INTERNET USERS

STILL ONLY 16% OF THE POPULATION IN AFRICA

LARGEST INTERNET ADOPTION REGION OF THE WORLD



THE OPPORTUNITY

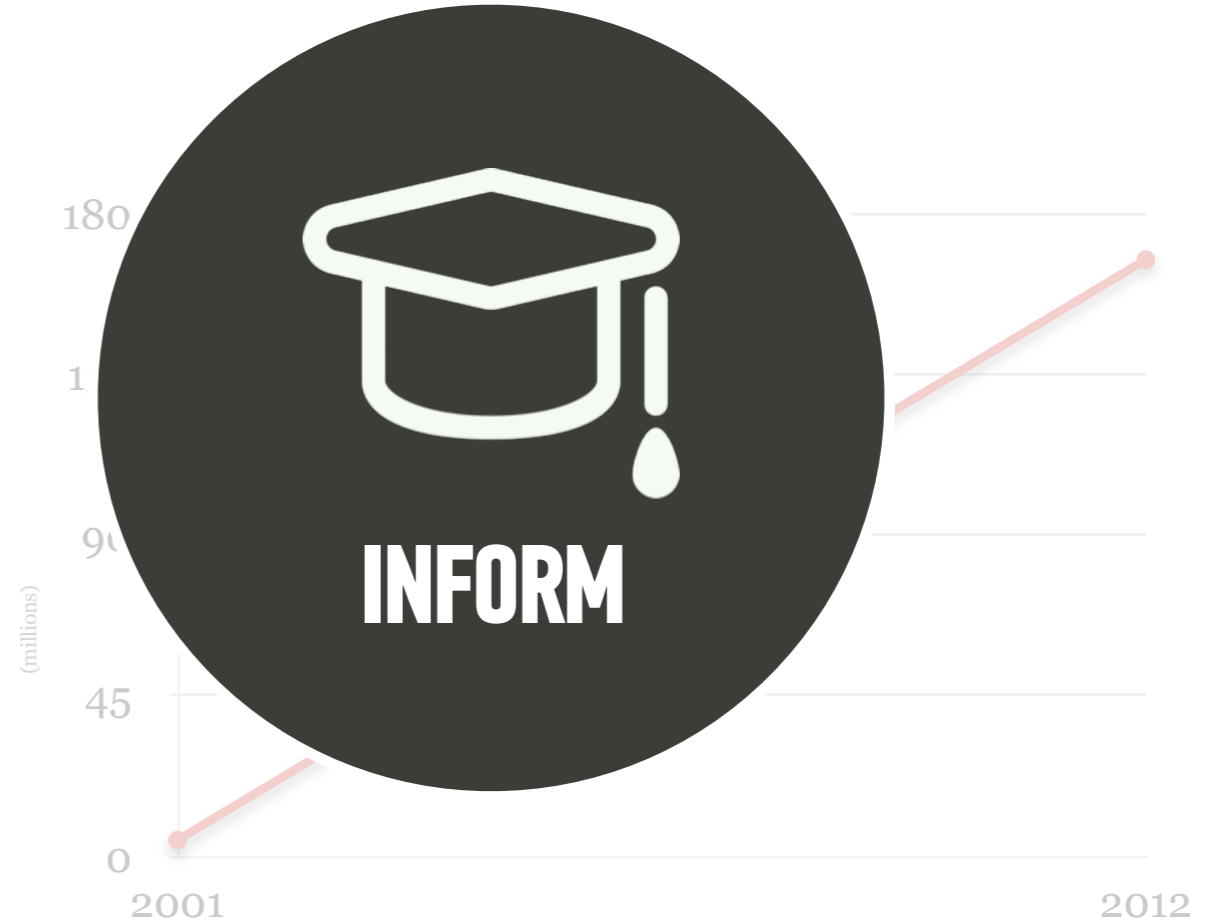
AFRICA REPRESENTS OUR LARGEST MARKET OPPORTUNITY

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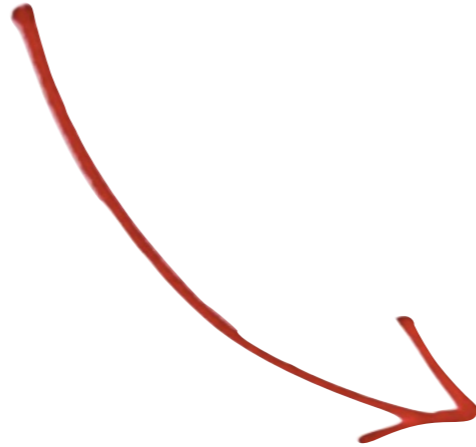
STILL ONLY 16%
AFRICA

LARGEST INTERNET ADOPTION REGION OF
THE WORLD



THE OPPORTUNITY

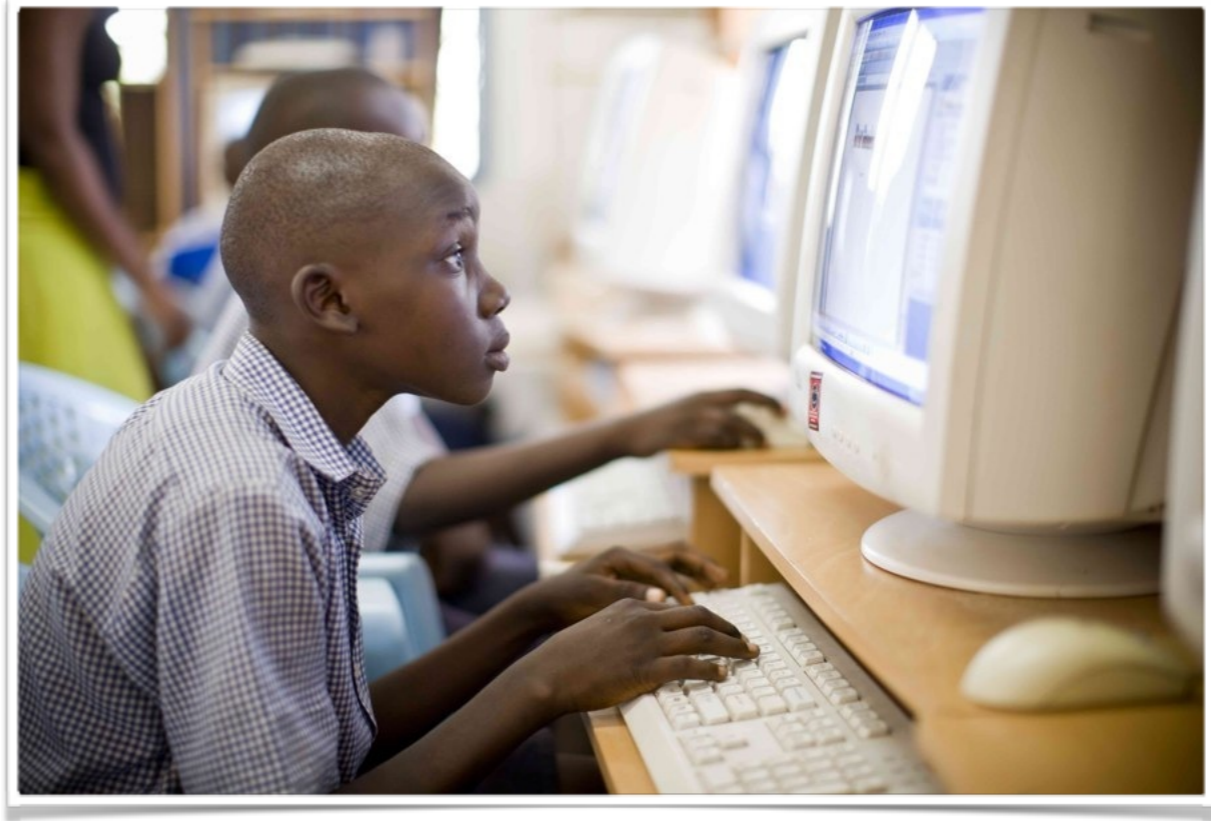
**A PICTURE IS WORTH A
THOUSAND WORDS.**



So, leave the
words to the
presenter.

THE OPPORTUNITY

**AFRICA
REPRESENTS OUR
LARGEST MARKET
OPPORTUNITY**



THE OPPORTUNITY

AFRICA
REPRESENTS
LARGEST
OPPORTUNITY



MOTIVATE



INSPIRE



SIMPLIFIES THE MAIN POINT

SIMPLIFY, SIMPLIFY, ~~SIMPLIFY.~~

SIMPLIFIES THE MAIN POINT

**REMOVE EVERYTHING THAT ISN'T
ABSOLUTELY NECESSARY.**

Ask yourself, “how does *this*
impact the audience?”

SIMPLIFIES THE MAIN POINT

**YOU CAN BREAK
THE RULES.***

* But only for good reasons.

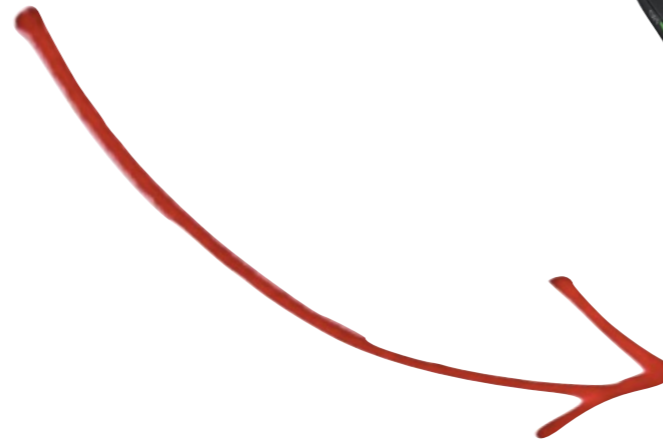
SIMPLIFIES THE MAIN POINT



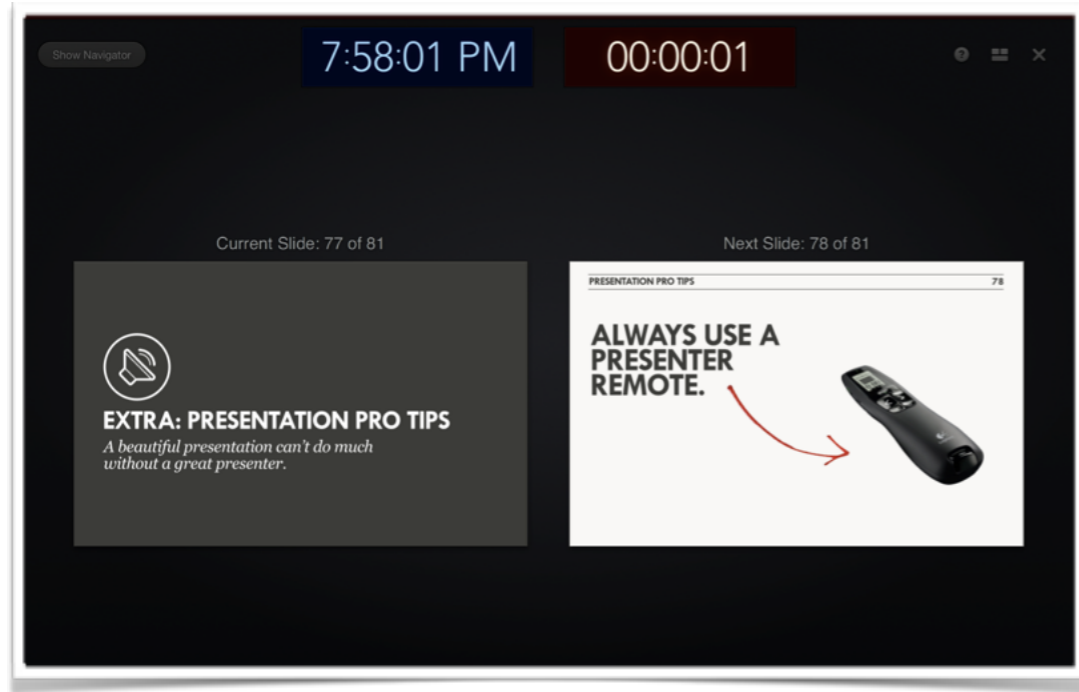
OneMarket

PRESENTATION PRO TIPS

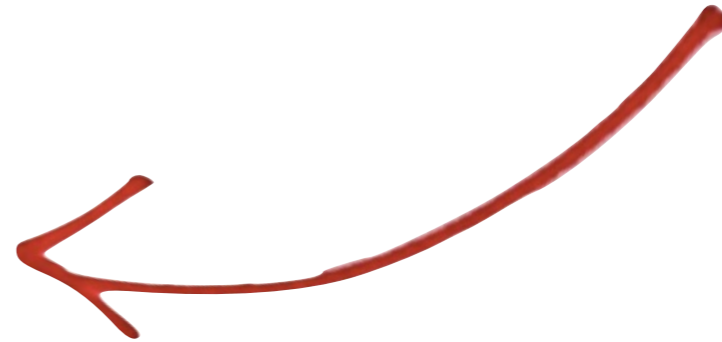
**ALWAYS USE A
PRESENTER REMOTE.**



PRESENTATION PRO TIPS

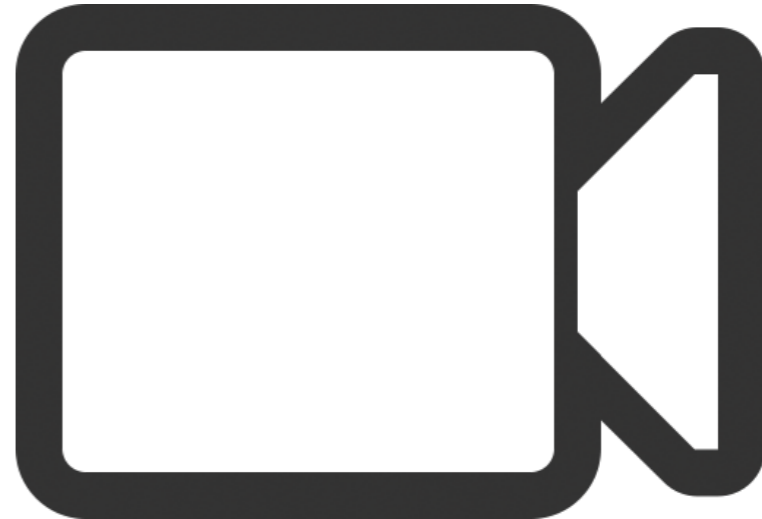
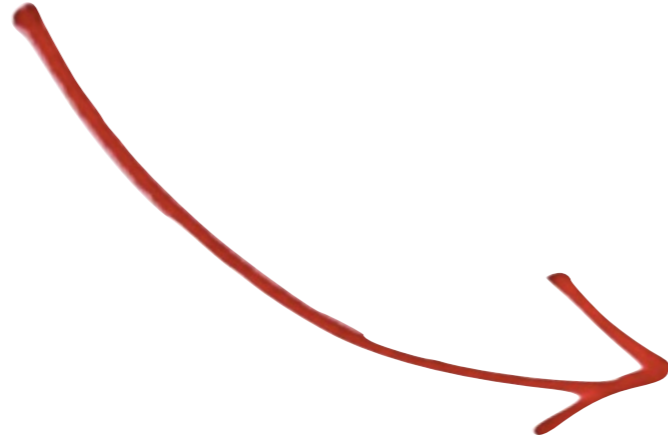


**BECOME FAMILIAR
WITH PRESENTER
DISPLAY.**



PRESENTATION PRO TIPS

**PREPARE HOWEVER WORKS
BEST FOR YOU.**



**THE SUPER SECRET WAY TO BE
A GREAT PRESENTER**

PRESENTATION PRO TIPS

BE HUMAN.

Connect with people.

Show that you care.

Throw in some Gilmore Girls references.

CREDITS

LINECONS BY SERGEY SHMIDT

<http://designmodo.com/linecons-free/>

POST-IT NOTES BY THOMAS RICCIARDIELLO

<http://365psd.com/day/89/>

ELEMENTS OF USER EXPERIENCE BY JESSE JAMES GARRETT

<http://jjg.net/elements/pdf/elements.pdf>

APPLE iOS 7 ICONS (PSD) BY ANDREW WILLIAMS

<http://iynque.deviantart.com/art/iOS-7-Icons-Updated-378969049>

MICROSOFT'S 2011 CORPORATE SOCIAL INVESTMENT REPORT: ONE MICROSOFT, ONE AFRICA

<http://bit.ly/17hL9bb>

LOGITECH PROFESSIONAL PRESENTER R800 REMOTE CONTROL

<http://www.foxxdeals.com/logitech-professional-presenter-r800-remote-control-910-001350>

Q&A



ANDRE PLAUT

» @andreplaut