



# Presentations – how to?

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# Outline

1. Structure
2. Layout
3. Outfit
4. Presence
5. Tips and tricks
6. Most common mistakes
7. Bad examples
8. Conclusions

# Structure

## Outline

- After title
- Main parts

## Main context

- Structure – assumptions, methods, results
- Plots, pictures, lists

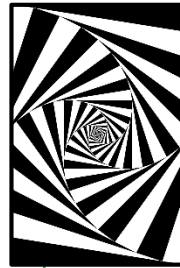
## Conclusions

- Coming from assumptions
- Clear and convincing

# Layout



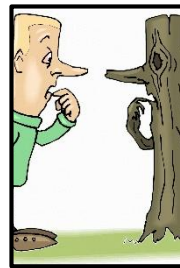
Big letters



Contrasting colours



NO SHOUTING



Consistent look, but  
different methods

# Outfit



Don't put on disguise



Iron your shirt



You're not playing football, nor stripping



Take a shower and wash your clothes

# Presence

1. Introduce yourself
2. Don't hide and face audience
3. Speak as loud as possible
4. Don't hurry, unless your time is running out
5. Stand straight

# Tips and tricks

1. Use themes
2. Remember about copyrights!
3. Read your presentation at least once and record yourself
4. Let someone else see it and give you feedback
5. Export your presentation to PDF file

# Most common mistakes

Using Comic  
Sans and other  
„funny” fonts

Black text on  
dark  
background

Adding too  
many effects

Not checking  
whether your  
presentation is  
working

So called „text  
wall”



# Bad examples

Text written with font size 10 - camel

Text written with font size 14 - zebra

Text written with font size 18 - crocodile

Text written with font size 24 - dog

Text written with font size 32 - hamster

Text written with font size 48 - cat

Dark text on dark background

Light text on light background



# 2012 Marketing Goals



- Incrementally increase ROI ASAP FYI
- Improve conversion rates through the following well-worded processes:
  - Vastly increasing the number of bullet points we use.
  - Increasing our corporate synergy through the use of transparency of our social networking stratagem.
  - Brainstorming new ways to use the word 'stratagem'.
  - Build on 2011 marketing successes such as:
    - 70% increase in attendance of webinars.
    - 33% increase in leads from webinars.
    - 15% increase in people referring to me as 'Leads McFancypants'

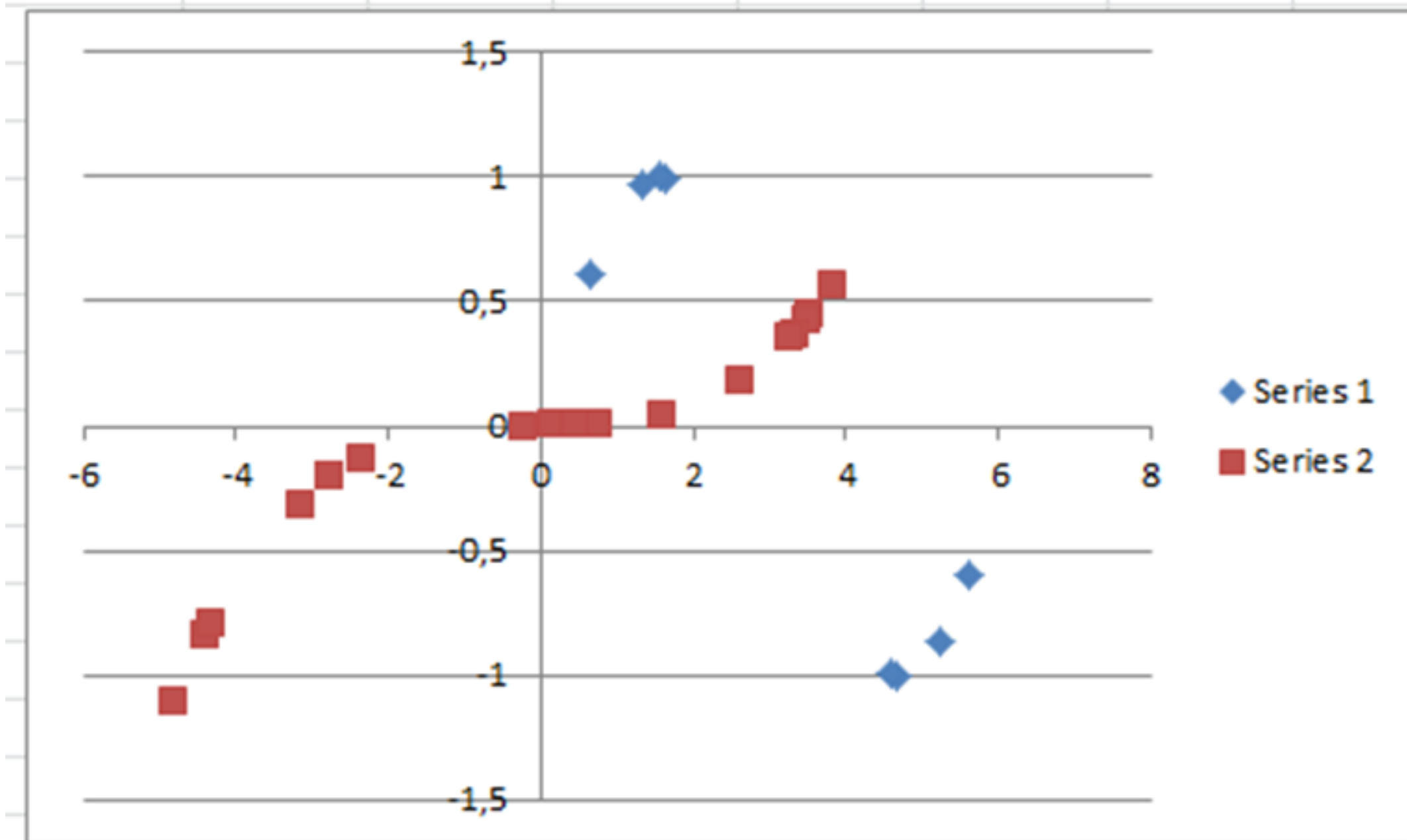


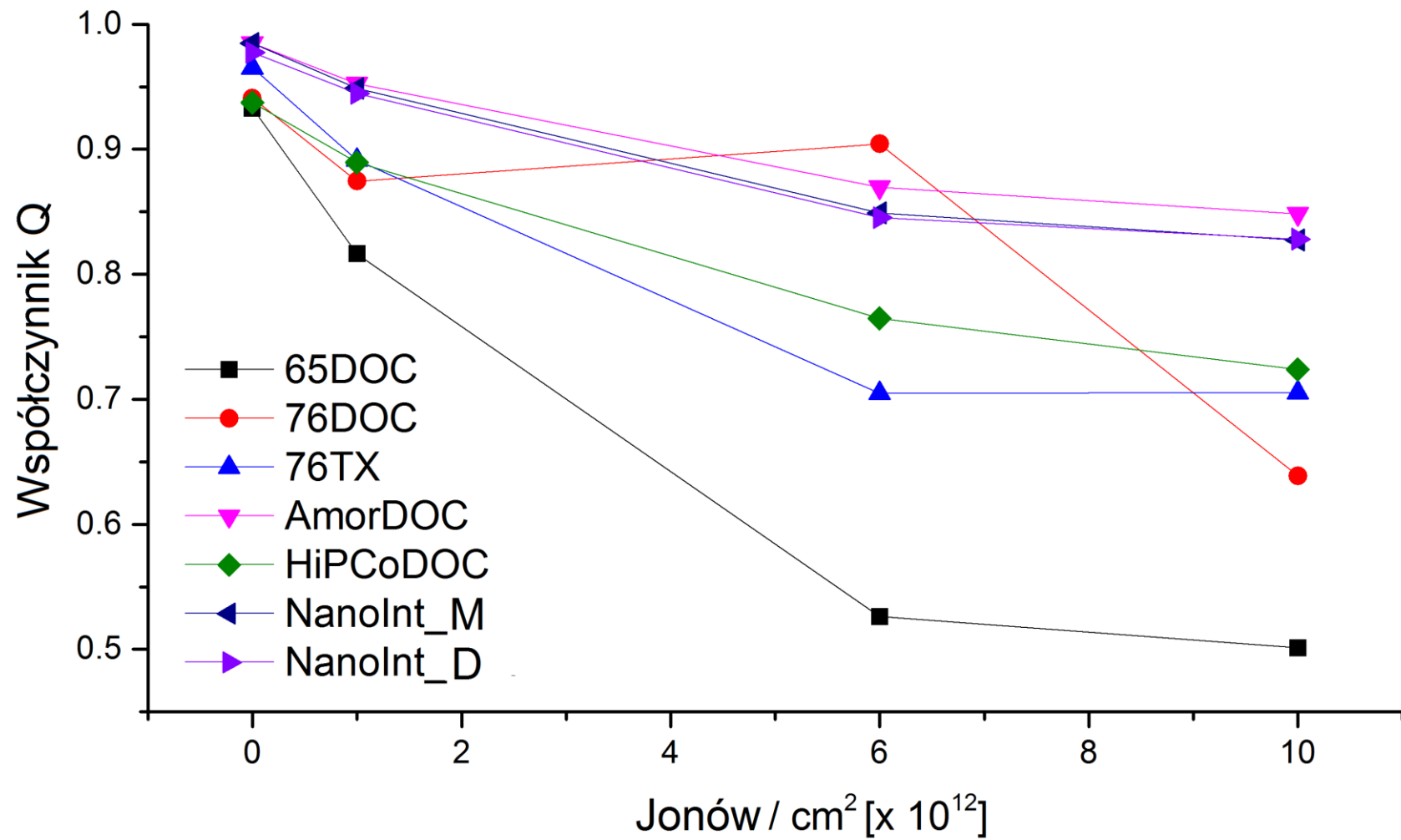
Bad picture



Good picture







# Conclusions

- Be yourself, but be a professional
- Keep your presentation clean and readable
- Think before you start – make a plan
- Place yourself in the audience