

The Art of Presentation

Dr Chris Dorsey

There are

300 million

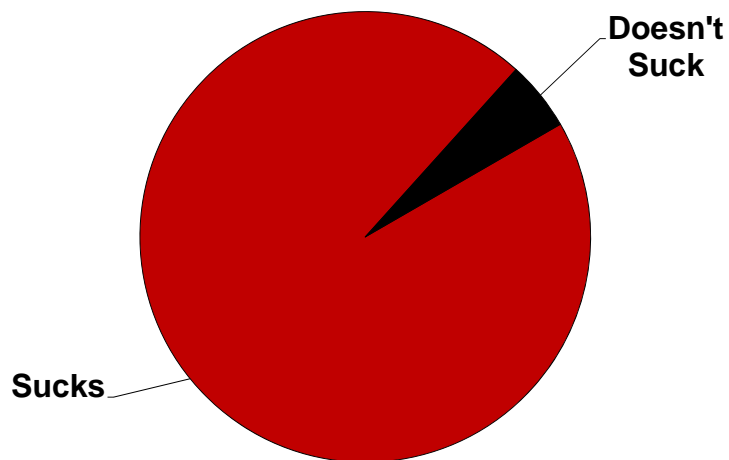
PowerPoint users

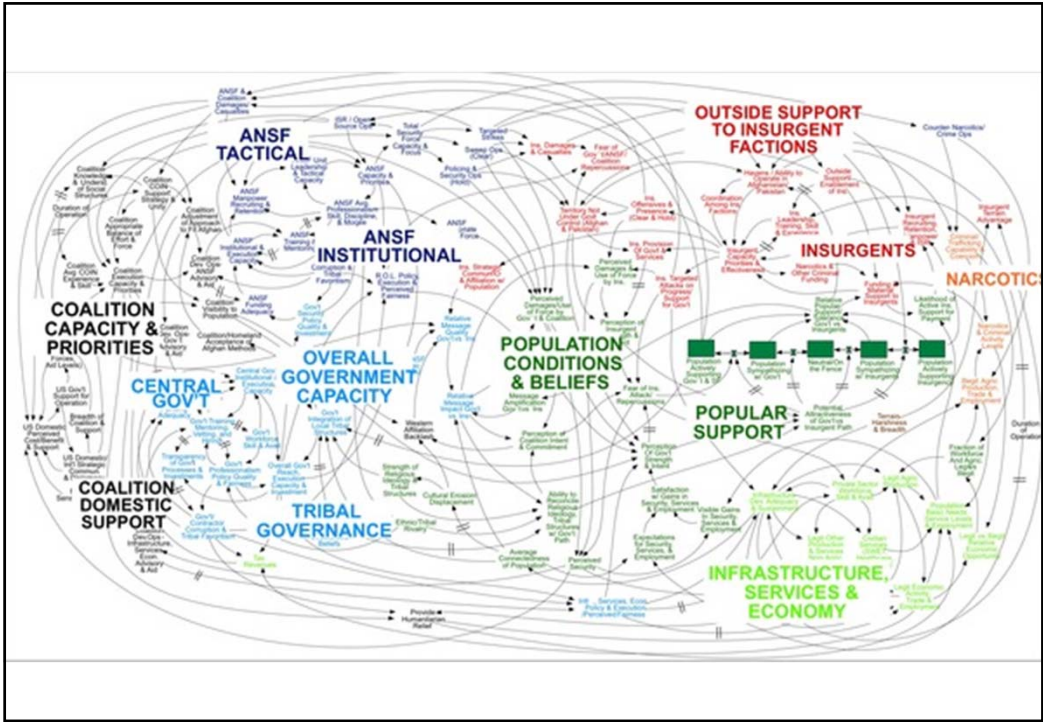
They make

30 million

presentations every day

And 95% of them suck!

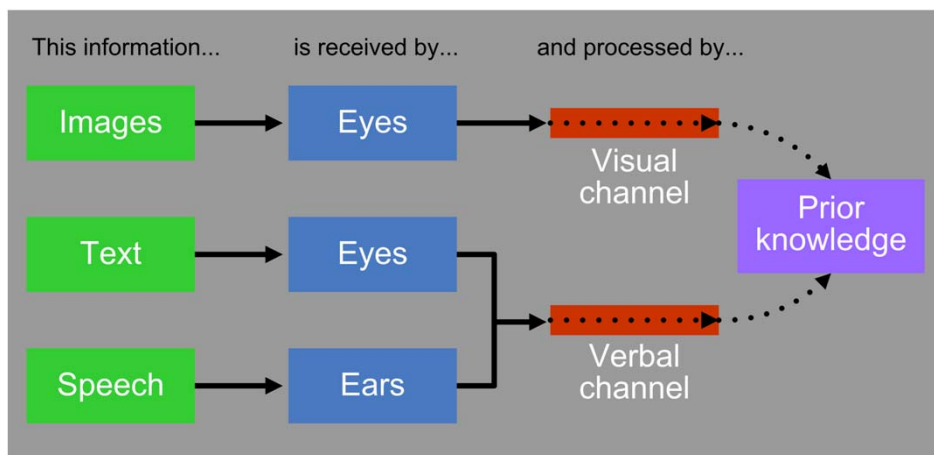




10 Tips for creating great presentations

1 Understand how we learn

Cognitive theory explains how the brain processes information and how we learn



People learn better when information is presented as....

Words and pictures

Verbal narration

Conversational style

Bite-sized chunks

Organised and uncluttered

2 Plan

What's your point? Why does it matter?

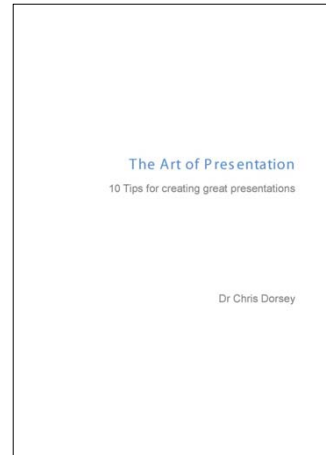


3 Use all three parts of a presentation

The handout is what the audience takes away with them

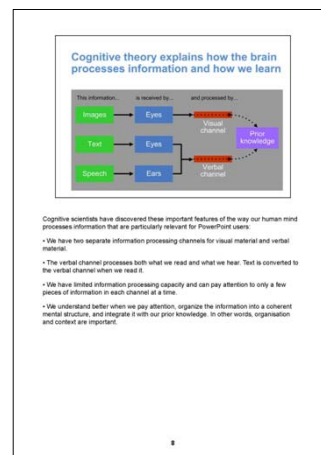
The ~~truth~~^{handout} will set you free!

Don't use your slides as a handout!



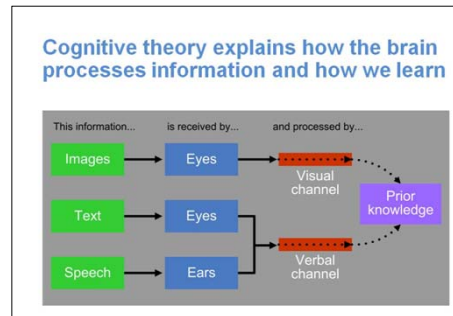
The narrative is what the audience hears

...and where you tell your story.



The slides are what the audience sees

Slides are the **visual punctuation** for your narrative.



4 Present most information as verbal narration

Don't read your slides!



5 Tell a story



6 One slide, one message

Make the text readable from the back row

Arial 36–44pt for titles

Arial 24–32pt for text

Arial 16–18pt for chart labels

Make a statement

Complete sentences are easier to read and process.

Keep them short and punchy.

Use active voice.

Limit the amount of text on each slide



7 Use pictures and words together

We planted 350,000 native seedlings last year to rehabilitate mine sites



We planted 350,000 native seedlings last year to rehabilitate mine sites



We need skilled miners and mining engineers



**We need skilled miners
and mining engineers**



We relocated 6000 native snails





**15 billion gallons of
soda are sold each
year in the U.S.**



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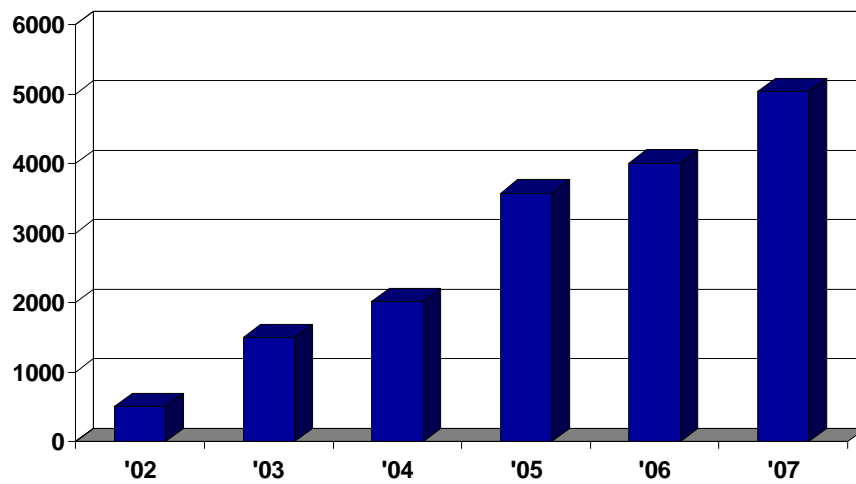


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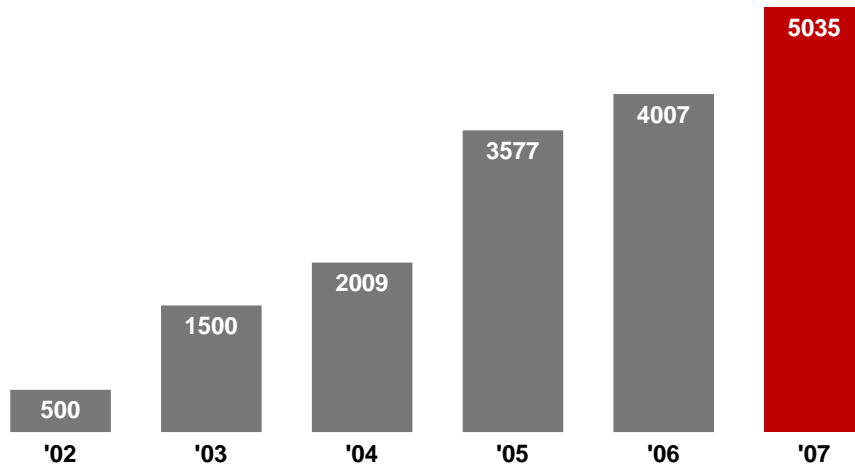


8 Simplify to amplify

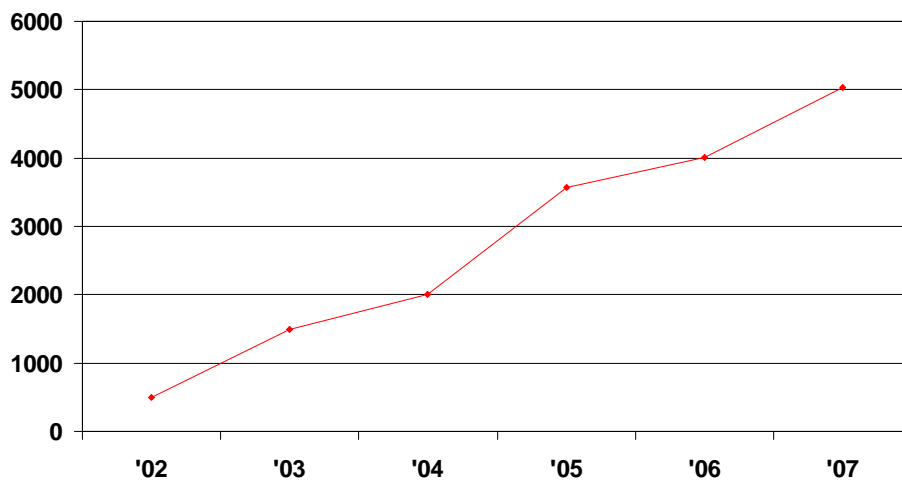
Bar charts



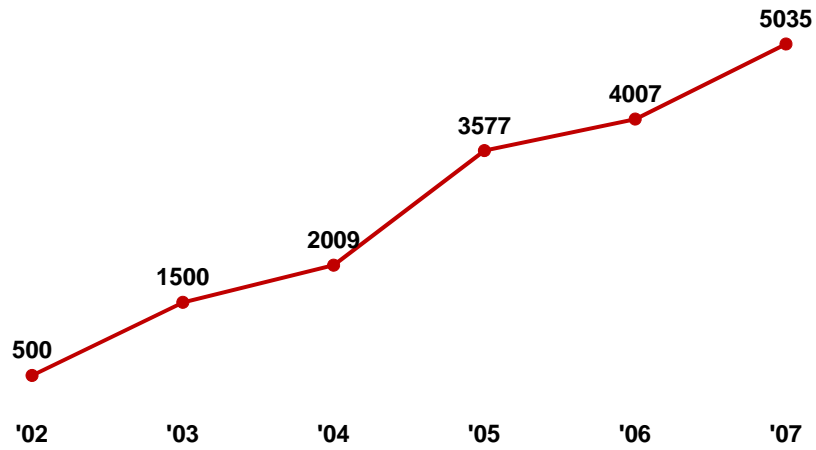
Annual coal production is increasing (000s tonnes)



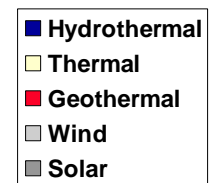
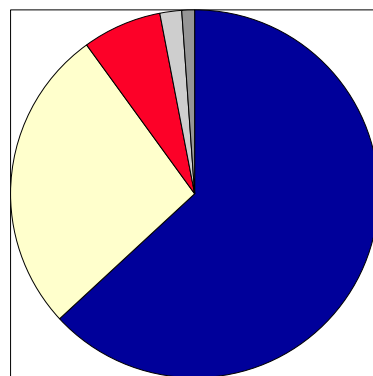
Line charts



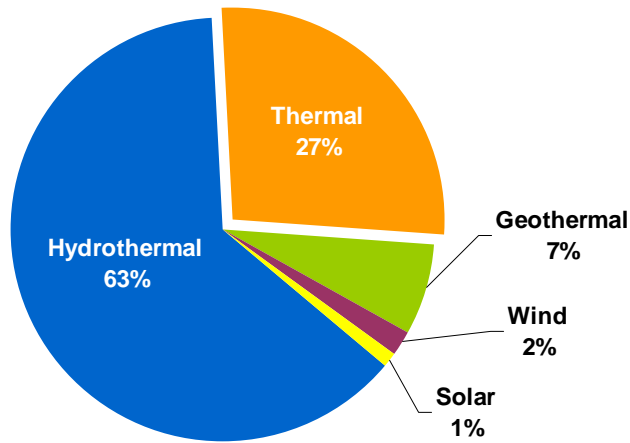
Annual coal production is increasing



Pie charts



Thermal coal provides security of supply



Tables

Product	Month					YTD				
	East	West	North	South	Total	East	West	North	South	Total
Monet 1801	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Monet 1802	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Monet 1803	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Monet 1804	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Monet 1805	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Monet 1806	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Renoir 2800	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Renoir 2810	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Renoir 2820	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Cezanne 3800	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Cezanne 3810	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Cezanne 3820	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Degas 4800	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Degas 4810	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Degas 4820	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Degas 4830	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ETH2	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ETH4	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ETH4	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
BR12-S/T	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
BR12-U	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
BR14-S/T	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
BR18-S/T	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
PR2	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
SYN2	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
SYN4	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ASYN4	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ASYN12	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ENCO-CMP	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ENCO-ENC	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
ENCO-CE	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
PEM	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Software Version 6.0	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
1-Year upgrade licence	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
3DES licence - 1 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
3DES licence - 5 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
3DES licence - 10 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Firewall licence - 1 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Firewall licence - 5 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
Firewall licence - 10 users	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000

Strong growth in top 5 products

1	Nature's Flame pellets for commercial use	+38%
2	Nature's Flame pellets for domestic use	+23%
3	Biogold™ biodiesel B10 for light vehicles	+11%
4	Biogold™ biodiesel B100 for marine vessels	+8%
5	Export steelmaking coal	+5%

9 Use empty space



Red wine is good
for the heart

10 Be present at the delivery

Practise. Deliver.

Check the room.

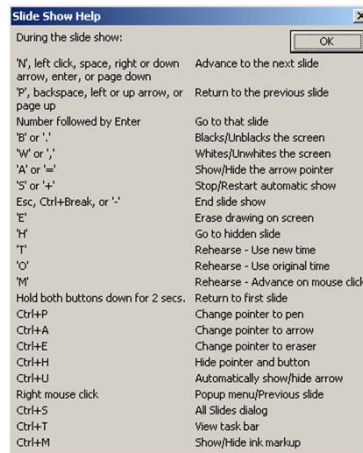
Set up demos ready to go.

Keep the lights on.

Stand in front.

Use a remote.

Use the “B” key



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7. Use pictures and words together
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9. Use empty space
10. Be present at the delivery