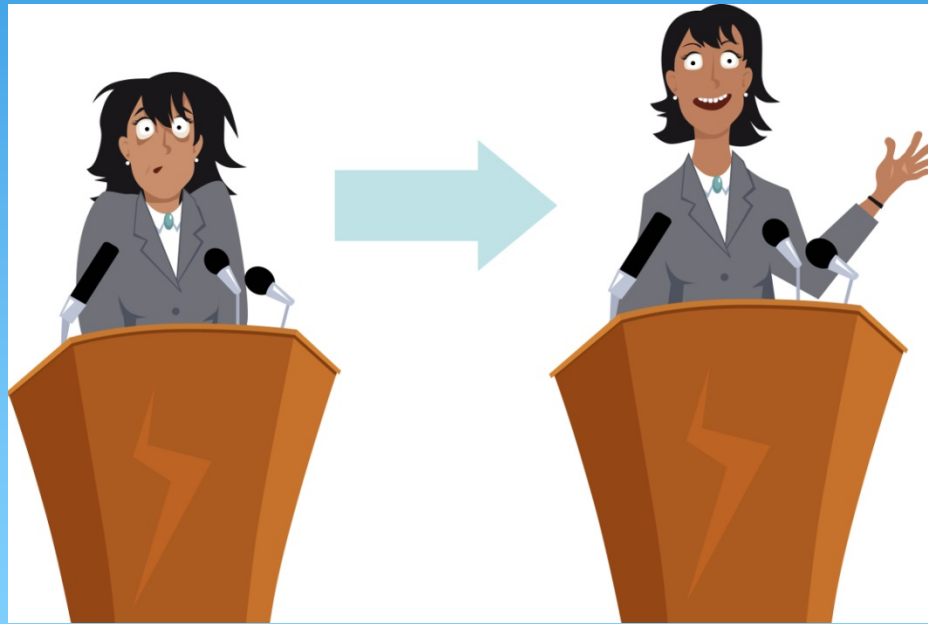


How to Rule Your Presentation (and not let it rule you)



Karen Kohanowich, PhD
Society of Woman Geographers
Washington DC Group

What We'll Cover Today

- * Planning
- * Topic and Content
- * Power Point
- * The Jitters
- * Podium “Don’t’s”
- * Story mapping

PlanningPlanningPlanning

1. *Why?* Message
2. *Who?* Audience
3. *How?* Logistics
4. *What?* The Talk

WHY am I doing this? What is my Message?

- * Information
- * Entertainment
- * Persuasion (Sales or Cause)
- * Examination

WHO is My Audience?

- * Level of knowledge of topic
- * Familiar to you or not
- * Age, background, experience
- * What are THEY expecting?

How: Logistics



- * How much time do I have? How will I deal with questions?
- * How big is the room? Will it be full? Where will I stand?
- * How do I project my presentation? Do I need my own computer? Will my presentation work on the host computer?
- * What else do I need? (Laser pointer, water, props)

NOW Define (and Refine) Your Topic

- * **Start at the end first:** What 3 things do you want to leave the audience with?
- * **Storyline:** Imagine you're in the audience
- * **Outline:** How will you get them there?
- * **Accurate title:** Especially if at a conference
- * **Timing:** Important!

You don't have to include everything you know



“I’ve still got 37 more slides to go!”

To PowerPoint

or Not to PowerPoint

- * Personal Preference and Experience
- * PowerPoint as a Brainstorm Tool
 - * Outline
 - * Photos, cartoons
 - * Notes section
- * Should be a sideshow to YOU



PowerPoint Essentials

- * Simple background
- * Short phrases - NO LONG SENTENCES
- * Use pictures to relay concepts *
- * Limit complex graphs
- * Timing: < 1 slide/min

DOUBLE CHECK YOUR WORK

- * Ensure slides are in focus, readable
- * Use consistent fonts, title styles
- * Check spelling, grammar



* <http://magnetmagazine.com/2014/05/03/from-the-desk-of-stone-jack-jones-the-joy-of-skipping-stones/>

Having Fun With PowerPoint



* Useful short cuts

- * 'Ctrl-D' for copy/paste
- * Arrange: 'align/distribute'
- * Group
- * Bring to front/back

* Complexity:

- * Videos
- * Hyperlinks
- * Fly-ins, sounds, transitions

The Jitters

Practice

Practice Practice

1. Print a notes copy
2. Read to yourself first: *Transitions* and timing
3. Practice in front of a mirror with a timer
4. Practice in front of a supportive friend/colleague

Arrive Early

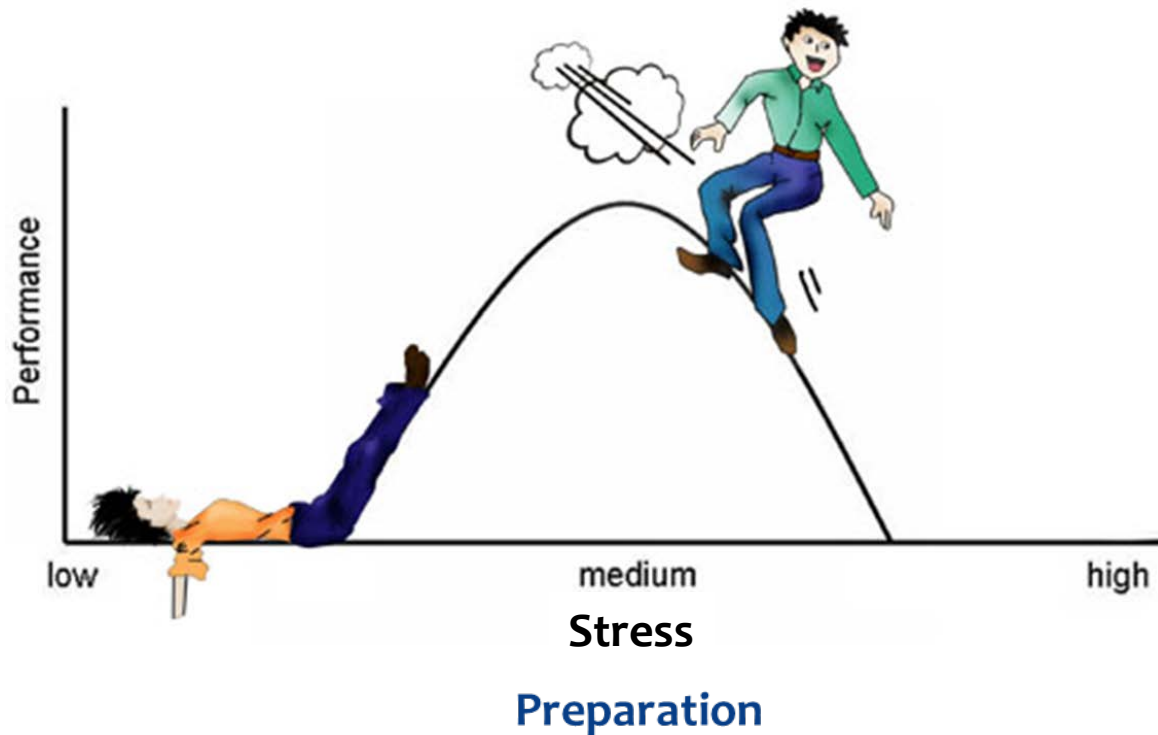
- * Test equipment, get used to the stage
- * Meet hosts, early guests if possible

Positive Thinking

- * Focus on what you're talking about
- * Know the audience is rooting FOR you



Yerkes-Dodson Law



Presentation Don't's

DO NOT:

- * Read the words on the slide!
- * Wave your laser pointer around
- * Overly focus on yourself
 - * (i.e., “I just adore cat videos”)
- * Jingle change in pockets

How to Make a Good Presentation Even Better

- * Focus on your audience's needs
- * Keep it simple: concentrate on your core message
- * Make eye contact with your audience
- * Let your passion in the topic show (but not exceedingly)
- * Start strongly
- * Humor – consider carefully
- * Use your voice and body effectively

Relax, Breathe, Enjoy

Use Other Resources!

- * Slideshare: “Effective Use of Power Point as a Presentation Tool”
 - * <https://www.slideshare.net/ronamarie07/effective-use-of-powerpoint-as-a-presentation-tool-16423249>
 - * <http://slideplayer.com/slide/4058825/>
- * Google: “How to Make a Good Presentation”

Story Mapping

- * Multi-Media presentation platform
- * Online Only



Environmental Systems
Research Institute



Women in GIS

Thank You!

