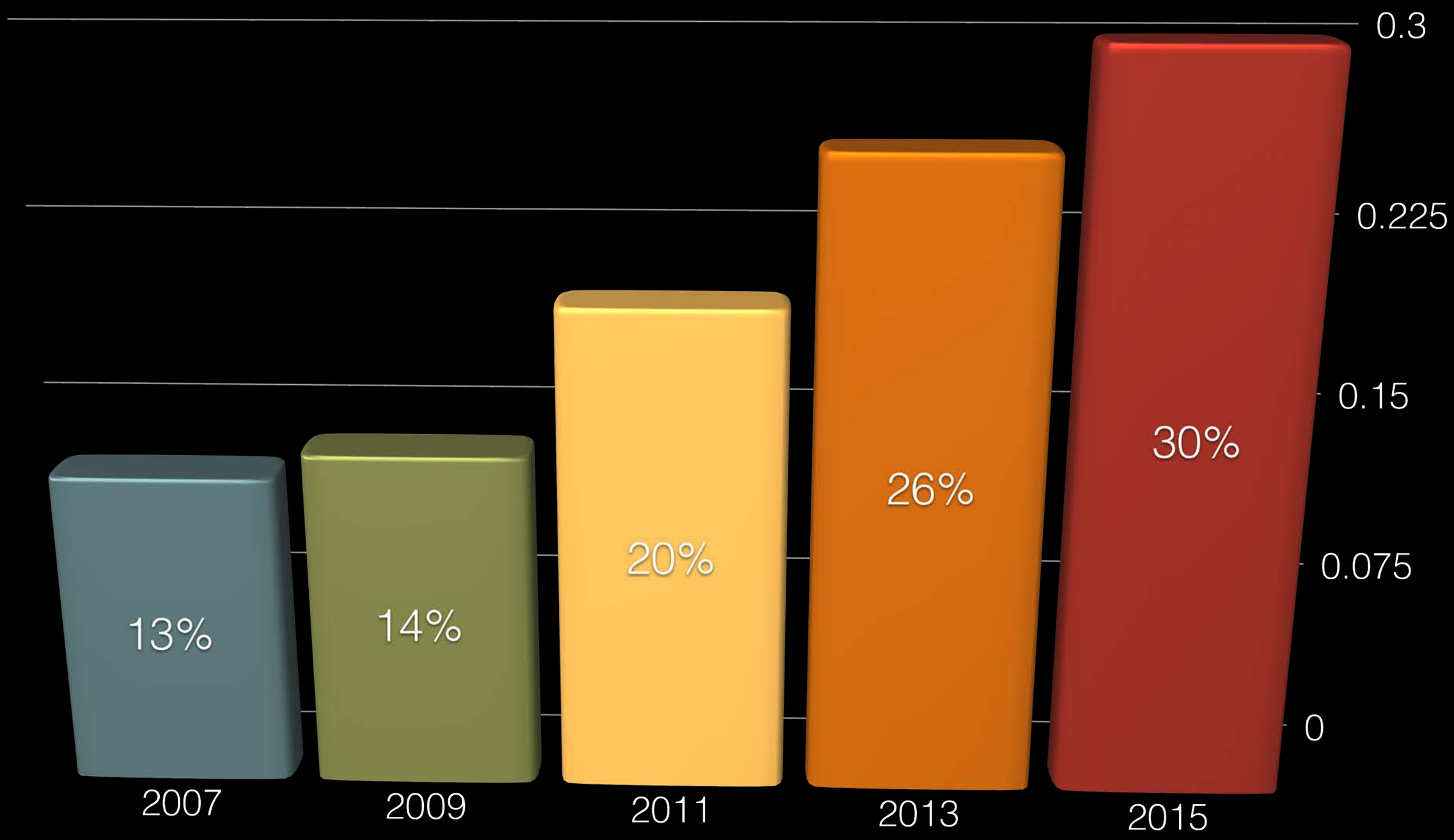
Impacting Your Audience

Results of the 2015 Annoying Powerpoint Survey

Dave Paradi

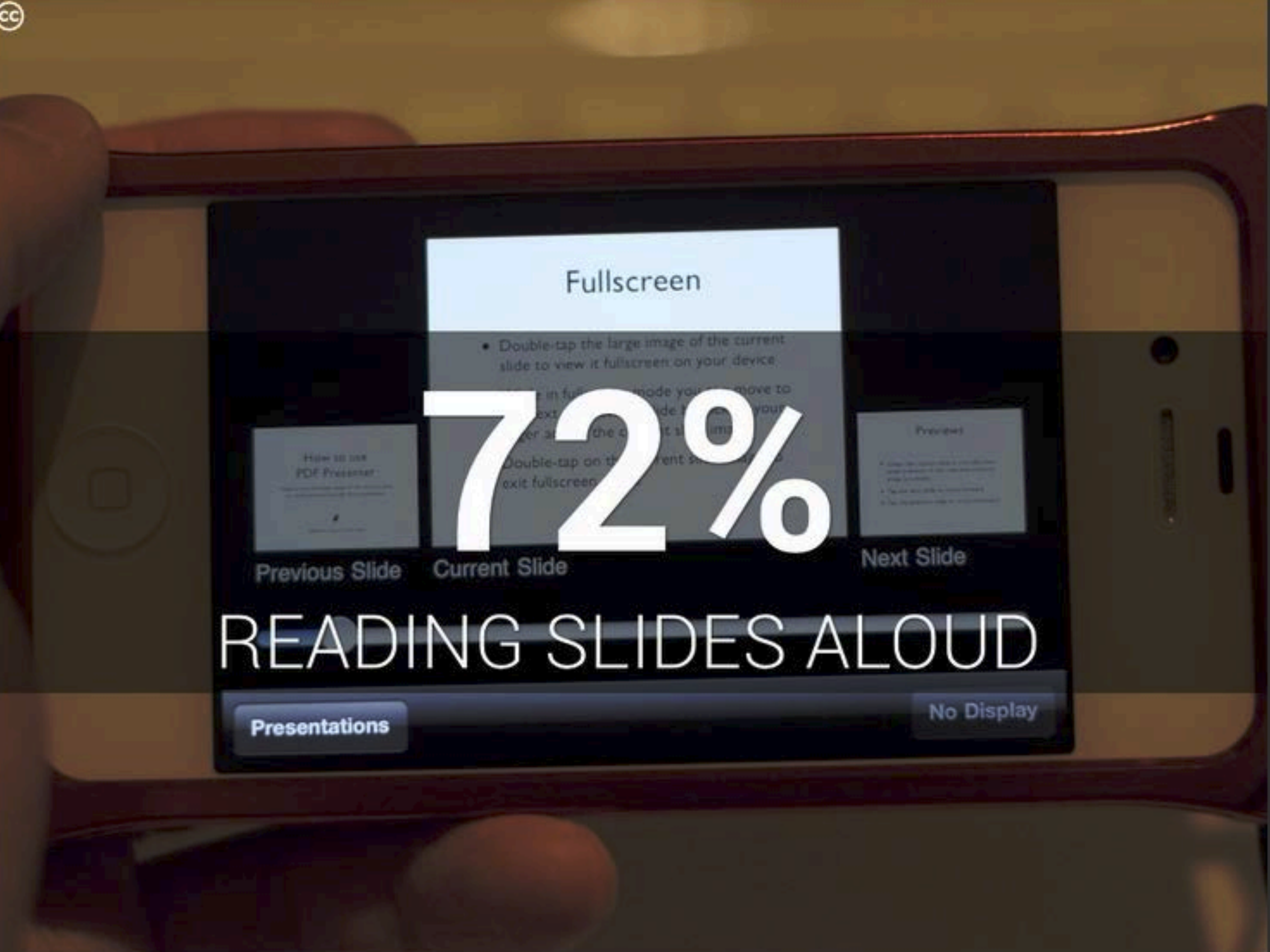
Respondents Who See One Powerpoint/Day



Most meetings include a Presentation

Reports/Studies are being replaced by Presentations

Top Annoyances


Fullscreen
Double-tap the large image of the current slide to view it fullscreen on your device
72%
Previous Slide
Current Slide
Next Slide
READING SLIDES ALOUD
Presentations
No Display

50.6%

TEXT TOO SMALL TO READ

48.4%

FULL SENTENCES INSTEAD OF BULLET POINTS

ent

Exter
Environm

Complex Adaptive Behavior

Info Out

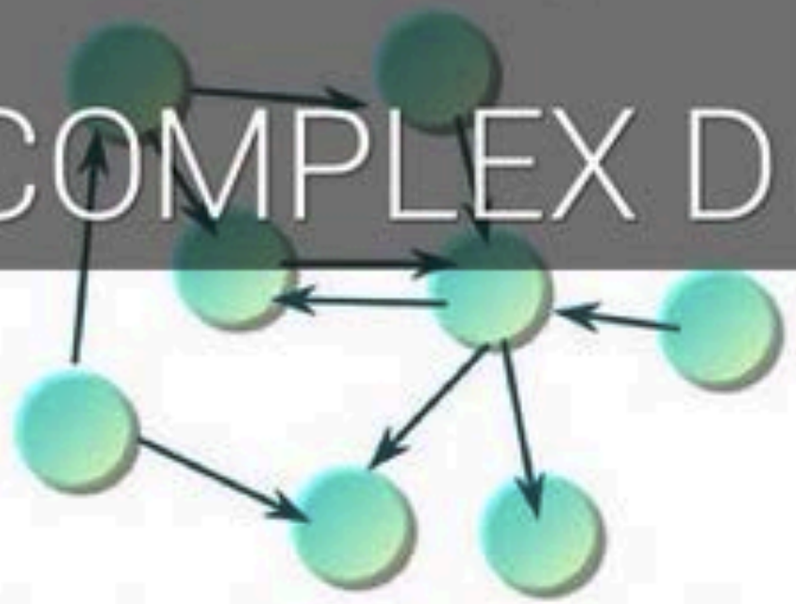
Info In

Positive Feedback
(Amplifying)

Negative Feedback
(Dampening)

30.8%

OVERLY COMPLEX DIAGRAMS



Info In

Info Out

Simple Self-Organized
Local Relationships

Changi
Extern

MORE THAN HALF OF PEOPLE

FEEL THAT MORE THAN HALF OF PPTs ARE ANNOYING

Words Most Commonly Associated w/ Powerpoint

Boring

Long

Death

AS PRESENTATIONS BECOME MORE POPULAR,
AUDIENCE EXPECTATIONS ARE INCREASING

Slide Design/Planning Matters

Visuals Matter

HUMANS PROCESS IMAGES
60,000X FASTER
THAN WORDS.

WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.

Audience

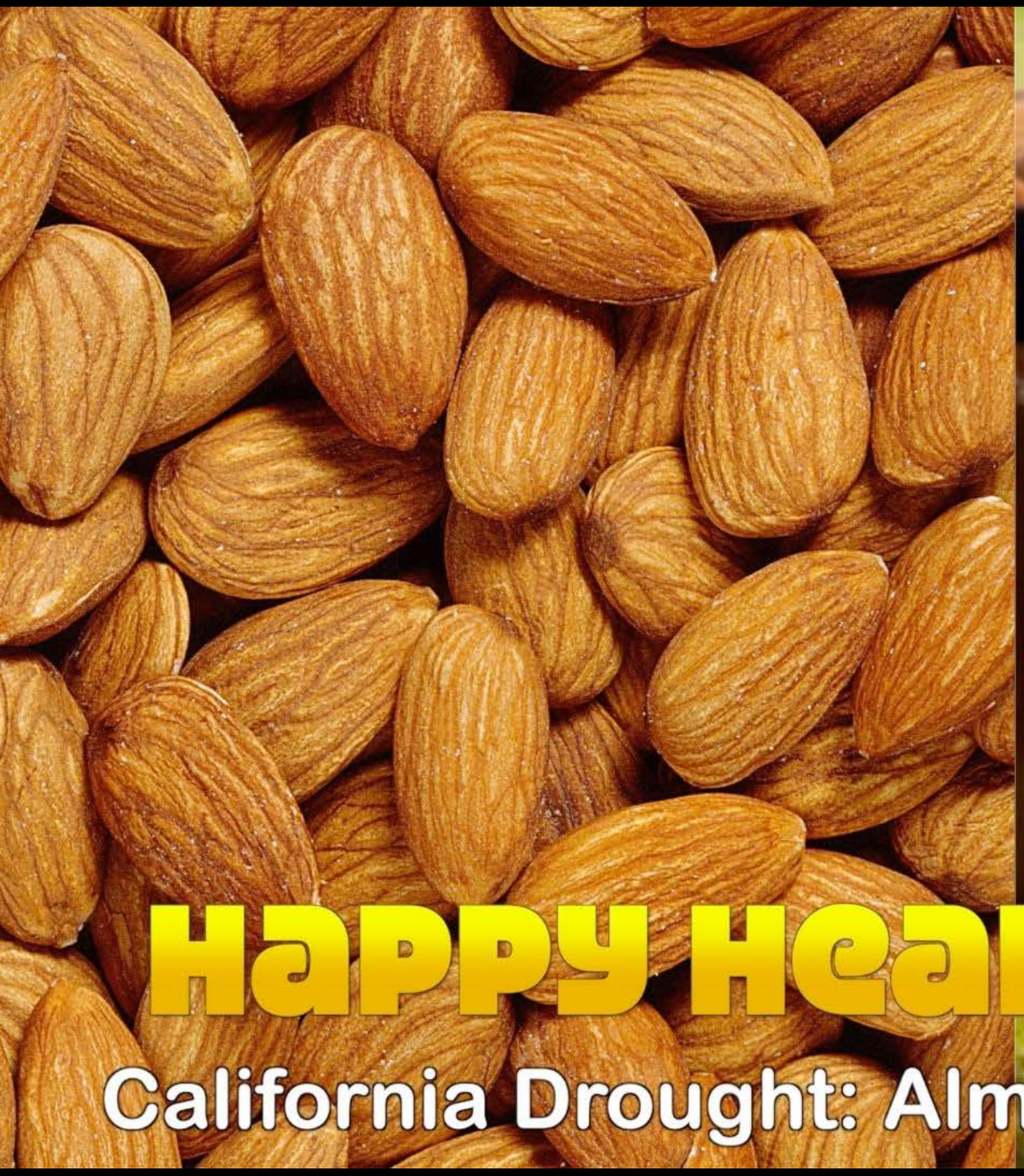
Impact Rules

Rule 1: Dont let someone else tell your story

INSIDE
edition

NO
LIFEGUARD
ON DUTY
NO DOGS
ON BEACH
© EPA

The California Drought Campaign?



HAPPY HEALTHY VEGAN

California Drought: Almonds Or Meat's Fault?

Has the story improved?

San Francisco

Southern California

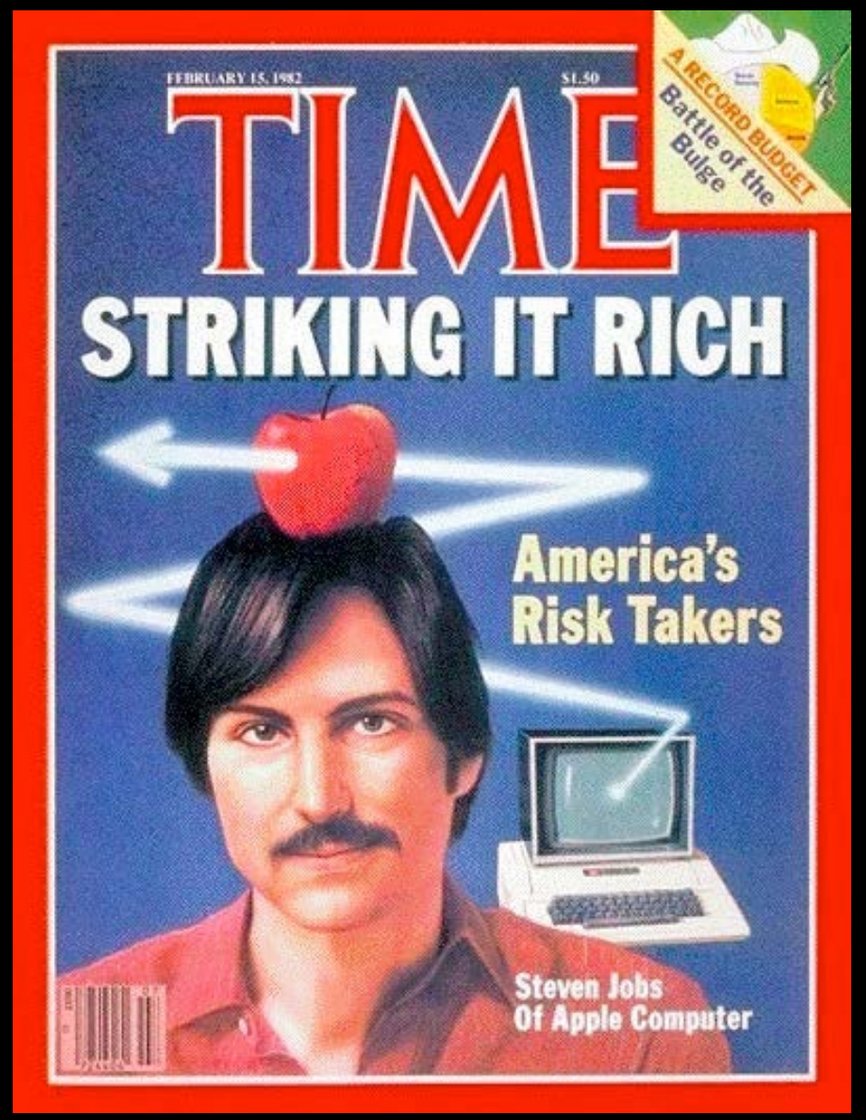
Los Angeles

SERIOUS DROUGHT
HELP SAVE WATER
EXIT
131
Caltrans
HIGHWAY IMPR
YEAR OF COMPLE
FEDERAL HIGHWAY
STATE HIGHW

Rule #2: Know your audience(s)

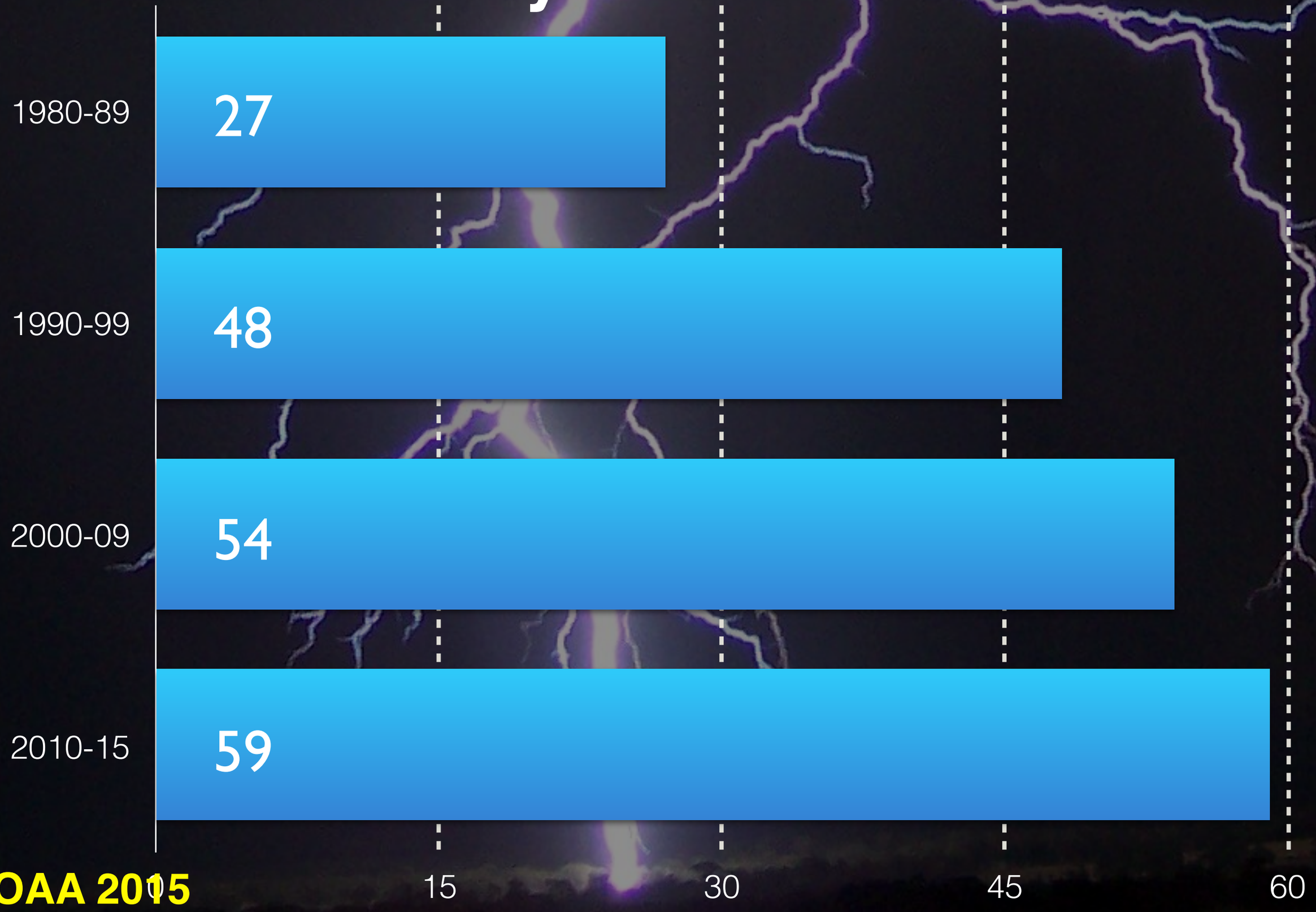
People retain information differently

From 1980-1989



27 extreme weather events costing over $1 billion

Extreme Weather Events Over $1 Billion by Decade



NOAA 2015

Snow Storm: East Aurora, NY

Audience

Segmentation

APOLLO 11

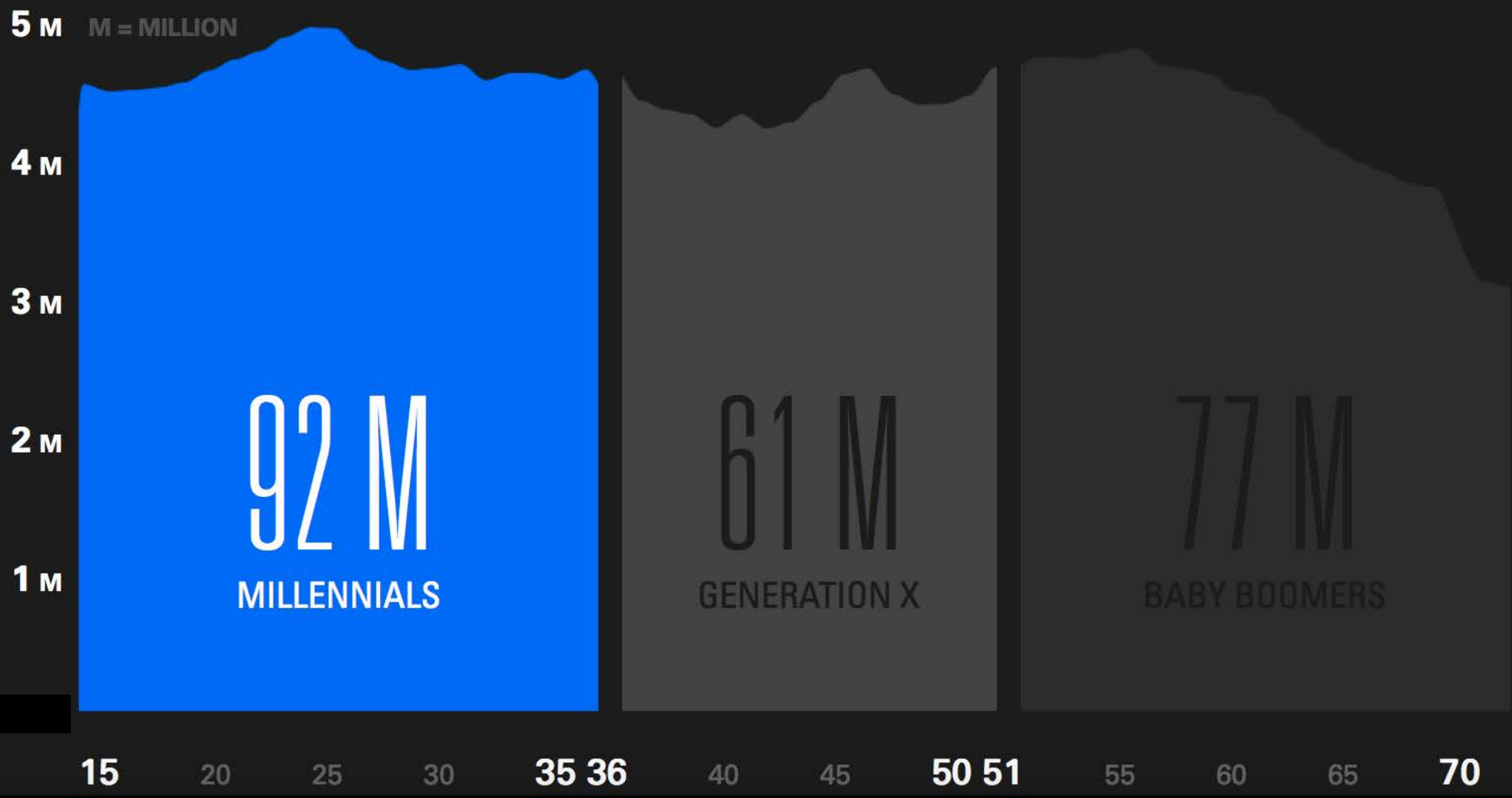
NASA
Canon

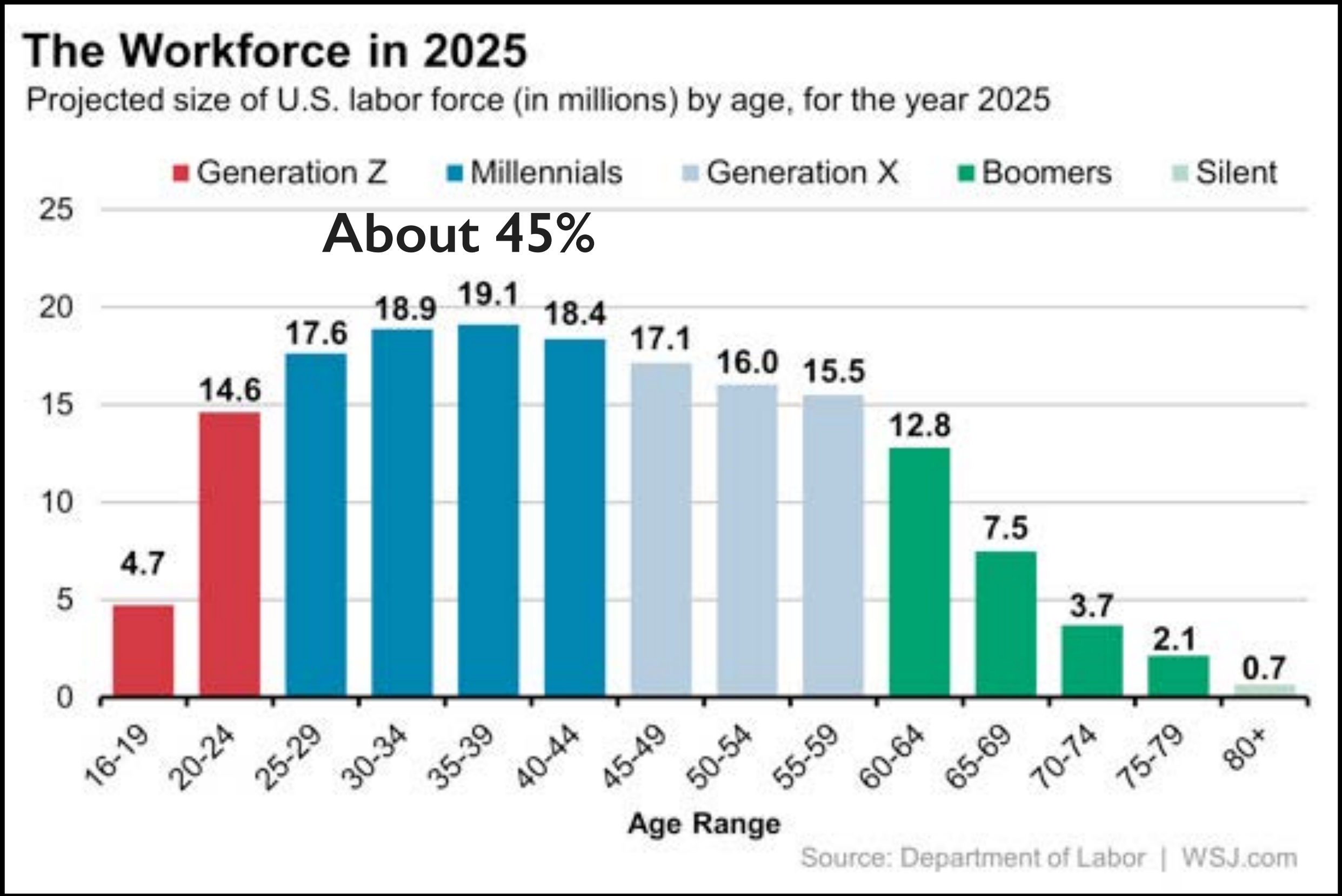
What about millennials?

Who Are the Millenials?

The Millennial generation is the biggest in US history—even bigger than the Baby Boom.

Goldman Sachs



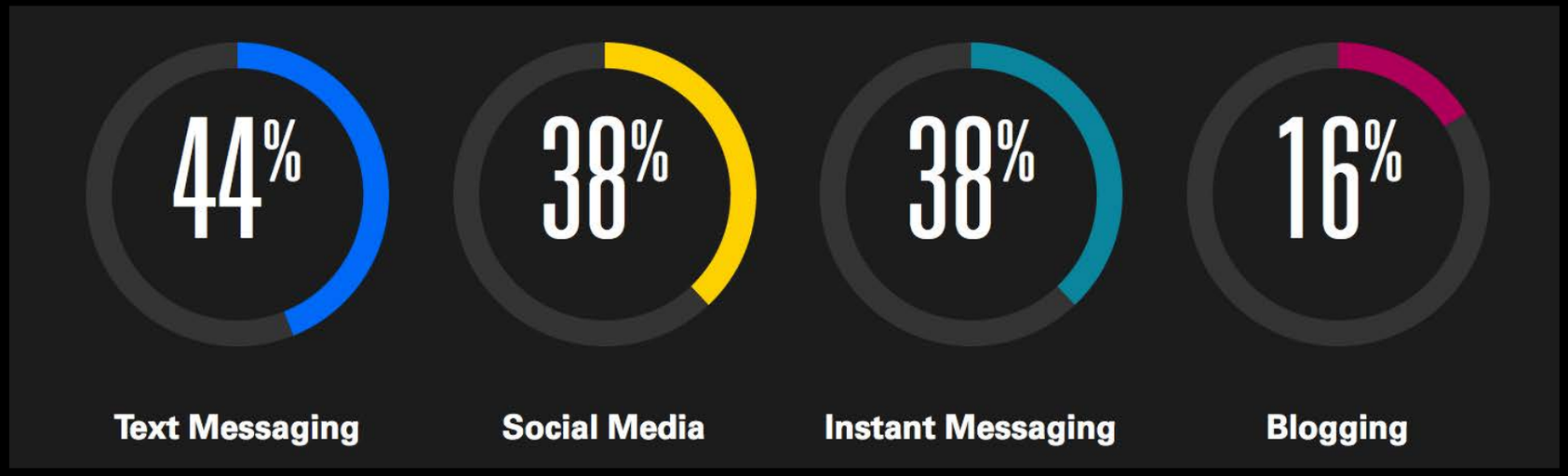

The Workforce in 2025
Projected size of U.S. labor force (in millions) by age, for the year 2025
Generation Z
Millennials
Generation X
Boomers
Silent
About 45%
25
20
15
10
5
0
4.7
14.6
17.6
18.9
19.1
18.4
17.1
16.0
15.5
12.8
7.5
3.7
2.1
0.7
16-19
20-24
25-29
30-34
35-39
40-44
45-49
50-54
55-59
60-64
65-69
70-74
75-79
80+
Age Range
Source: Department of Labor | WSJ.com

When Millennials were asked:

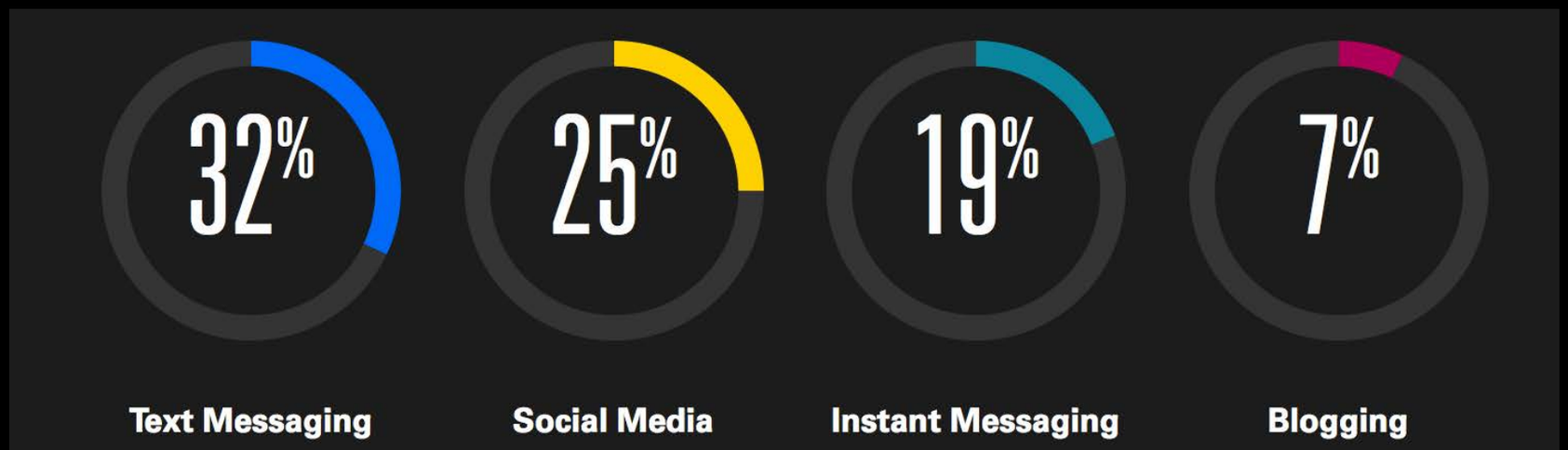
How do you communicate with others about ideas, services or products?

Goldman Sachs

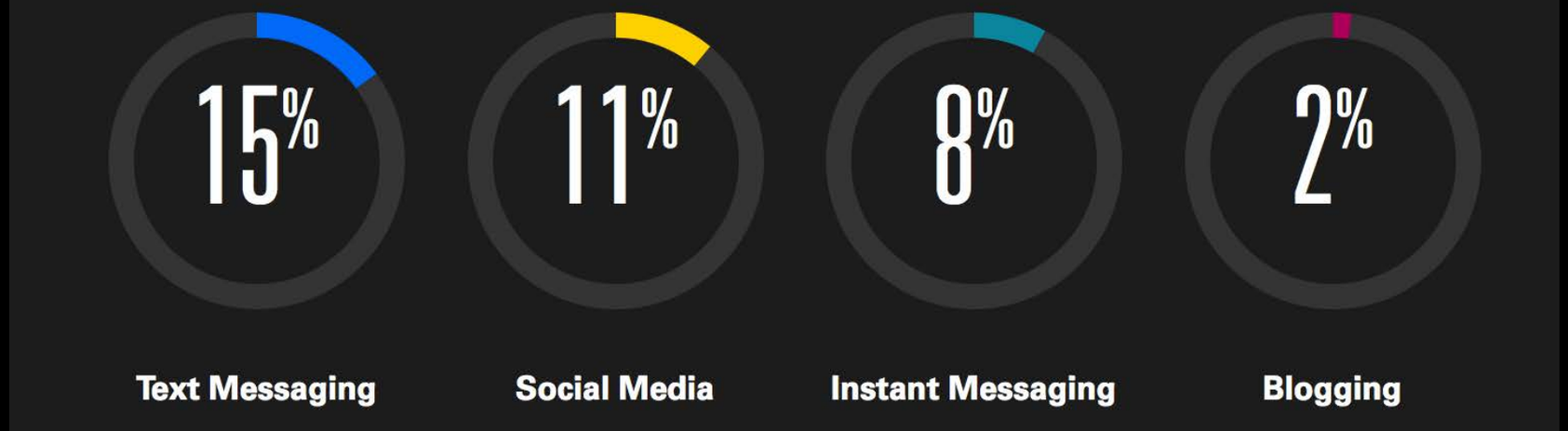
Millennials

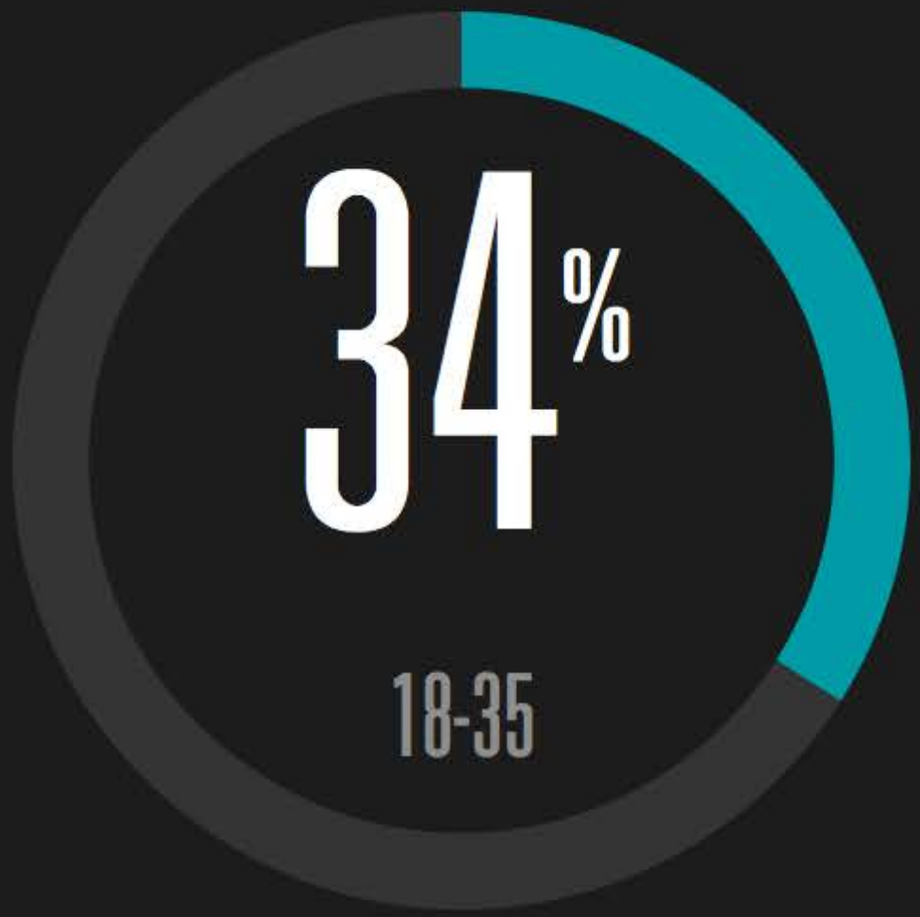


Gen X



Boomers





"When a brand uses social media, I like that brand more"

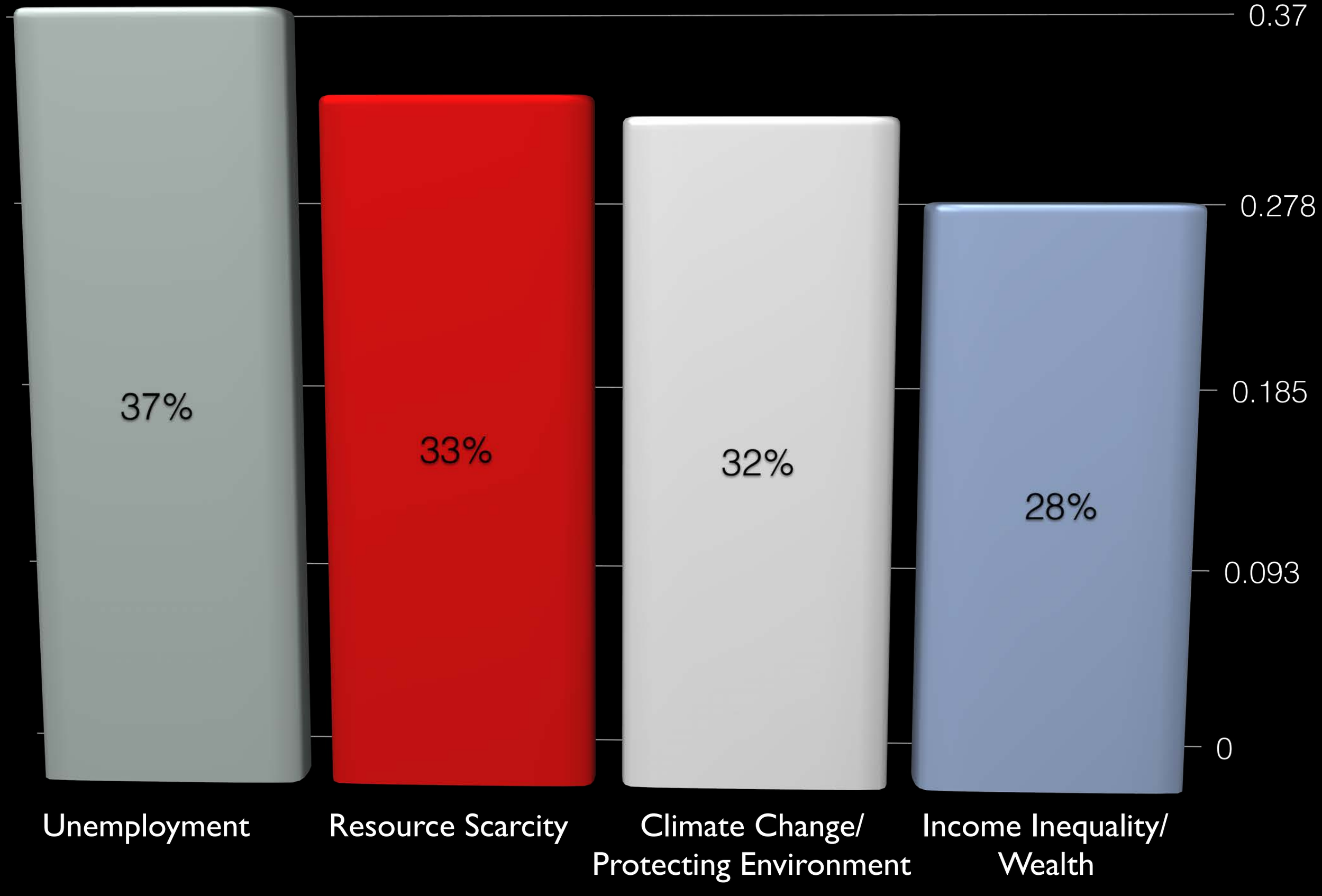
Source: Association of National Advertisers, Barkley, SMG, BCG

55% of millennials watch video several times a day

The good news

Top Challenges - 5-10 Years

Deloitte Millennial Survey



The bad news

Impact of Government & Business on Top Challenges

Deloitte Millennial Survey

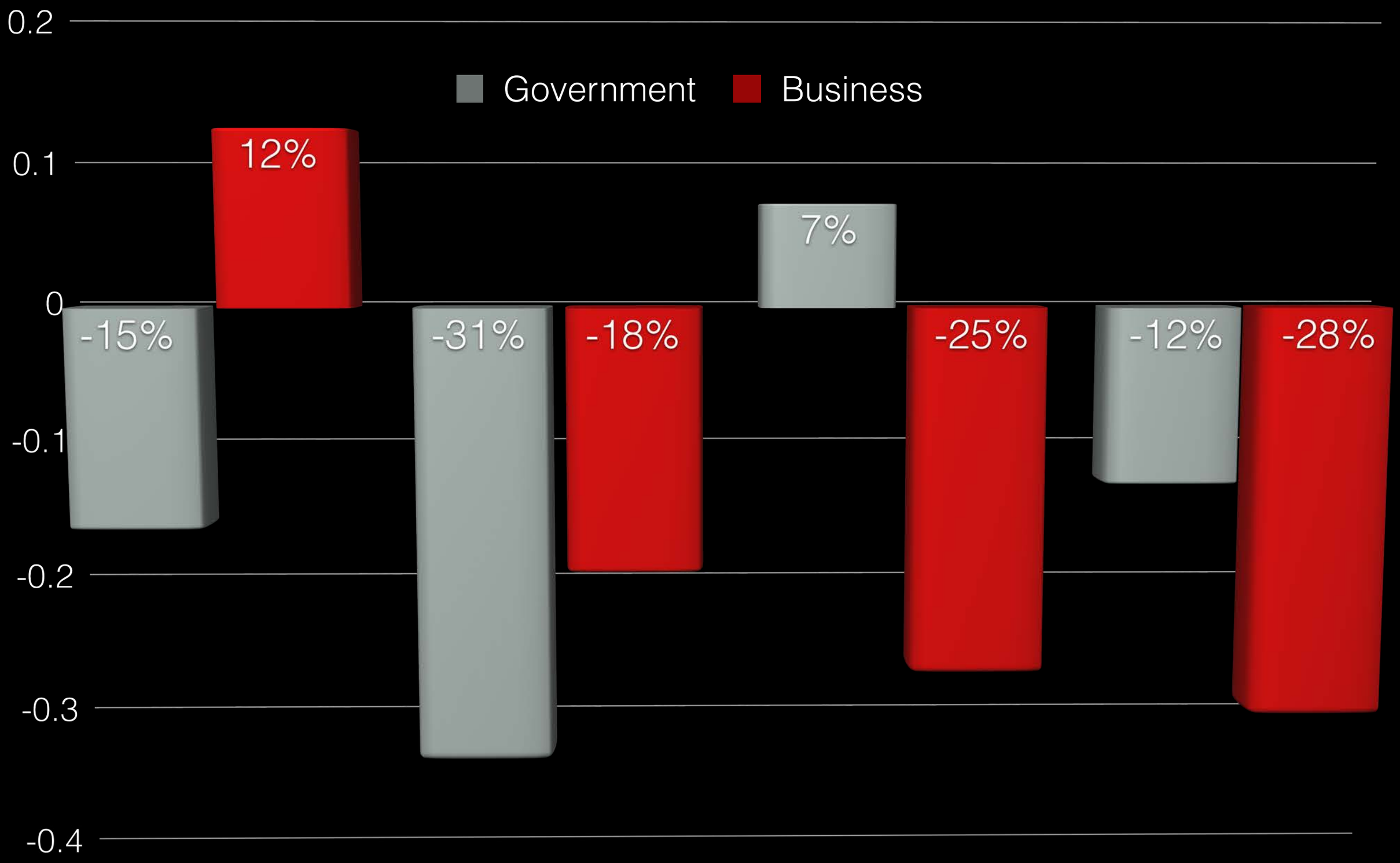


Figure 4

IMPACT OF BUSINESS AND GOVERNMENT ON SOCIETY'S CHALLENGES

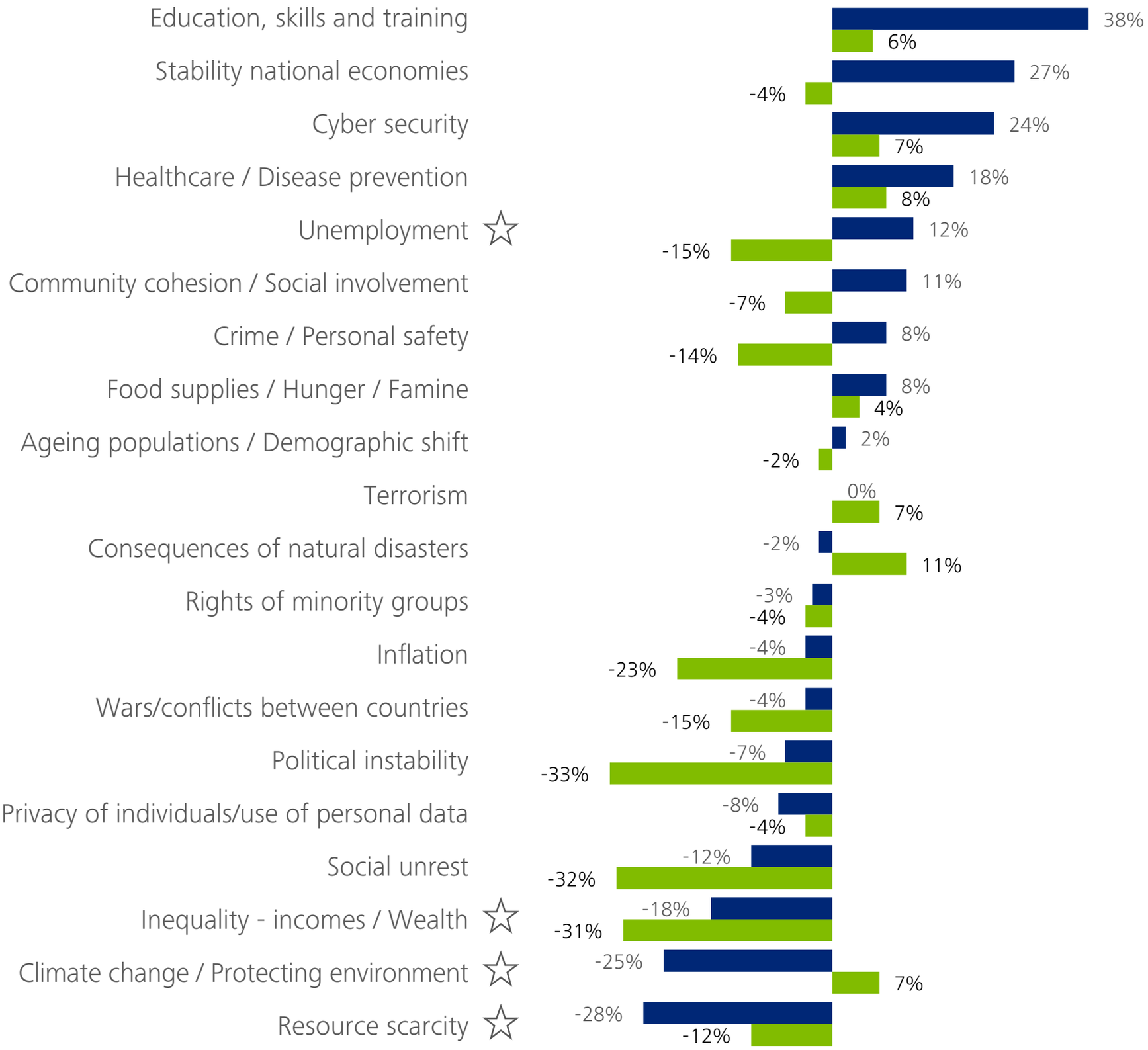
NET POSITIVE OR NEGATIVE IMPACT*

Business

Government

☆ Top-rated challenge

Net Impact = percentage responding "positive impact" minus percentage responding "negative impact"



*Of those who consider each challenge to be among the most important facing society.

Rule #3: Fit your message to your audience(s)

The Bad

HealthyAirLiving.com

San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT

We're The Solution

RIDE THE BUS

HEALTHY AIR LIVING

HealthyAirLiving.com

San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT

We're The Solution

CARPOOL

HEALTHY AIR LIVING

The Better

WITHOUT AN EMERGENCY PLAN
YOUR BUSINESS CAN END UP HERE.
Ready.gov/business

You never know when the day before is the day before.

Ad Council FEMA

Ready.gov/today

Ready

The Good

NO WATER
SUCKS!
ROXY
40
SAVE YOUR LOGO
NO WATER
SUCKS!

IF YOUR BOYFRIEND WERE TEXAS, WOULD YOU STILL LITTER?
dontmesswithtexas.org
Don't mess with Texas.

Brunette Hair

Blonde Hair

IF YOUR MOTHER WERE TEXAS, WOULD YOU STILL LITTER?
Don't mess with Texas.
dontmesswithtexas.org

YOUR LOCAL COAL BURNING
POWER PLANT HAS A NEW FILTER.

HIS NAME IS DANNY.

Pollution from coal-fired power plants is making our kids sick—1 in 10 already suffer from asthma. Our kids deserve better than a city with smog-filled summers. Tell President Obama to stand up to polluters. **Text COAL to 69866** to take action for cleaner air. **sierraclub.org/coal**

SIERRA CLUB
FOUNDED 1892

BILLIONS OF LITRES OF POLLUTION ARE
FLUSHED INTO OUR OCEANS EVERY DAY.
HELP US TURN THE TIDE
www.surfrider.org.au/drain
facebook.com/pages/Surfrider-Chemical-Surfer/347303000003
Surfrider
Foundation.

Fecal coliform bacteria machine

The ingredients of dog waste are harmful to children

Scoop the poop, bag it, and place it in the trash

Clean yards. Clean streams. (And clean shoes!)

101 REASONS TO PICK UP PET WASTE: NUMBER 7

Marketing jobs in Seattle

Dog Doogity Seattle Video

More family oriented in Wichita

Dog Doogity Wichita Video

Rule #4:
Problem/Action
structure

Problem

Action

Problem

Action

KEEP YOUR BUTTS *in* THE VEHICLE AT ALL TIMES

Texas Department of Transportation®

Don't mess with Texas® is a registered trademark owned by the Texas Department of Transportation.

Problem →

Action →

WHAT IF IT HAPPENED HERE?
Offshore drilling is dirty and dangerous. One year ago, the BP Deepwater Horizon disaster took 11 lives and destroyed the livelihoods of many Gulf of Mexico residents. Thousands of marine animals were killed and many more harmed. We must prevent future oil and gas disasters by making the transition from offshore drilling to clean energy. Learn how we can shift to the energy of tomorrow at:
STOPTHEDRILL.ORG
OCEANA

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STOPTHEDRILL.ORG

OCEANA

THEY WANT TO SCARE US

—

WE WILL BE UNAFRAID

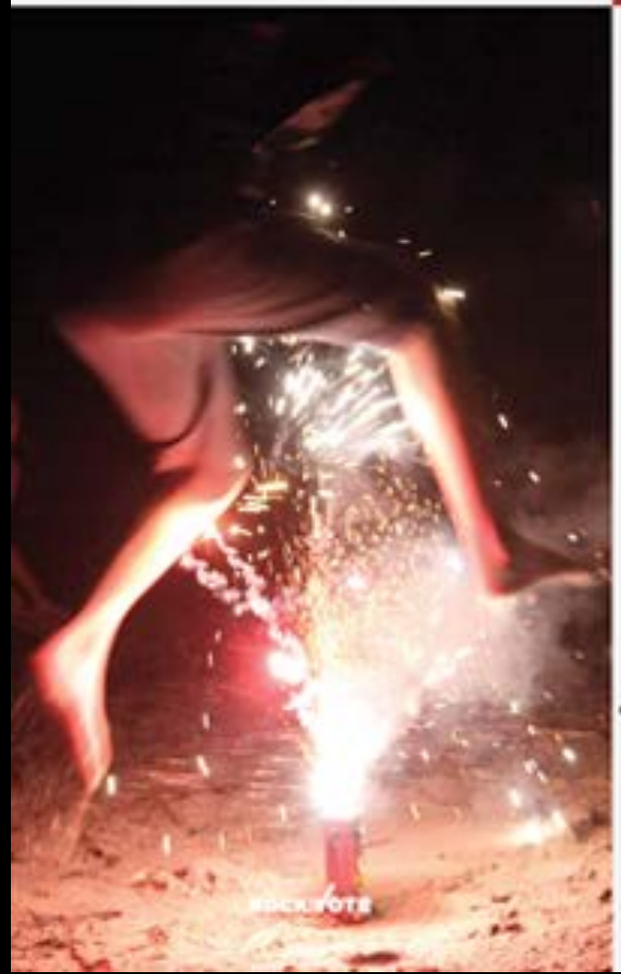
ROCKTHEVOTE.COM

THEY WANT US TO MOVE ON

—

WE WILL STAND OUR GROUND

ROCKTHEVOTE.COM



THEY WANT US TO PANIC

—

WE WILL ORGANIZE

ROCKTHEVOTE.COM

THEY WANT TO SILENCE US

—

WE WILL BE HEARD

ROCKTHEVOTE.COM

PREPARING TODAY REDUCES THE CONSEQUENCES OF A DISASTER TOMORROW. VISIT READY.GOV
FEMA
Ad Council
42

PREPARING TODAY REDUCES THE CONSEQUENCES OF A DISASTER TOMOROW. VISIT READY.GOV

FEMA

Ad Council

PREPARING TODAY REDUCES THE CONSEQUENCES OF A DISASTER TOMORROW VISIT READY.GOV
FEMA
Ad Council

PREPARARSE HOY REDUCE LOS EFECTOS DE UN DESASTRE MAÑANA.

Listo

LISTO.GOV

Ad Council

1-888-SE-LISTO

FEMA

Problem/Action in a Texas Song

Don’t Mess with Texas Song

Group Exercise

Develop a community message campaign (using problem/action structure) for one of the following situations. You want your community to:

Save water for a reason of your choice

Prevent waste/litter or pollutant of your choice

Plan for a disaster of your choice

Target 2 community segments: millennials and baby boomers. How will you reach each segment? What language, visuals, videos and/or music will you use?