Powerful Presentations

Question: Ever experienced a terrible presentation? 100‘s of slides?

Death by Powerpoint

Make a list

In chronological order

List (4 - 5) things you think about when starting to prepare a presentation

Take 2 minutes and make a list .....
(Ask what people put first) It does make a difference.) See next slide

Getting Started

1. Who's the Audience?

2. What is important to them?

3. Top 3-4 things you want them to remember?

4. What do you want them to do?

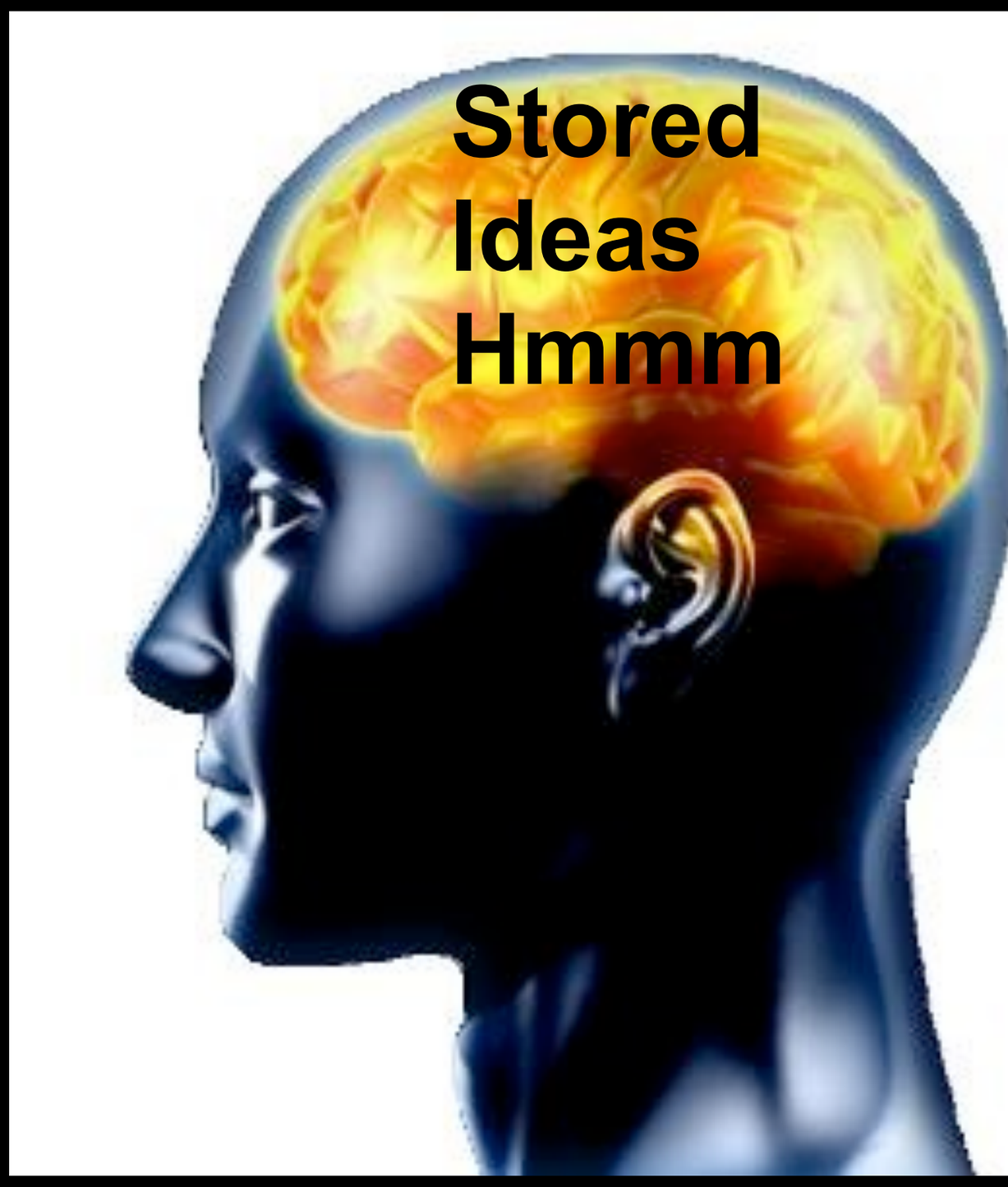
If you chose what message do we want to convey = first it may be out of place.

Starting with your message places the initial focus on your material -- Not where it actually belongs: On the audience.

B
A

Change people's minds by figuring out what's important to them

Present your case on their terms



Build on what they know and believe

Be ready for an ambush

What do you want them to feel or do?

APOLLO 11

USTREAM

Different emotions

No excuses? or Creativity or entrepreneurial

He went to the library and found a design for a wind turbine in a popular science magazine. Then he built it and eventually provided electricity to his family's home and to the rest of his village.

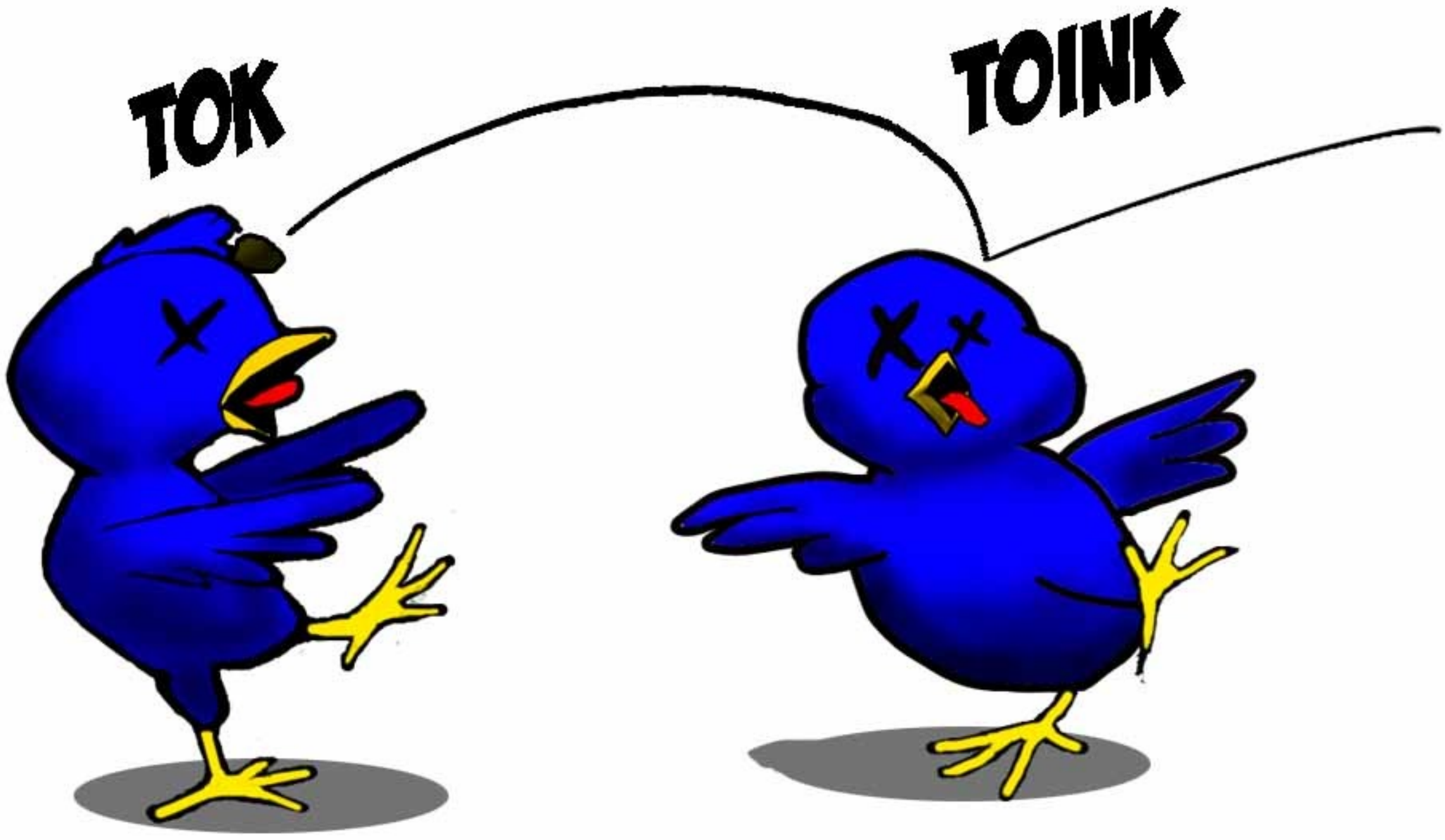
DESCRIPTION: Photo of William Kamkwamba on top of the wind turbine he built from salvaged parts

Beyond the Box

Beyond the Box

With a black background you can get more “real estate” for bigger text and larger pictures

Don’t create a Slideument



Don’t try to kill two birds with one stone. Hand out of slides only is too text heavy and does not give the key points. Brief handout of key points better.

DOMINICAN UNIVERSITY of CALIFORNIA

greenMBA

SCHOOL OF BUSINESS & LEADERSHIP

Stormwater

Background

- Municipal Separate Storm Sewer Systems (MS4)
  - Increased requirements
- Limited SRF funds available to address needs
- EPA priority

Stormwater Facts

Increased Requirements Municipal Separate Storm Sewer Systems (MS4)

Limited SRF funds

EPA priority

Same Information on this layout
When you design slides with a black background, however, the projector puts nothing on the screen except the images and text you choose. This allows you to create slides with no apparent borders while focusing the viewer's attention precisely where you want it.

Since the logo consumes space without adding any new information, it has been deleted. (If the audience does not know what organization is presenting to them, you are already in a deeper hole than any logo can fill). Most dramatic of all, by switching to a black background, the text and image become the only items on the screen, and eyes will naturally gravitate to them.

Note you can conform to color branding a color palettes on some slides

Best Retention and Understanding

Human Process Images 60,000 x FASTER

than Words

We recall information presented as images 6x MORE

easily than text

Don’t tell them

Show them

Alabama

© 2012 AP Photo/The Decatur Daily, Brennen Smith

Illinois

“It’s like farming in Hell.”

Use a quote especially from your region

© 2012 AP Photo/Seth Perlman

Use People

© 2011 AP Photo/Erwin Mascarinas

© 2009 AP Photo/Mark Pardew

* Museum Victoria, “Sam the Koala,” last accessed August 2012. http://museumvictoria.com.au/discoverycentre/infosheets/sam-the-koala/?sortby=likecount

** Tanalee Smith, “Sam the Koala Dies in Surgery After Surviving Australian Wildfire,” *Huffington Post*, August 8, 2009. http://www.huffingtonpost.com/2009/08/06/sam-the-koala-dies-in-sur_n_252628.html

Millstone Nuclear Power Plant

Waterford, Connecticut

On August 12, 2012, one of two reactors was forced to shut down when cooling water from Long Island Sound reached its highest recorded temperatures.

© 2007 Dominion Energy

Melted

Photo © 2012 Phillip Dugaw

© 2013 AP Photo/The Canadian Press, Paul Chiasson

REFERENCES:

* Sophie Cousineau, Justin Giovannetti, and Les Perreaux, “One dead, more fatalities likely after Quebec train explosions, fire,” *The Globe and Mail*, July 7, 2013. http://www.theglobeandmail.com/news/national/massive-explosions-strike-quebec-town-after-train-carrying-oil-derails/article13050578/

** “Canada tightens rail laws after Lac-Megantic crash,” *BBC News*, July 23, 2013. http://www.bbc.co.uk/news/world-us-canada-23429015

ID #1623 - May not be modified or used in presentations that are recorded, streamed, or broadcast.

...

DESCRIPTION: Photo showing the aftermath of the explosion in Lac-Mégantic, Quebec, Canada on July 7, 2013

What Makes Waves?

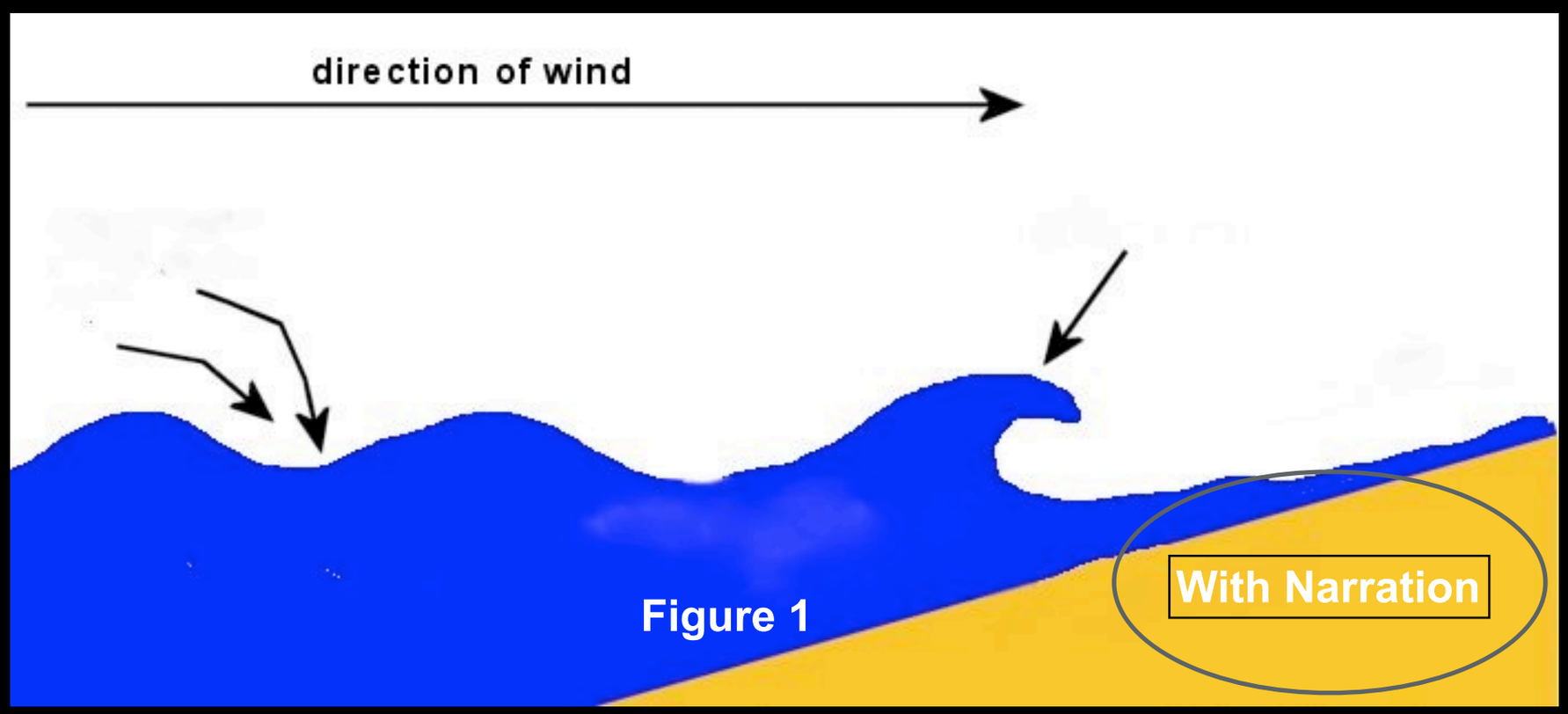


Figure 1

Figure 2

Figure 1 used both auditory and visual input.

What Makes Waves?

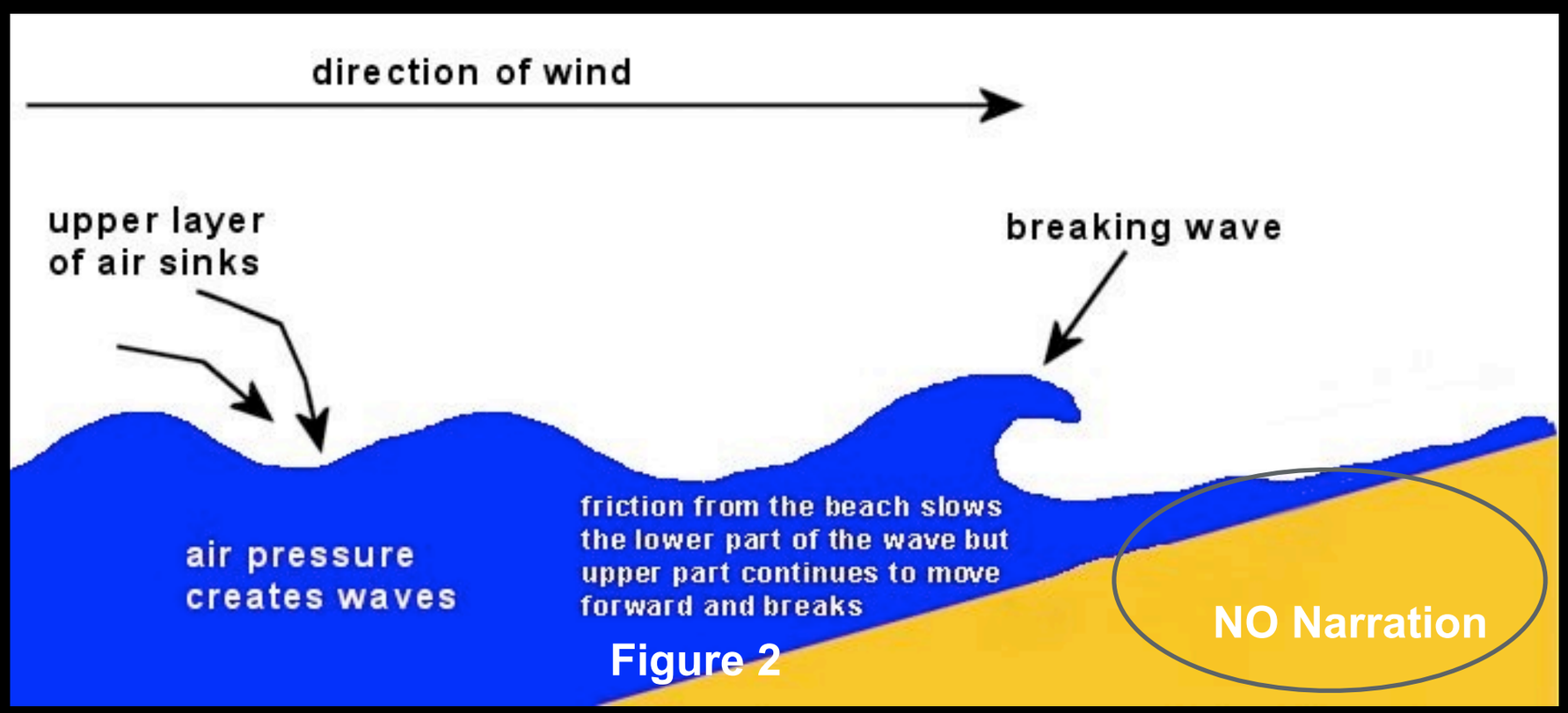


Figure 2

No Narration

Figure 2

Figure 2 have no narration or auditory but has words describing what makes waves. When the visual is overloaded with information it decreases understanding

What Makes Waves?

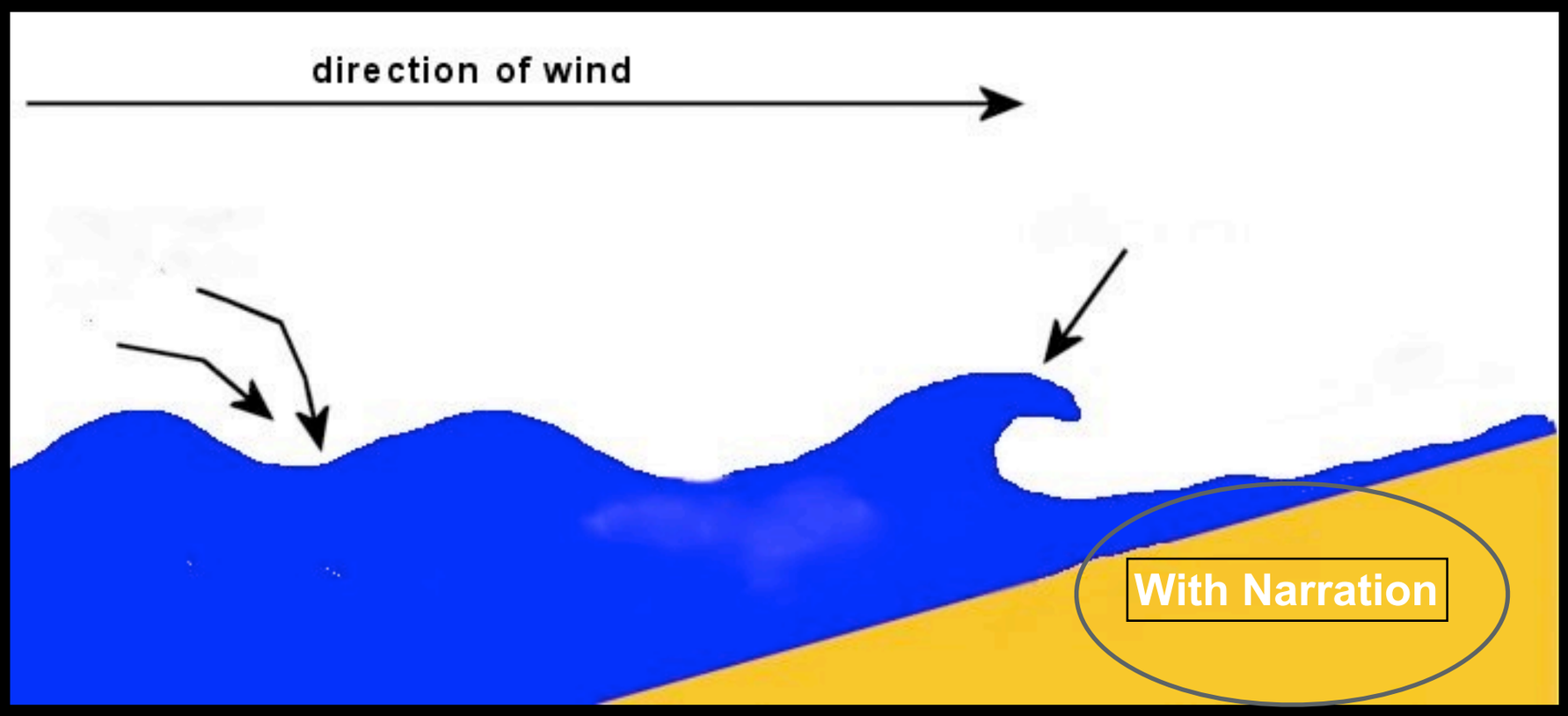


Figure 1

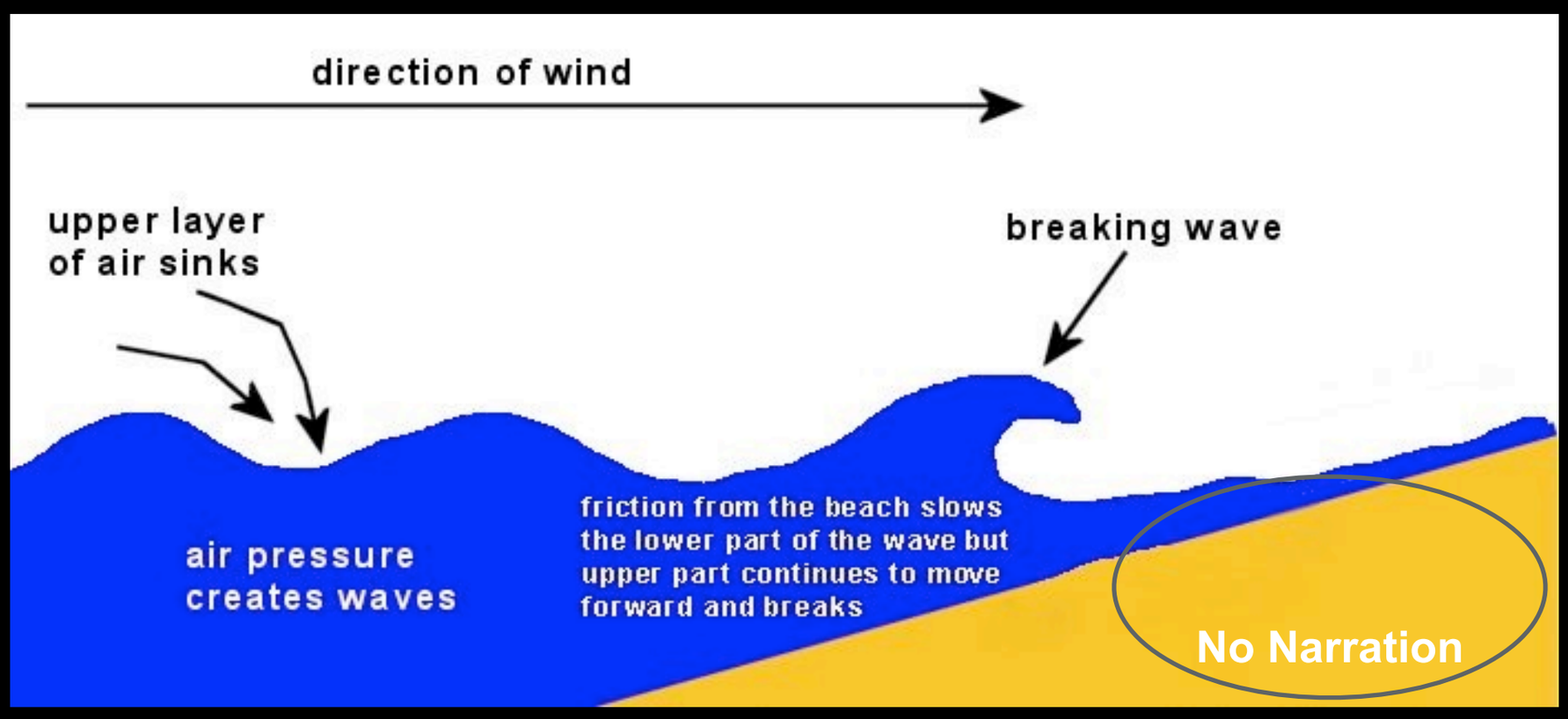


Figure 2

Which is best.
Figure 1 used both auditory and visual channel (BEST)
Figure 2 overloaded visual decreased understanding

What Makes Waves?

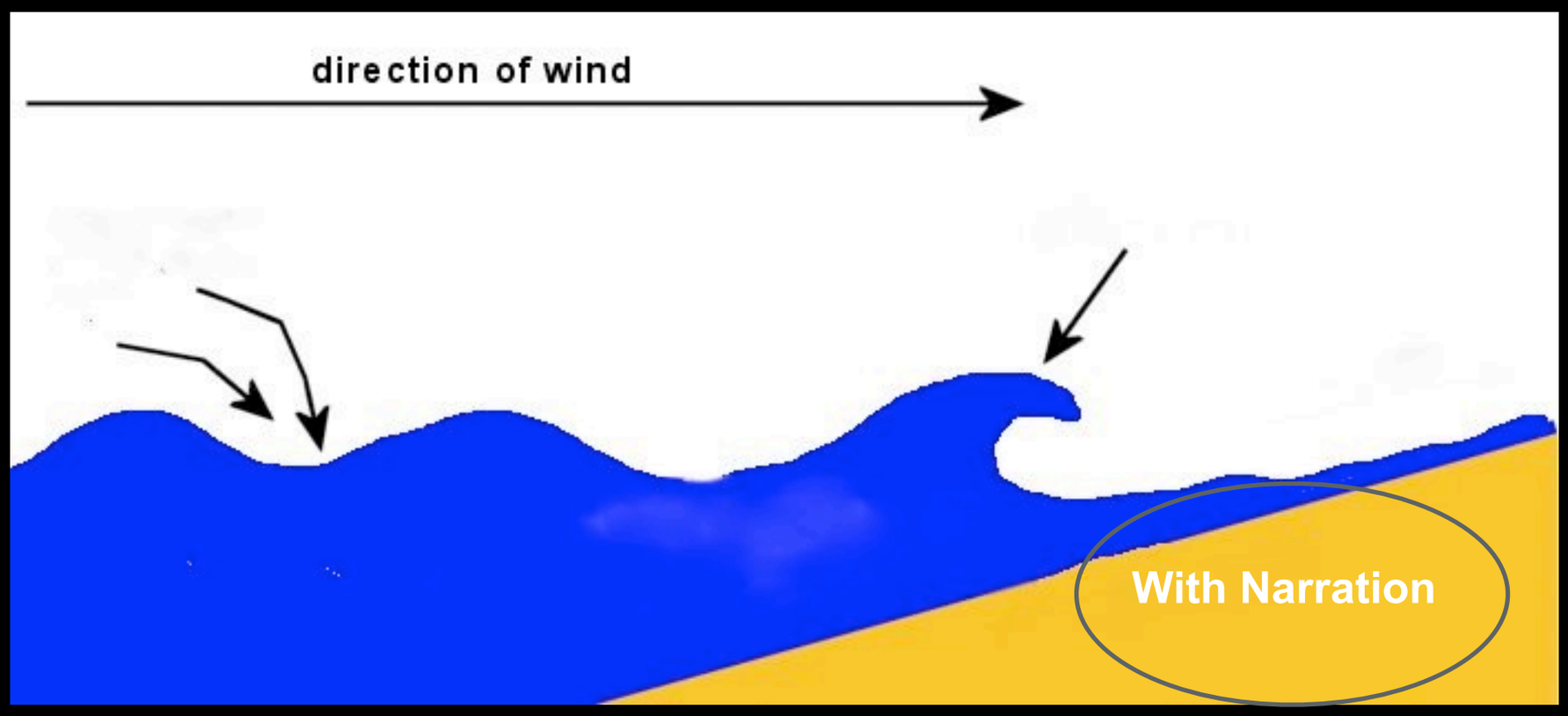


Figure 1

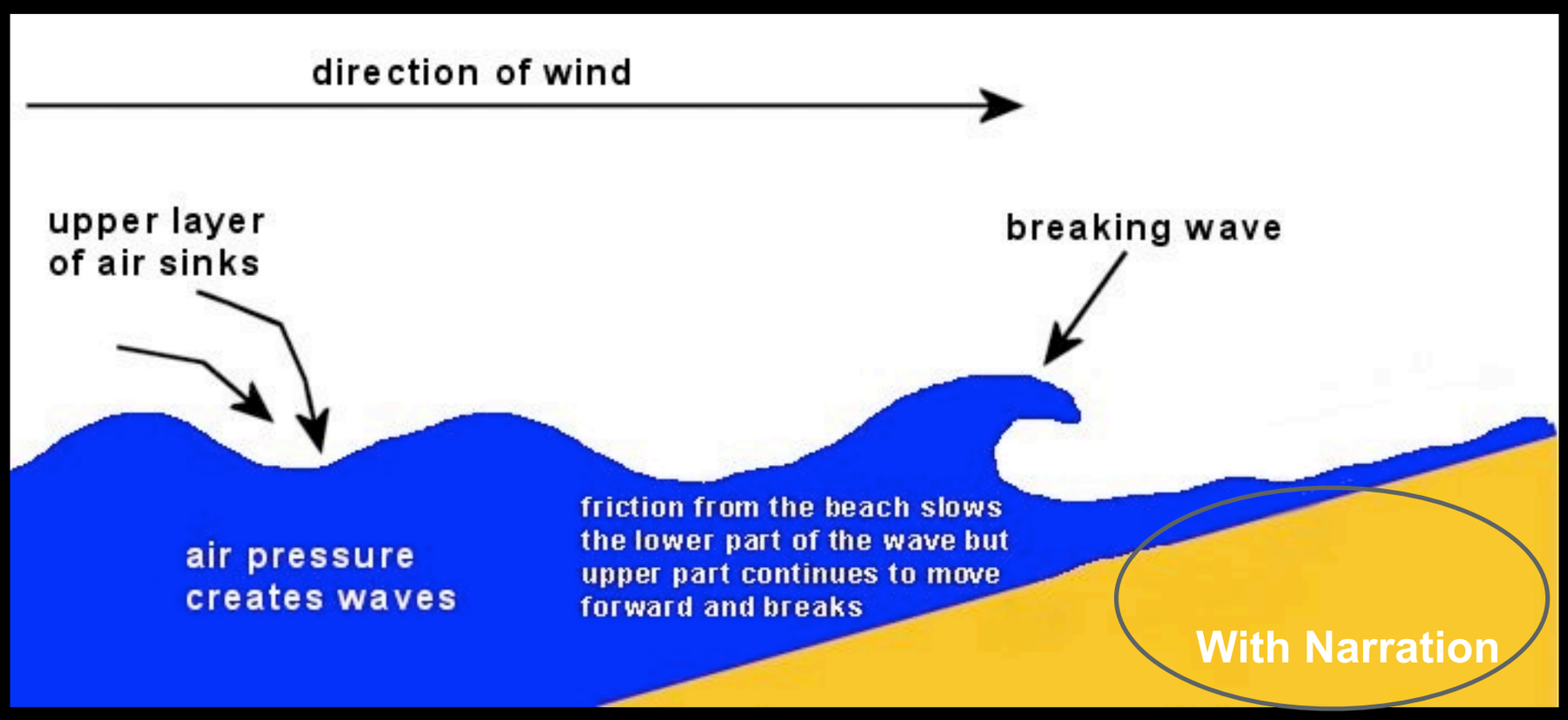


Figure 3

Figure 3 Already overloaded visual made even worse by adding auditory.

When you say or repeat what words that are on the screen, the mind reads and compares what it sees vs what you are saying instead of learning the content

Videos

v

Dust storm video

© 2011 MikeOlbinski.com

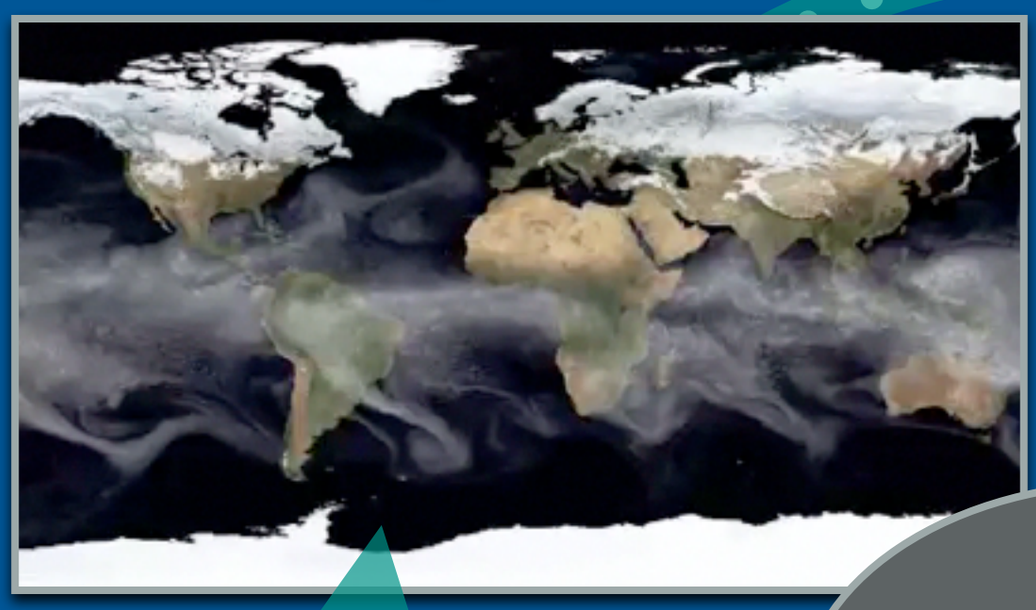
Water Rescue Video

© TV Globo

She survived. We can only hope her dog did too.

*References Doctors Without Borders, “Brazil Floods: MSF Responds to Mud Slides,” January 17, 2011. http://www.msf.org.uk/Brazilian_floods_20110117.news

Evaporation



Precipitation

The Hydrological Cycle

Water Returns to the Sea

Source: Oak Ridge National Laboratory NCCS, © Getty Images, © Pond 5

Slide for Technical content

Statistics and Graphs

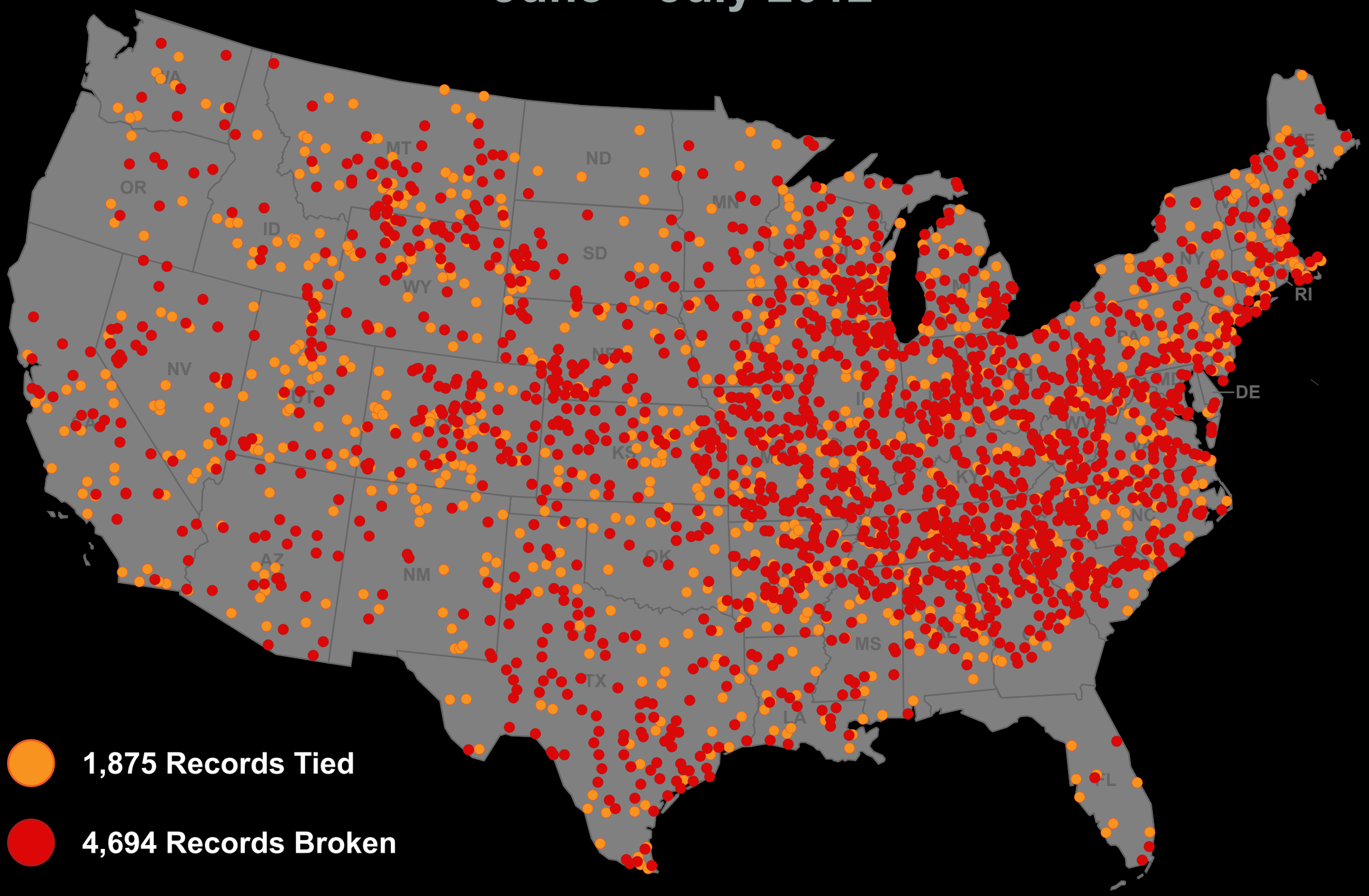
Many ways to get statistics across

July was the hottest Month on record in the U.S.

Ever

Daily Heat Records

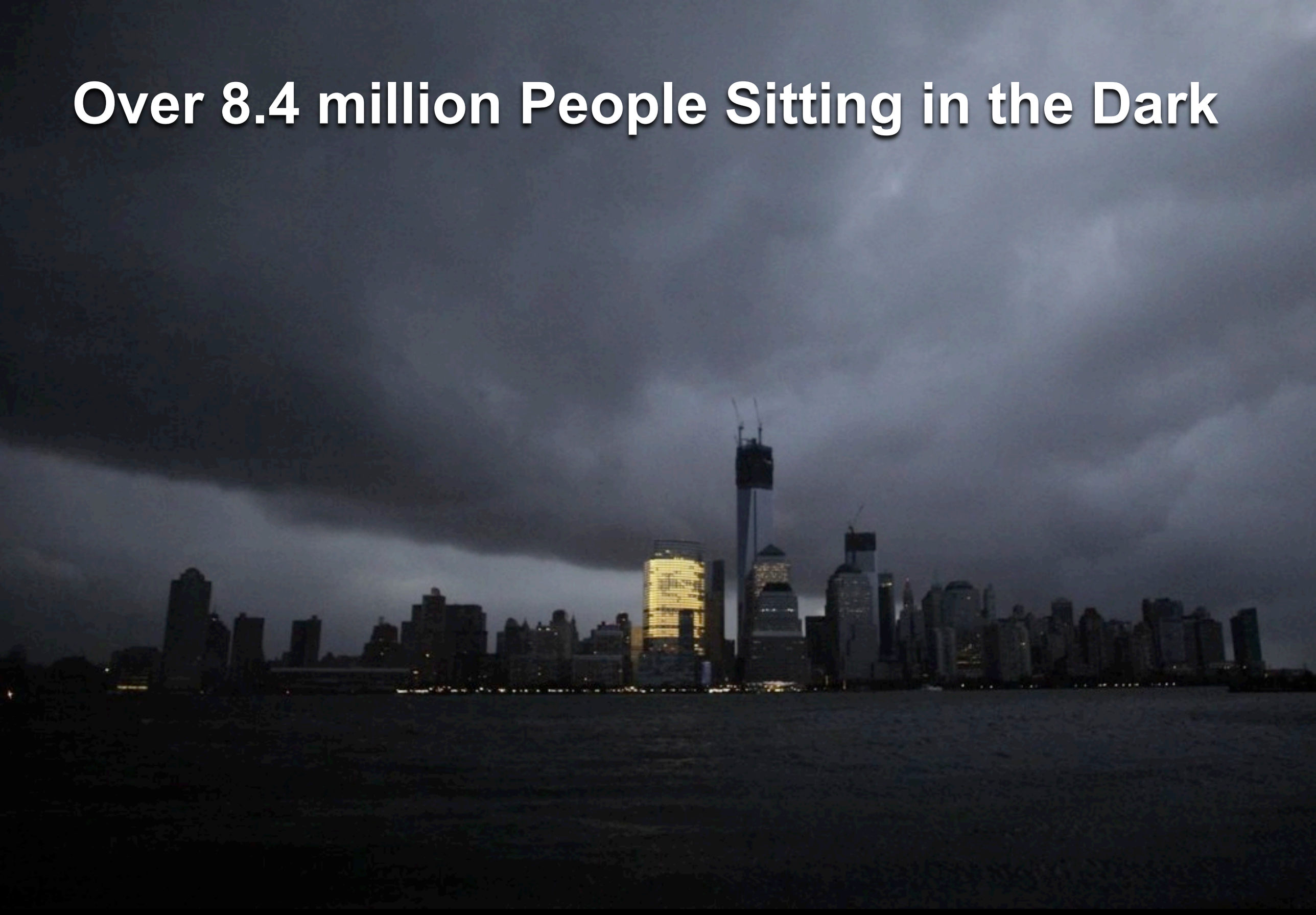
June – July 2012



Source: NOAA/NCDC

Many locations set records more than once

Over 8.4 million People Sitting in the Dark



© 2011 AP Photo/Erwin Mascarinas

Over $$$$ 6 Billion in Damages

October 2012

©

Use pictures to tie a picture back to technical or scientific concepts after you do a build slide.

Image from the plains of Montana. Relationship between the amount of moisture in the sky and the severity of rainstorms. Use metaphoares eg. a drain in a bathtub, versus a drain in a swimming pool. The more water you have piled up behind the drain, the more intense the storm can be.

DESCRIPTION: Photo of a supercell with a column of rain at its center, near Glasgow, Montana, July 2010

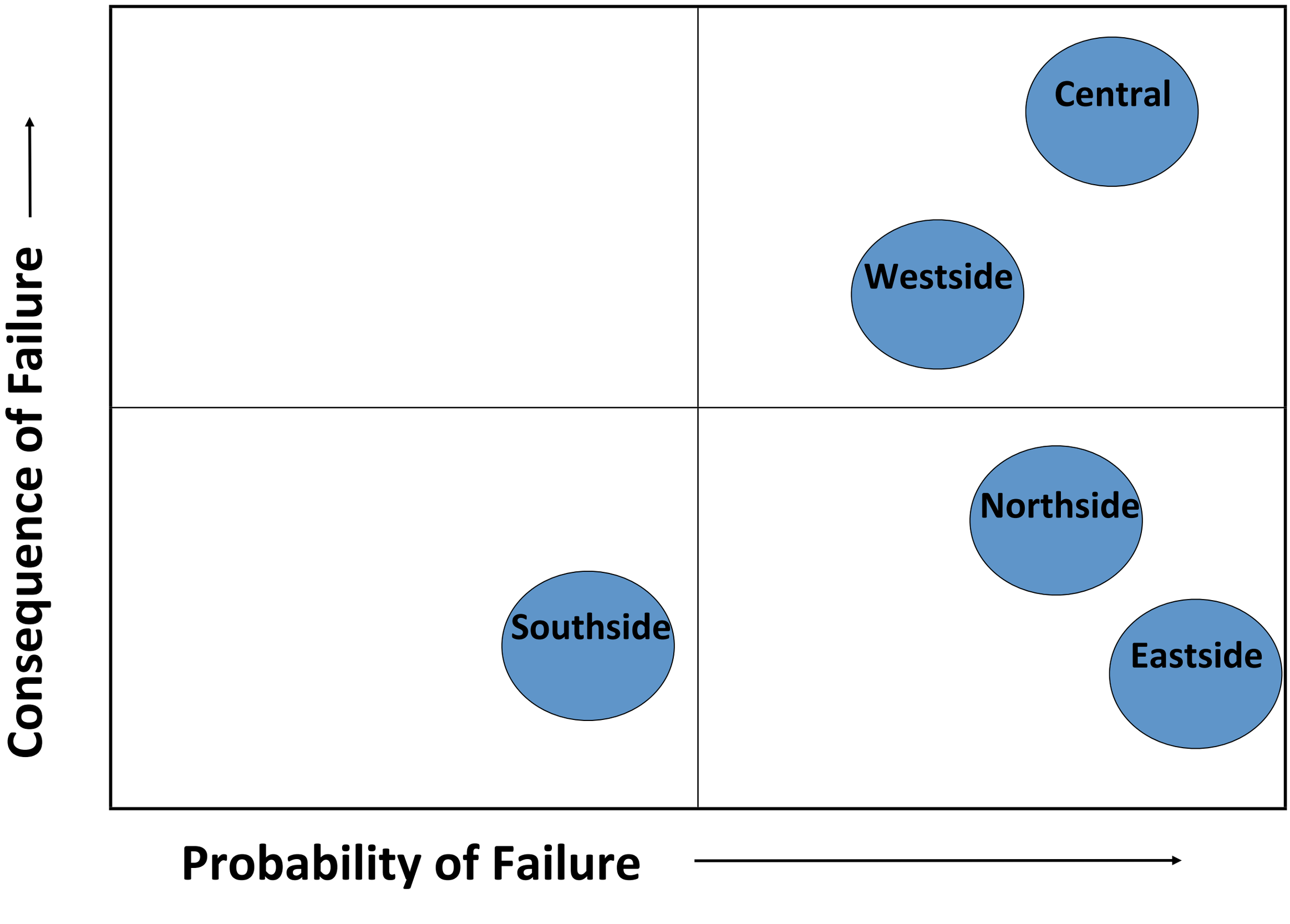
REFERENCES:

* National Weather Service, “Structure and Dynamics of Supercell Thunderstorms,” last updated August 31, 2012. http://www.crh.noaa.gov/lmk/soo/docu/supercell.php

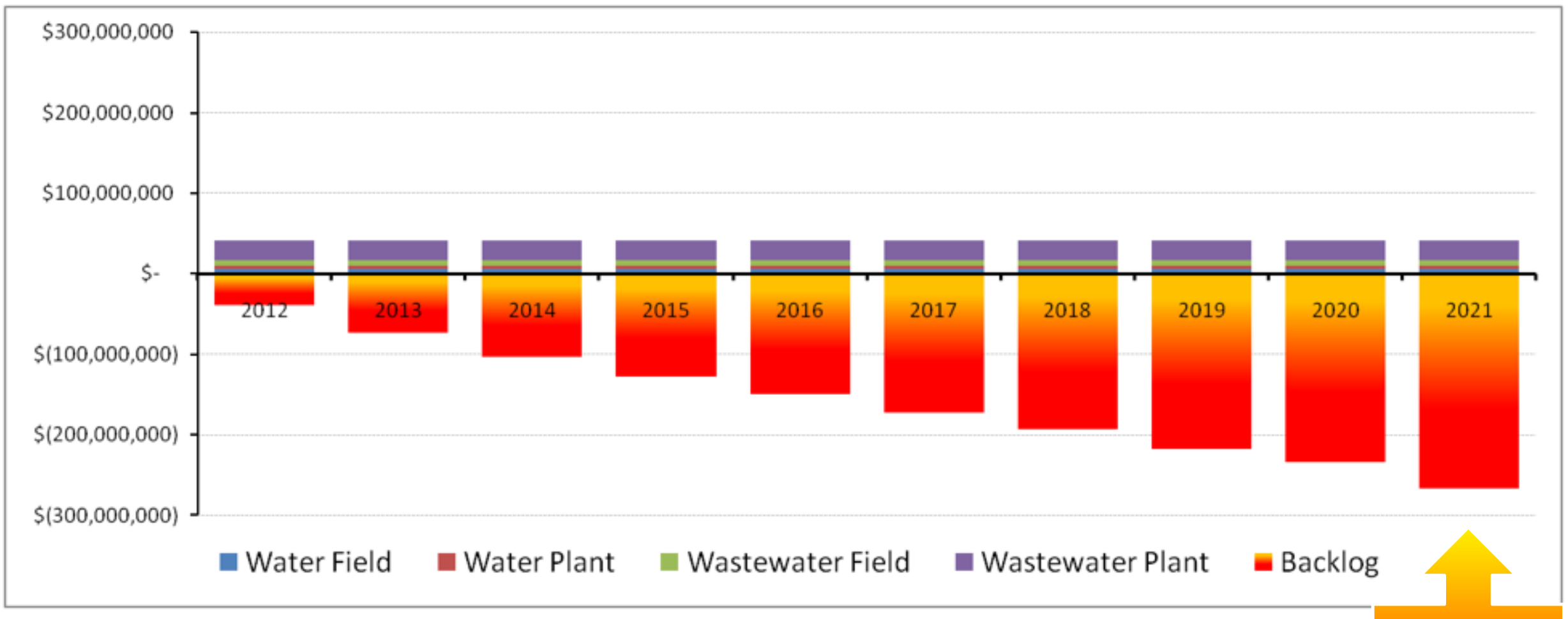
** “Eye of the Storm: The Jaw-Dropping Image of an Enormous ‘Supercell’ Cloud,” *Daily Mail*, December 5, 2010

	Criteria			
Well Name	Probability of Failure Score	Consequence of Failure Score	Total Score	Total Score with redundancy
Westside	13	9	156	117
Eastside	16	1.2	192	19.2
Northside	16	1.75	112	28
Southside	11	0.6	66	6.6
Central	10	14	140	140

Visual Display of Same Data



Current $41 Million CIP Spending with no change for the next 10 years



10 Year Analysis

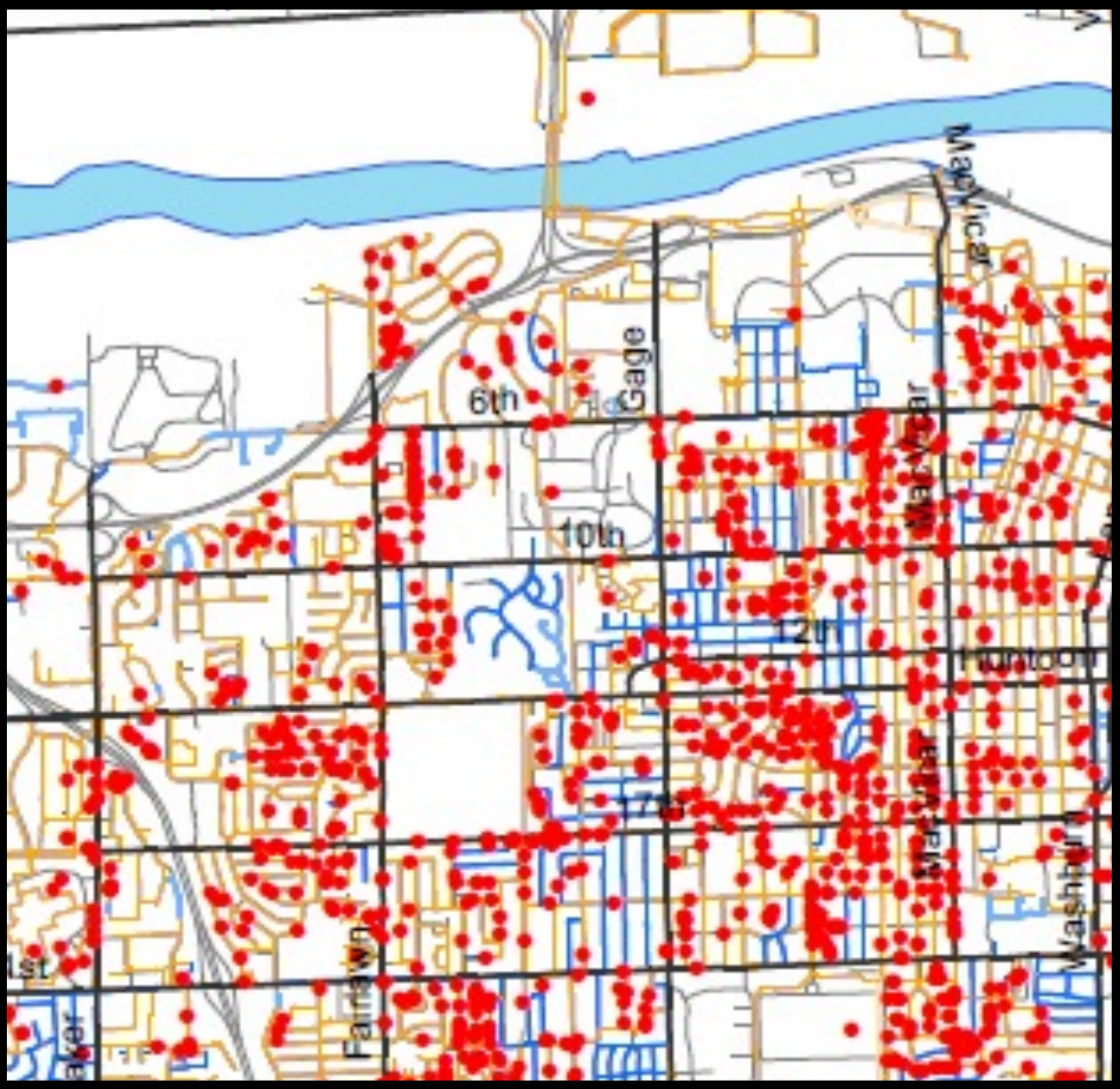
Change people's minds by figuring out what's important to them

Present your case on their terms

Our Infrastructure Is Aging

The Situation Will Continue to Get Worse

This 130 Year Old Pipe Broke Last Year.



Water Breaks Last Year

The Arteries of our water system are clogged

Less is more.

Transition Slide

Attention Getters

1. Pause mid sentence

2. Loud & soft, Fast & slow

3. Use these words:
   “For example”
   “As you can see”
   “Raise your hand”
   “Make a list”
   “ Names”
   “Think about”

4. Use props

Here are a few tools Tools for audience management

The Opening

The First 90 Seconds

Tell a story

A question to consider their relationship to topic

Compelling statistic

A thousand word picture

The Close

The Close

Pause and reengage eye contact

Make it clear what you want them to do

End with a story, quote or vision

Make sure you reengage eye contact

The Q & A

Questions?

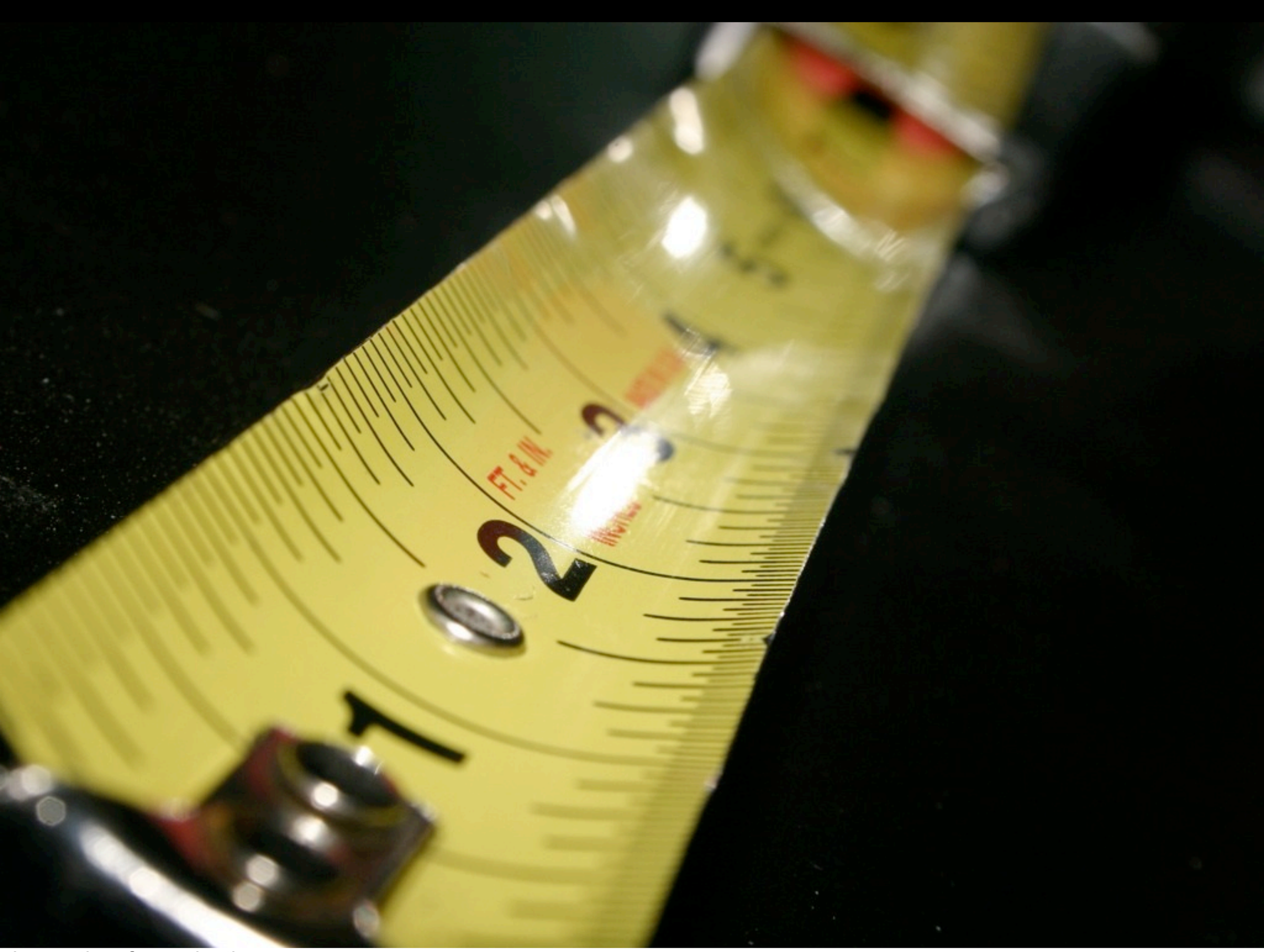
Pose a question

“ Which of these techniques could you use tomorrow? ”

“What is in your way to using the new techniques?”

Save time for Q & A!

© 2008 AP Photo/Jeff Roberson



Leave time for evaluation.

Q and A

Does anyone have any questions?

ha ha NOT

Lauralee Barbaria lbarbaria@gmail.com
5108628447

Sarah Diefendorf Sdief1@gmail.com

Tropical Diseases on the Move

ID #1351 - Can be used in noncommercial online and TV broadcasts of your presentation, but not modified.

Diseases have been spread partly by the transportation revolution, particularly in the aftermath of World War II, but a changing climate also affects their distribution. West Nile Virus and many other diseases have now spread all around the world. Once they spread, warmer temperatures allow them to thrive.

DESCRIPTION: Map of tropical disease origins and spread

ADDITIONAL TALKING POINTS:
West Nile: Climate change may allow the mosquitos that carry West Nile to broaden their range and make them more abundant.* Warm conditions have been shown to instigate outbreaks.******
Rift Valley Fever: The UN has warned that changing weather patterns could allow this mosquito-borne disease to move out of Africa and across the Arabian and Mediterranean Seas.* Rift Valley Fever outbreaks are closely related to rainfall patterns.*****
Chikungunya: This mosquito-borne disease has spread from Africa, Asia, and India into Europe.*
Chagas Disease: Carried by Reduviid bugs (commonly known as “kissing bugs”) this disease was first identified in Brazil and the Amazon and has since made its way to North America.** Research has shown that as our climate warms, the risk of Chagas Disease in the southern United States is expected to increase.***
Cryptococcus gatti fungus: Once confined to tropical and subtropical climates, Cryptococcus gatti is now present in the Pacific Northwest of North America.*
Dengue Fever: Dengue is the most rapidly spreading mosquito-borne disease in the world. The range of the Aedes moquitos that spread dengue is affected in part by rainfall, temperature, and humidity patterns – all of which are affected by climate change. ****

REFERENCES:
* James West, “7 Climate Change Diseases to Ruin Your Monday,” *Mother Jones*, August 6, 2012. http://www.motherjones.com/environment/2012/08/climate-change-diseases
** Patricia Dorn, “A brief summary of Chagas Disease and its natural transmission in the United States,” Chagas in the U.S.A., last updated September 2010. http://www.loyno.edu/~dorn/Chagas_in_US.htm
*** Lambert et al., “The potential for emergency of Chagas disease in the United States,” *Geospatial Health* 2 (2008). http://www.ncbi.nlm.nih.gov/pubmed/18686271
**** Yacoub et al., “Disease appearance and evolution against a background of climate change and reduced resources,” *Philosophical Transactions of the Royal Society* 369 (2011). http://rsta.royalsocietypublishing.org/content/369/1942/1719.full
***** Tucker et al., “Climate Change, Extreme Weather Events, and Fungal Disease Emergency and Spread,” NASA, 2011. http://ntrs.nasa.gov/archive/nasa/casi.ntrs.nasa.gov/NTRS-PDF/20110012851_2011013365.pdf
****** Shlomit Paz, “West Nile Virus Eruptions in Summer 2010 – What Is the Possible Linkage with Climate Change?” National Security and Human Health Implications of Climate Change (2012). http://link.springer.com/chapter/10.1007/978-94-007-2430-3_21

Queens New York, U.S.

October 2012

Breezy Point Queens, NY.

Without Additional Funding

If you try to pressure a person to do what you want too overtly, you may encounter the principle of psychological reactance—that is, no one likes to be told what to do.