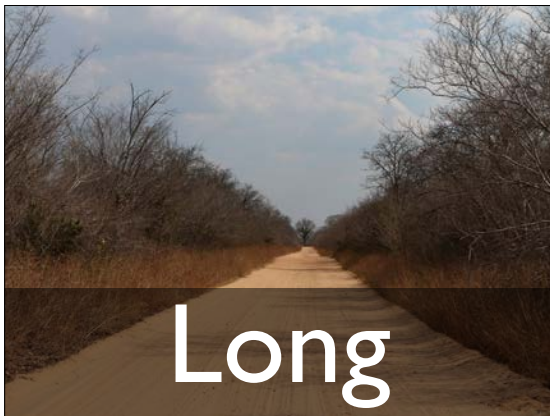
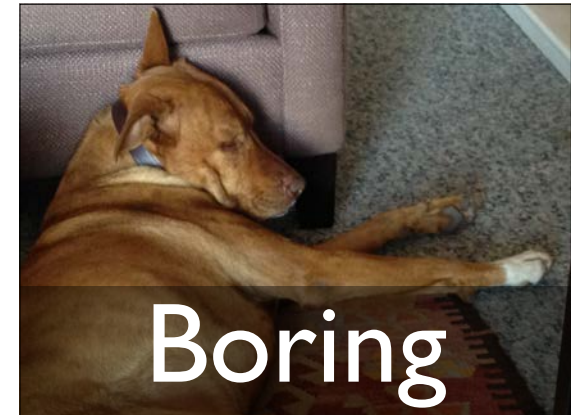
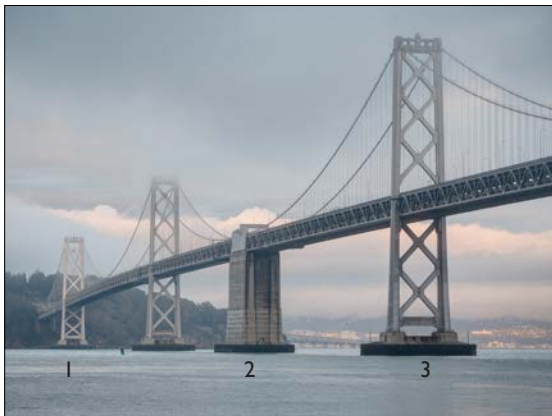
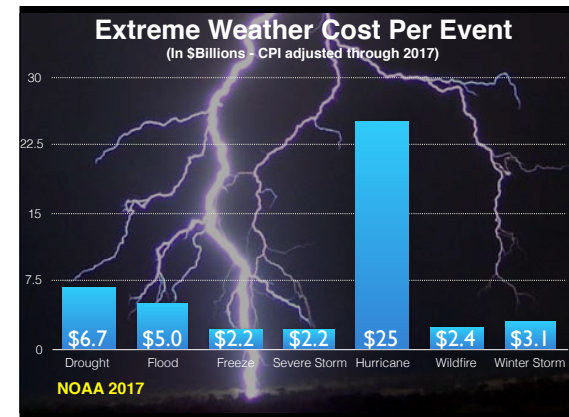
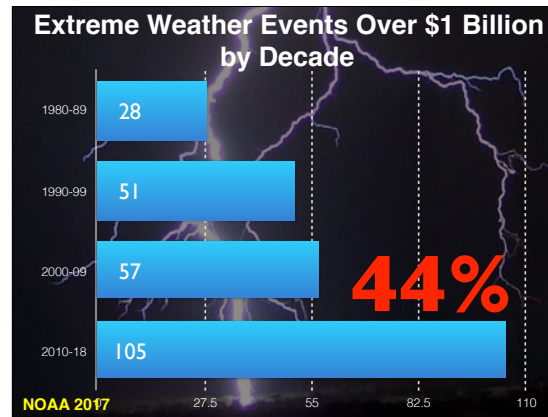
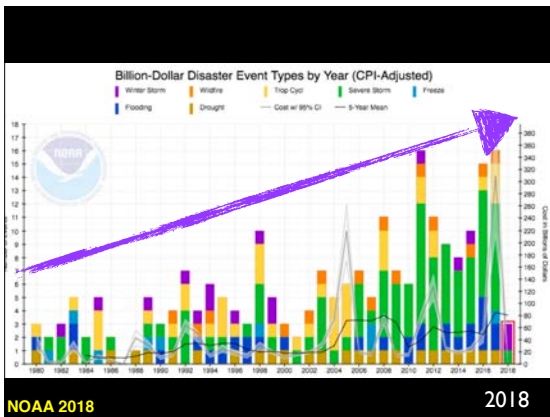


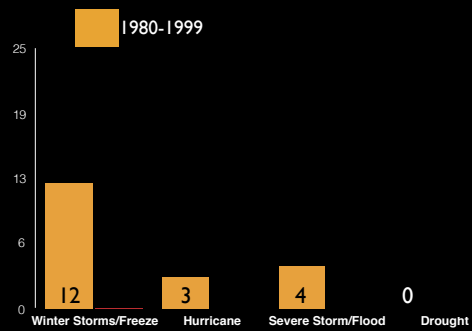
Words Most
Commonly
Associated w/
Powerpoint







\$Billion Weather Events in NY 1980-2018



Assuming You Know the Subject

What is the first thing you should think about when starting to prepare a presentation?



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?



2. Know Your Audience



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

Present your case on their terms



Baby Boomers

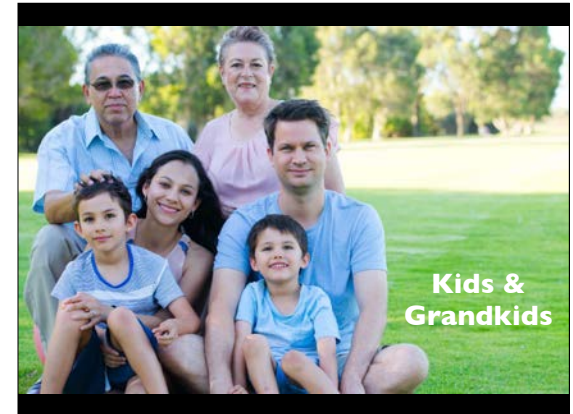
Retirement



Health



Kids & Grandkids



Business

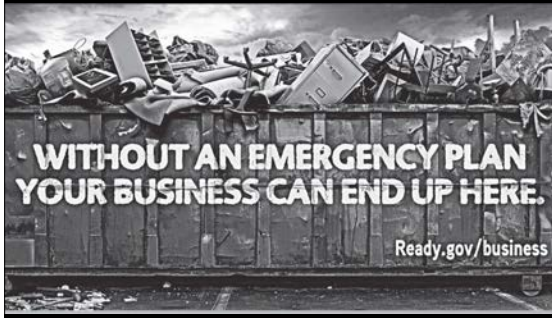
Supply Chain



Threatened Industries



Risk



Homeowners



Family Safety



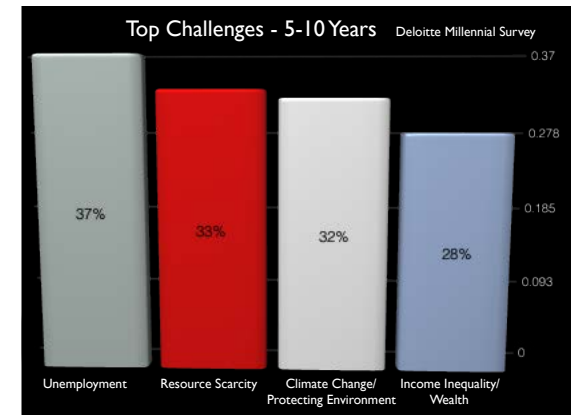
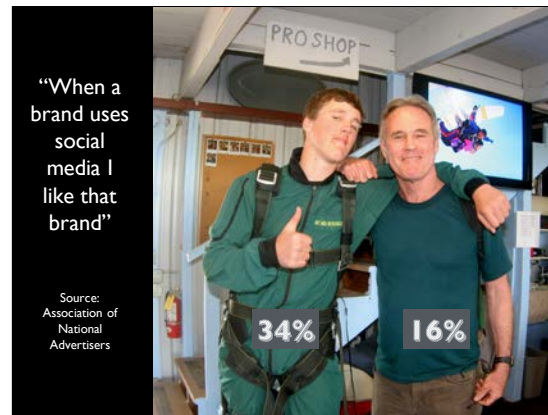
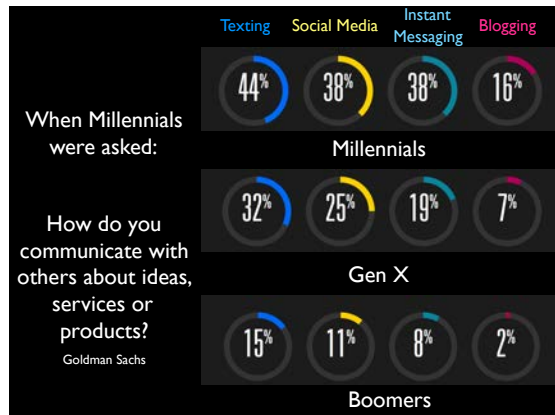
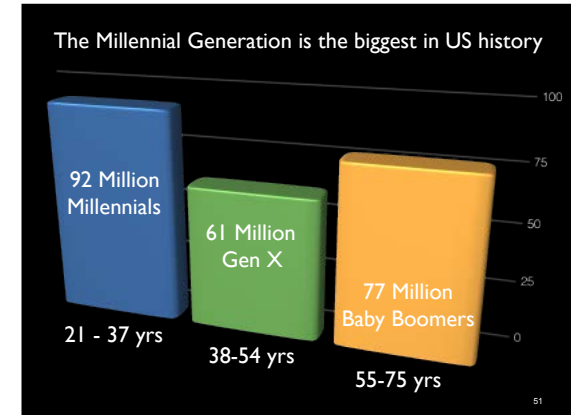
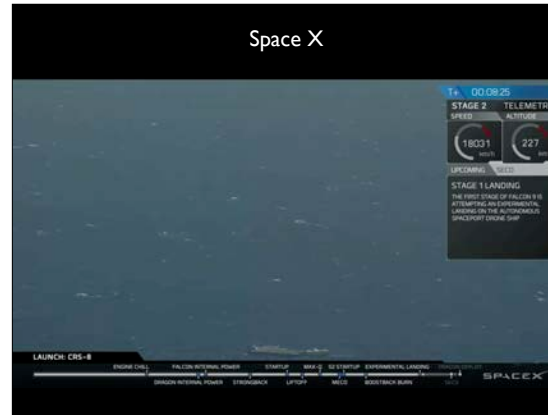
Ready.gov/today



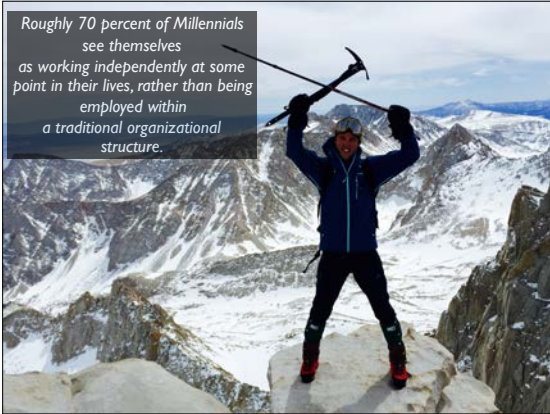
By Class and Culture







Roughly 70 percent of Millennials see themselves as working independently at some point in their lives, rather than being employed within a traditional organizational structure.



55% of millennials watch video several times a day



Use Videos!

2 Minutes!



Phoenix, Arizona, U.S.A.
July 5, 2011



3. Move Your Audience w/
Powerful Visuals



Use Visuals that Tell



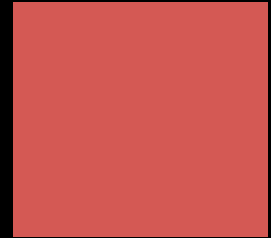
Your Story

Humans process images
much faster than words

Textual Description

A plane figure
with four equal
straight sides
and four right
angles

Visual Description



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



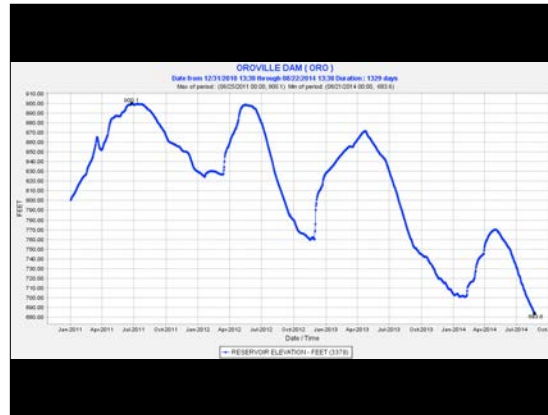
Square

Triangle

Water Pipe



California Drought



Folsom Lake, California 2015



Calaveras County, CA 2015

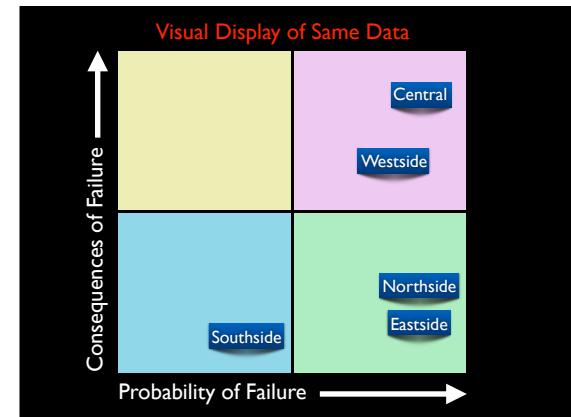




Provide Opportunity...

Our pipes are old and in danger of failing

| Main | Criteria | | | Total Score with redundancy |
|-----------|------------------------------|------------------------------|-------------|-----------------------------|
| | Probability of Failure Score | Consequence of Failure Score | Total Score | |
| 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 |



Is this compelling enough?

How about?
Facts + story + visual



This pipe - from 1882 - burst this year

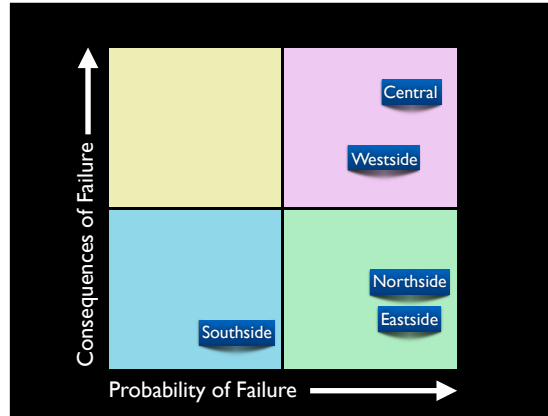


It flooded three homes



WCVB
Stay Connected.





To strengthen our economy...



Safeguard and increase the value of our homes



Protect our environment



Care for our family's health today

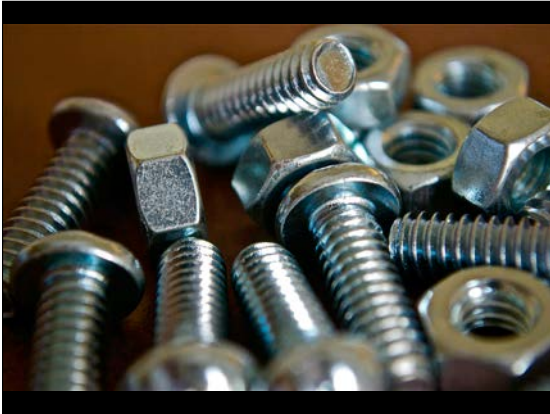


And the health and prosperity
of generations to come



4. Design to
Engage Your
Audience





Beyond the Box

Beyond the Box

EFCWest
Environmental Finance Center West

Stormwater

Background

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

12/04/12

1

Municipal
Stormwater Systems
(MS4):

Increased
requirements

Limited SRF funds

EPA priority

Retention

What Makes Waves?



Figure 1
No Narration

What Makes Waves?

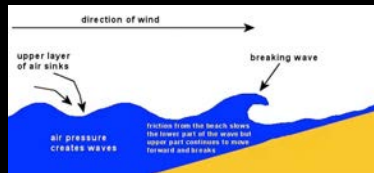


Figure 2
With Narration

What Makes Waves?

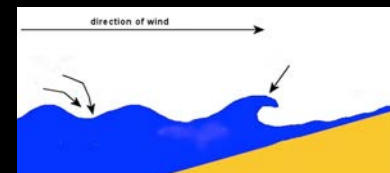


Figure 3
With Narration

Best Retention?

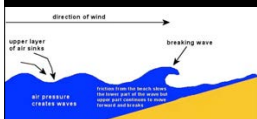


Figure 1
No Narration

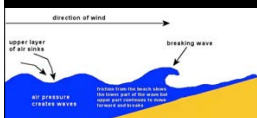


Figure 2
Narration

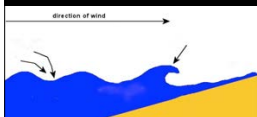
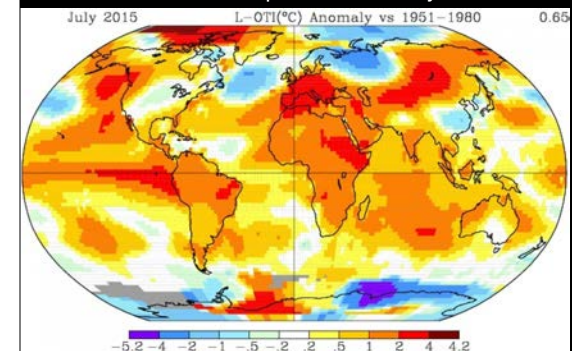


Figure 3
Narration

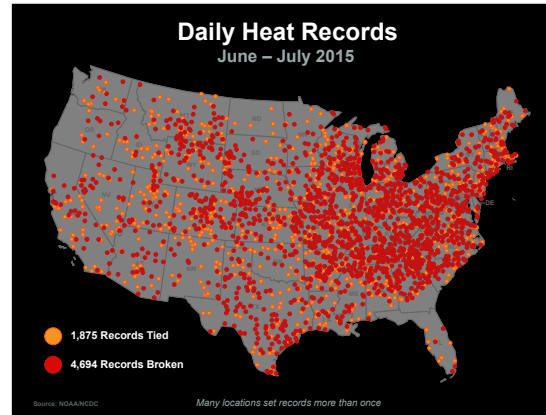


Facts, Charts
and Tables

NOAA Analyses Reveal Record-Shattering Global Warm Temperatures in July 2015



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



Transitions

Phase in what you have to say

Don't put it all up there at once

Otherwise people will be reading your slide

And not listening to the points you are trying
to make

Font Size

20
Are you reading this with ease?

28
Are you reading this with ease?

42
Are you reading this with ease?

50
Are you reading this with ease?

64
Are you reading this with ease?

72
Are you reading this with ease?

Opening, Closing & in Between

Words to make people look up from their cell phones...



"For example"

"As you can see"

"Raise your hand"

"Make a list"

"Think about"

The Opening

The First 90 Seconds



Compelling/Interesting statistic

Ask question to consider their relationship to topic

Tell a story

A thousand word picture

The Close

Make it clear what you want them to do

Support Measure
A!

For a Healthy
Tomorrow



End with a story, quote or vision




Pose a question

What three techniques did you learn today?

What is in your way to using the new techniques?

Which of these techniques could you use tomorrow?

A photograph of three hands raised in the air, indicating an audience response or a Q&A session.