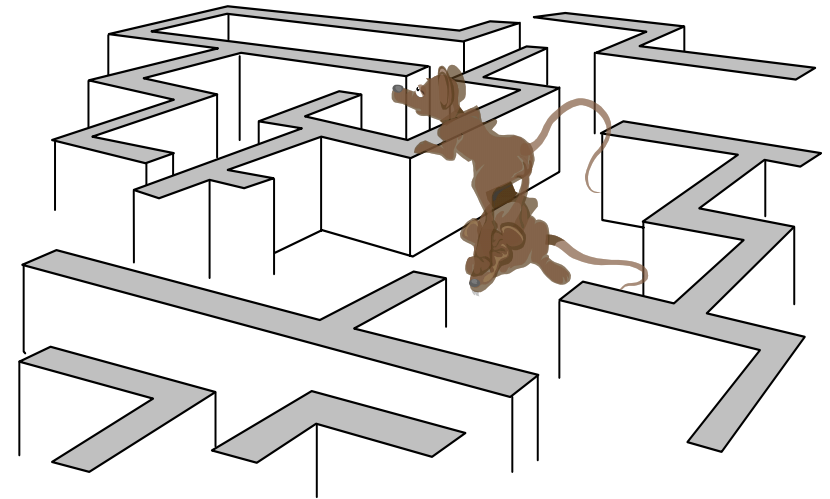



Optimize your Presentation



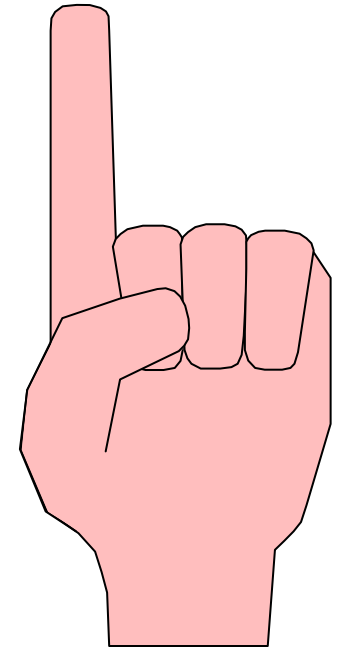
- **Basics**
- **Set-up**
- **Win the audience over**
- **Stories, pictures**
- **Goodies**
- **Live appearance**
- **All's well that ends well**



~~No Sales/Marketing Slides!~~

Fonts and Pictures

- Font size min. 20 pt, preferably 24 pt (Arial guarantees good readability)
- High contrast (avoid colored backgrounds)
- Design suitable for black/white copy
- Short sentences, key words
- Max. 1 slide per minute



- **Welcome and introduction (moderator)**
- **Topic: arouse curiosity/interest**
- **Overview: central thread**
- **Content: story, examples, core statements**
- **Summary: conclusions**
- **Farewell**

Ask questions:

- Who of you ...
- What/how much do you think ...

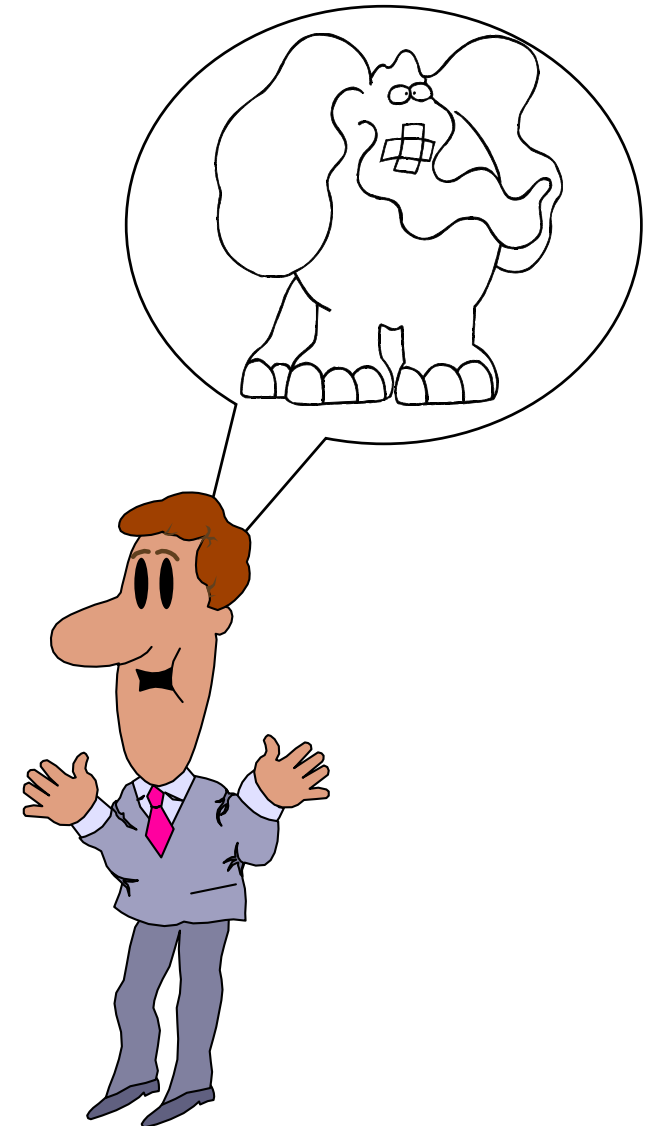


Describe the situation/problem:

- Has this already happened to you, too, ...
- Imagine ...

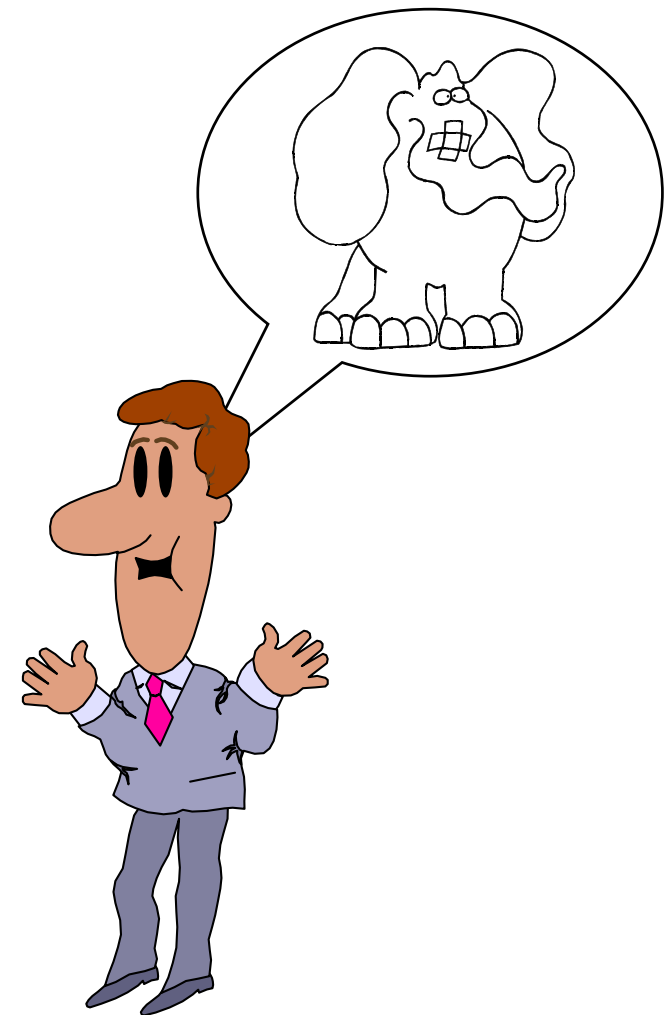
Talk about your personal impressions, feelings, experience:

- **I am happy to ...**
- **In the beginning, I underestimated ...**
- **For example, in our company, we had the task/situation/problem...**



Tell “stories“, own examples, experience

- Tell the inside story
- Fewer words, slower speech rate



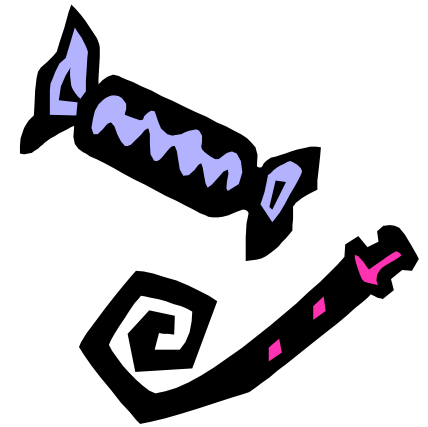
Pictures increase the attention by 43% !

- photos, cartoons, symbols
- reference to content !!!
- tables, diagrams
- demo, sample (device, module, ...)



Goodies for the audience

- interesting web links
- literature references
- presentation as text
- insider tips
- witty and expressive examples and analogies
- checklists, tables, overviews, comparisons



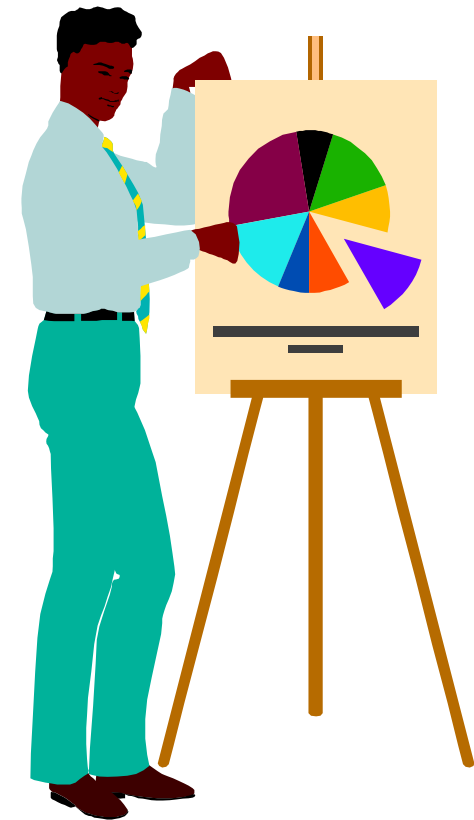
Rehearse your presentation

- **timing**
- **key messages**
- **points, gags**
- **slide transitions**
- **aloud in front of colleagues,
your wife ...**



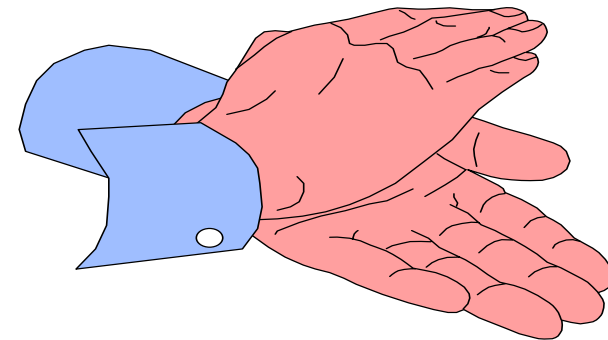
Speak without notes and don't read the text on your slides.

- **Look at your audience**
- **Speak towards your audience**
- **Stress the core messages**
- **Pause after a core message**
- **Short sentences**



If you heed these few guidelines for your presentation,

- **nothing can go wrong,**
- **you will feel good,**
- **your audience will reward you with applause and orders!**



Enjoy preparing and giving your presentation!

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