Tips, Tricks, & Trends for Powerful Presentations

Lauren Clossey
Present Like a Pro
HELLO!

I am Lauren Clossey.

» Continuing Education Consultant, State Library of NC
» Certified in Technology, Training, and Educational Technology
How do you feel about making presentations?
350 presentations every second = 30,240,000
1. Presentation Trends
Interactivity
Brevity
Less Words, More Preparation: The Sandwich Method

Hi, I'm Lauren. Continuing Ed Consultant for the State Library of NC. I'm sharing with you today tips and tricks for creating great presentations.

<table>
<thead>
<tr>
<th>I. Simplicity - Keep it simple!</th>
<th>II. Interactivity - Get them talking</th>
<th>III. Brevity - Think Ted Talks!</th>
<th>IV. Ethos, Pathos, Logos</th>
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</thead>
<tbody>
<tr>
<td>A. Less text / easy to read / design specific to your topic</td>
<td>A. Opportunities to share and learn and get feedback</td>
<td>A. 20 minutes of talking, 10 of interaction</td>
<td>A. Incorporating these builds trust between the presenter and audience</td>
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<td>B. Visually appealing data</td>
<td>B. Use different types of media and visuals to appeal to all learning styles</td>
<td>B. Capture attention in first 5 minutes!</td>
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<td>C. Provide handouts</td>
<td>C. Opportunities for experiential learning - learn by doing</td>
<td>C. Keep reinforcing key points</td>
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<td>D. Slides should reinforce, not repeat (Godin)</td>
<td>D. Activities that yield a product - take back and share</td>
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<td>E. 2-3 key points of your presentation</td>
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Write out, word-for-word, your memorable closing that includes a concrete link to your opening. It should be one or two sentences long.
Tell A Story

https://www.youtube.com/watch?v=4pzJEbL2tak
Ethos, Pathos, Logos
Ethos, Pathos, Logos: Keys to Persuasion

**Ethos**
- Ethical appeal
- Appeal to values
- Credibility is key
- Show what you know

**Pathos**
- Emotional appeal
- Storytelling
- What is vs. what could be

**Logos**
- Logical appeal
- Facts as foundation
- Data
- If, then
Examples

ETHOS

More doctors smoke Camels than any other cigarette.
Examples

PATHOS
Examples

LOGOS

http://www.polarisproject.org/365days

Every year over 22,000 children on the roads and 30,000 are seriously injured. That means thousands of families left picking up the pieces. Families tortured by the loss of a loved one, crippled by reduced income or forced to quit the effort with permanent brain damage.

The sad truth is that most of these cases could have been prevented simply by wearing a helmet when you think about it, there are no excuses.

Wear a helmet. Think of excuses.

http://thestreeemc.mov.com/2001/10/14/new-campaign-makes-a-strong-case-for-wearing-a-helmet/

Education and Learning
FOR ALL AGES AND STAGES!

95% of U.S. libraries keep kids reading with summer reading programs
95% offer online homework assistance
45% provide early-learning tech for Pre-K children
35% offer GED prep
34% offer STEAM and maker programs

Digital Inclusion Survey 2014-2015 • www.ala.org/research/digitaleclusion
Takeaways
2. Presentation Types
Types of Presentations

Informative -> Decision-making -> Instructional -> Persuasive -> Arousing
Plan B: The No-Tech Talk
Review

Presentation Trends
» Simplicity
» Interactivity
» Brevity
» Storytelling

Persuasion
» Ethical
» Emotional
» Logical

Presentation Types
» Know your audience
» No tech presentations
» “Know your stuff!”
Resources

Facilitation Activities
- https://teaching.berkeley.edu/active-learning-strategies

Presentation Design
- Fix your bad powerpoint
- How to Present Well without Powerpoint

Alternatives to Powerpoint
- http://www.makeuseof.com/tag/7-free-powerpoint-alternatives-presentation-needs/

General Tips
- http://www.garrreynolds.com/preso-tips/prepare/

Sandwich Method
- Speech Outline Tool
THANKS!

Any questions?

You can find me at:

» lauren.clossey@ncdcr.gov