



Presentations and Presenting

PREACH IT!

Creating the presentation

- ▶ How to begin:
 - ▶ Organize the content
 - ▶ Start at the beginning, end at the end
 - ▶ Intro group / partner / project first
 - ▶ Speak professionally, but speak to everyone
 - ▶ Edit down



Creating the presentation

- ▶ Company template? Standard template? Logo?
- ▶ High contrast / Readable
- ▶ Be consistent in layout
- ▶ Stay within the presentation*
- ▶ Do not use sound / video / colors / animation / clip art / transitions / other fancy embellishments

COMPOST QUALITY and FOOD SAFETY CONCERNS

A recent survey of 'finished' compost products produced at 30 California commercial facilities

- Found large variation in many characteristics
- Indicates highly variable feedstocks and process management

Poor process management, curing conditions, and cross-contamination of equipment are most common cause



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Creating the presentation



Creating the presentation

- ▶ More visuals, less text
 - ▶ Powerful image to start
 - ▶ Whitespace
- ▶ Start with fact / statement / question that grabs them
 - ▶ So?
- ▶ Slides support you, they don't speak for you
- ▶ Summarize what you've done
 - ▶ Demo comes later
 - ▶ Don't switch out
- ▶ Cauterize (Very Important)





Ageless Link



AGELESSLINK



Alexia Bareno, Chris Morocho, Emily Puth, and Pearl Lien
Partnered with Ageless Alliance



The Problem

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Brand Name	Ad Name	Relevance Score	Spend	Revenue	ROAS	Impressions	Reach	Frequency	Clicks (All)	CTR(All)	CPC(All)	Link Clicks	CTR(Link)	CPC(Link)	Purchases	CPA	AOV
Totals	3	9	\$2,662.19	\$4,593.83	72.56%	271,938	230,397		15,458	5.68%	\$0.17	10,162	3.74%	\$0.26	16	\$166.39	\$287.11
Prospecting		9	\$2,662.19	\$4,593.83	72.56%	271,938	230,397		15,458	5.68%	\$0.17	10,162	3.74%	\$0.26	16	\$166.39	\$287.11
Remarketing		9	\$0.00	\$0.00		0	0		0			0			0		
DPA's		9	\$0.00	\$0.00		0	0		0			0			0		
Other		9	\$0.00	\$0.00		0	0		0			0			0		
		10	\$145.27	\$587.00	304.08%	62,072	54,624	1.14	3,994	6.43%	\$0.04	2,098	3.38%	\$0.07	3	\$48.42	\$195.67
		10	\$105.05	\$619.83	490.03%	39,801	36,504	1.09	2,187	5.49%	\$0.05	1,246	3.13%	\$0.08	3	\$35.02	\$206.61
		10	\$2,411.87	\$3,387.00	40.43%	170,065	139,269	1.22	9,277	5.45%	\$0.26	6,818	4.01%	\$0.35	10	\$241.19	\$338.70

1	46	4.79%	\$4,923.81	\$1,548.14	-88.56%	479,068	1.50%	\$10.29	317,424	3.43%	0.72%	\$1.43	1,481	0.31%	\$3.32	55	3.71%	\$99.52	\$28.15	98	0.02%	\$51.29	31	0.01%	\$158.83	31	0.01%	\$158.83
2	107	11.13%	\$15,830.86	\$10,525.87	-32.86%	1,198,507	3.74%	\$13.04	774,866	13,630	1.14%	\$1.15	6,185	0.51%	\$2.54	309	5.02%	\$50.59	\$34.06	313	0.03%	\$49.94	272	0.02%	\$57.47	149	0.01%	\$104.91
3	145	15.10%	\$23,808.33	\$15,880.96	-32.73%	2,052,061	6.41%	\$11.51	1,216,346	24,898	1.21%	\$0.95	12,824	0.62%	\$1.84	431	3.36%	\$54.78	\$36.85	520	0.03%	\$45.40	571	0.03%	\$44.35	255	0.01%	\$80.59
4	139	14.48%	\$24,880.86	\$23,923.29	-3.85%	3,036,600	9.48%	\$8.19	1,493,720	25,872	0.85%	\$0.96	13,925	0.46%	\$1.79	518	3.72%	\$48.03	\$46.18	532	0.02%	\$46.77	683	0.02%	\$36.43	333	0.01%	\$74.72
5	149	15.52%	\$40,697.93	\$60,242.54	48.02%	4,080,765	12.74%	\$9.97	2,569,434	91,141	2.23%	\$0.45	61,729	1.51%	\$0.66	1,212	1.96%	\$33.58	\$49.71	1,328	0.03%	\$30.65	1,513	0.04%	\$26.90	477	0.01%	\$85.32
6	117	12.19%	\$22,635.98	\$46,512.46	105.48%	2,712,274	8.47%	\$8.35	1,611,365	50,931	1.88%	\$0.44	32,709	1.21%	\$0.69	765	2.34%	\$29.59	\$60.80	1,150	0.04%	\$19.68	998	0.04%	\$22.68	353	0.01%	\$64.12
7	124	12.92%	\$53,383.18	\$96,801.14	81.40%	7,164,165	22.37%	\$7.45	4,571,054	146,168	2.04%	\$0.37	83,929	1.17%	\$0.64	1,298	1.55%	\$41.11	\$74.58	6,277	0.09%	\$8.50	3,989	0.06%	\$13.38	1,892	0.02%	\$31.73
8	87	9.06%	\$68,182.72	\$137,193.95	101.22%	6,901,443	21.55%	\$9.88	4,230,458	187,014	2.71%	\$0.36	110,449	1.61%	\$0.61	2,443	2.20%	\$27.91	\$56.16	6,480	0.09%	\$10.52	5,321	0.08%	\$12.81	2,225	0.03%	\$30.64
9	43	4.48%	\$47,827.48	\$82,573.46	72.65%	4,129,133	12.89%	\$11.58	2,681,860	140,931	3.41%	\$0.34	84,710	2.05%	\$0.56	1,846	2.18%	\$25.91	\$44.73	3,782	0.09%	\$12.65	3,545	0.09%	\$13.49	1,487	0.04%	\$32.16
10	3	0.31%	\$2,662.19	\$4,593.83	72.56%	271,938	0.85%	\$9.79	230,397	15,458	5.68%	\$0.17	10,162	3.74%	\$0.26	16	0.16%	\$166.39	\$287.11	687	0.25%	\$3.99	132	0.05%	\$20.17	80	0.02%	\$53.24
Prospecting Only																												
Relevance Score	Ads % Of Ads	Spend	Revenue	ROAS	Impressions	% Of Impressions	CPM	Reach	Clicks (All)	CTR(All)	CPC(All)	Link Clicks	CTR(Link)	CPC(Link)	Purchases	CR	CPA	AOV	Page Likes	PageLike%	CPPagLik	Post Shares	Share%	CPSHa	Post Comments	Com%	CPCom	Post Re
1		\$1,493.23	\$79.80	-94.66%	143,285	0.60%	\$10.42	122,665	1159	0.81%	\$1.29	370	0.28%	\$4.04	5	1.35%	\$296.65	\$15.96	33	0.02%	\$45.25	9	0.01%	\$165.91	6	0.00%	\$248.87	
2		\$6,902.35	\$959.06	-86.11%	589,285	2.48%	\$11.71	417,214	6,838	1.13%	\$1.04	2,423	0.41%	\$2.85	73	0.01%	\$94.55	\$13.14	260	0.04%	\$26.55	99	0.02%	\$69.72	63	0.01%	\$109.56	
3		\$12,591.59	\$5,609.30	-55.45%	1,224,506	5.14%	\$10.28	854,548	14,433	1.18%	\$0.87	6,088	0.50%	\$2.07	165	2.71%	\$76.31	\$34.00	382	0.03%	\$32.96	382	0.03%	\$34.78	111	0.01%	\$113.44	
4		\$13,298.18	\$10,066.21	-24.30%	1,028,609	4.32%	\$12.93	787,109	14,911	1.45%	\$0.89	7,803	0.78%	\$1.70	192	2.46%	\$69.26	\$52.43	291	0.03%	\$45.70	482	0.05%	\$27.59	147	0.01%	\$90.46	
5		\$21,906.02	\$22,170.31	1.21%	1,846,598	7.76%	\$11.86	1,377,873	39,741	2.15%	\$0.55	21,149	1.15%	\$1.04	473	2.24%	\$46.31	\$46.87	798	0.04%	\$27.45	1,057	0.06%	\$20.72	260	0.01%	\$84.25	
6		\$13,182.38	\$17,283.80	31.11%	1,637,804	6.88%	\$11.82	1,196,850	29,573	1.81%	\$0.45	17,903	1.09%	\$0.74	236	1.32%	\$55.86	\$73.24	864	0.05%	\$15.26	702	0.04%	\$18.78	192	0.01%	\$68.66	
7		\$48,802.51	\$91,416.15	86.09%	6,897,948	28.13%	\$7.26	4,262,519	135,335	2.02%	\$0.36	78,790	1.18%	\$0.62	1,184	1.50%	\$41.05	\$77.21	6,049	0.09%	\$8.03	3,680	0.05%	\$13.21	1,222	0.02%	\$39.77	
8		\$64,981.13	\$129,185.99	98.81%	6,708,568	28.18%	\$9.69	4,136,235	179,770	2.68%	\$0.36	106,738	1.59%	\$0.61	2,347	2.20%	\$27.69	\$55.04	6,273	0.09%	\$10.36	5,176	0.08%	\$12.55	2,138	0.03%	\$30.39	
9		\$44,942.70	\$76,292.54	69.76%	3,860,082	15.37%	\$12.28	2,380,220	122,573	3.35%	\$0.37	80,470	2.20%	\$0.56	1,719	2.14%	\$26.14	\$44.38	2,856	0.08%	\$15.74	3,256	0.09%	\$13.80	1,230	0.03%	\$36.54	
10		\$2,662.19	\$4,593.83	72.56%	271,938	1.14%	\$9.79	230,397	15,458	5.68%	\$0.17	10,162	3.74%	\$0.26	16	0.16%	\$166.39	\$287.11	687	0.25%	\$3.99	132	0.05%	\$20.17	80	0.02%	\$53.24	
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1		\$1,409.71	\$1,468.34	4.16%	94,207	2.96%	\$14.96	17,926	671	0.71%	\$2.10	293	0.31%	\$4.81	50	17.06%	\$28.19	\$29.37	21	0.02%	\$67.13	16	0.02%	\$88.11	20	0.02%	\$70.49	
2		\$6,340.23	\$9,535.49	50.40%	259,475	8.14%	\$24.43	58,129	4,623	1.78%	\$1.37	2,361	0.91%	\$2.69	232	9.83%	\$27.33	\$41.10	31	0.01%	\$204.52	143	0.06%	\$44.34	59	0.02%	\$107.46	
3		\$9,124.88	\$10,271.66	12.57%	526,303	16.51%	\$17.34	95,316	7,004	1.33%	\$1.30	3,704	0.70%	\$2.46	266	7.18%	\$34.30	\$38.62	135	0.03%	\$67.59	197	0.04%	\$46.32	121	0.02%	\$75.41	
4		\$9,210.74	\$13,857.08	50.44%	567,233	17.48%	\$16.53	155,074	7,572	1.38%	\$1.22	4,005	0.72%	\$2.30	326	8.14%	\$28.25	\$42.51	209	0.04%	\$44.07	152	0.03%	\$60.60	130	0.02%	\$70.85	
5		\$12,536.38	\$33,246.17	165.20%	738,976	23.19%	\$16.96	176,051	14,047	1.90%	\$0.89	8,549	1.16%	\$1.47	627	7.33%	\$19.99	\$53.02	406	0.05%	\$30.88	322	0.04%	\$38.93	141	0.02%	\$88.91	
6		\$6,284.32	\$18,844.77	199.87%	398,694	12.51%	\$15.76	132,605	7,732	1.94%	\$0.81	4,331	1.09%	\$1.45	353	8.15%	\$17.80	\$53.38	218	0.05%	\$28.83	165	0.04%	\$38.09	109	0.03%	\$57.65	
7		\$2,740.51	\$4,999.99	82.45%	148,859	4.87%	\$18.41	67,171	4,133	2.78%	\$0.88	2,334	1.57%	\$1.17	114	4.88%	\$24.04	\$43.88	123	0.05%	\$22.28	119	0.08%	\$23.03	60	0.04%	\$45.68	
8		\$2,197.99	\$7,445.96	238.76%	140,262	4.40%	\$15.67	59,964	5,370	3.83%	\$0.41	3,372	2.40%	\$0.65	91	2.70%	\$24.15	\$81.82	115	0.08%	\$19.11	98	0.07%	\$22.43	60	0.04%	\$36.63	
9		\$1,101.79	\$4,705.22	327.05%	51,148	1.60%	\$21.54	23,267	2,353	4.60%	\$0.47	1,462	2.86%	\$0.75	117	8.00%	\$9.42	\$40.22	13	0.03%	\$84.75	14	0.03%	\$78.70	24	0.05%	\$45.91	
10		\$0.00	\$0.00		0	0.00%	#DIV/0!	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	



Creating the presentation

- ▶ More visuals, less text
 - ▶ Powerful image to start
 - ▶ Whitespace
- ▶ Start with fact / statement / question that grabs them
 - ▶ So?
- ▶ Slides support you, they don't speak for you
- ▶ Summarize what you've done
 - ▶ Demo comes later
 - ▶ Don't switch out
- ▶ Cauterize (Very Important)



Creating the presentation

- ▶ Be careful about
 - ▶ Engaging the audience
 - ▶ In fact, don't do it
 - ▶ Speak *for* them instead
 - ▶ Let *them* come to you



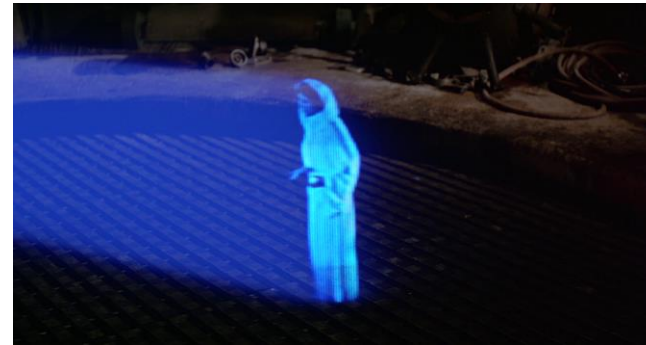
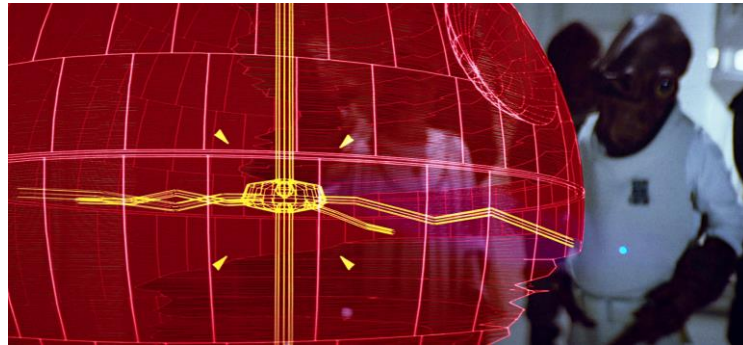
Creating the presentation

- ▶ It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire.
- ▶ During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the DEATH STAR, an armored space station with enough power to destroy an entire planet.
- ▶ Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy....



Creating the presentation

- ▶ Current situation
 - ▶ Rebel Victory!
 - ▶ Death Star plans acquired
 - ▶ Leia on the run



Creating the presentation

- ▶ Other considerations
 - ▶ Wow moment
 - ▶ What one thing do you want your audience to know?
 - ▶ What do you want them to remember?



Giving the presentation

- ▶ Group
 - ▶ Test your supports
 - ▶ Have local backup
 - ▶ Determine roles
 - ▶ Prepare
 - ▶ Practice-practice-practice-practice
 - ▶ Practice
 - ▶ Also, practice
 - ▶ Rehearse
 - ▶ Spread out
 - ▶ Questions will be for poster session



Giving the presentation

- ▶ DO:
 - ▶ Stand up straight
 - ▶ Be enthusiastic!
 - ▶ Be **confident**
 - ▶ Intonate, emote
 - ▶ Business casual
 - ▶ Own your words
 - ▶ Accept and own screwups
 - ▶ Work on linguistic peccadillos, if necessary
 - ▶ Keep to the time



Giving the presentation

- ▶ DON'T
 - ▶ Hide
 - ▶ Um Uh / You know / Go Ahead / So yeah / Like
 - ▶ Converse
 - ▶ Ramble
 - ▶ Stick to the topic
 - ▶ Criticize (Spin instead)
 - ▶ Be noncommittal



Giving the presentation

- ▶ YOU:
 - ▶ Project
 - ▶ Speak to the back of the room
 - ▶ Eye contact
 - ▶ Natural gestures
 - ▶ Be yourself (as much as possible)
 - ▶ Breathe



Giving the presentation

- ▶ Now, you.