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

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Partnered with Ageless Alliance

AGELESSLINK

The Problem

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	$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

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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
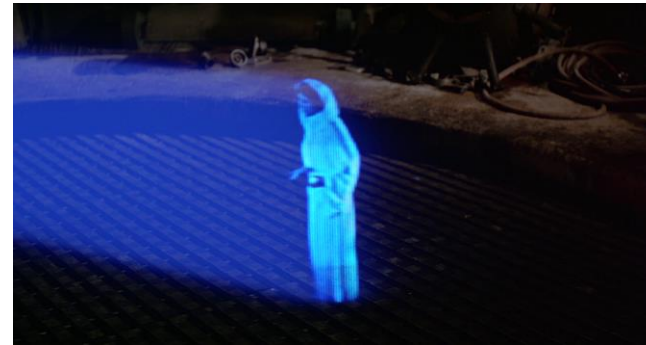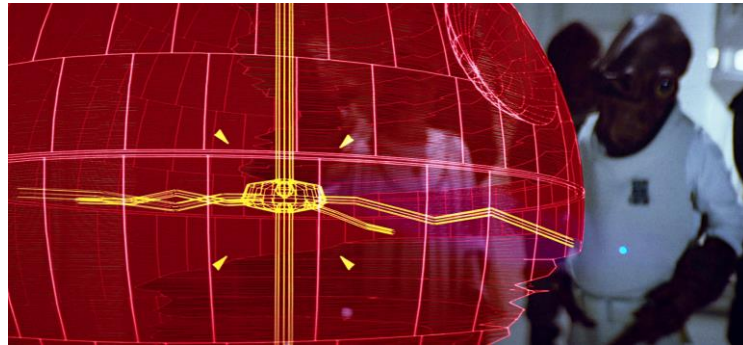
Creating the presentation

- 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.