Enhancing Presentations with Slides and Other Visuals
Structure of Presentation

1. Role of Visuals
2. Steps to Write Content
3. Design Consistency
4. Transitions and Builds
5. Non Content Slides
6. Determination of Readiness
7. Checklist: Enhancing PPT with Visuals
8. Online Presentation
9. class
Planning Visual Aids

Quality and Impact

Audience Learning

Professional Image
## Selecting Visual Aids

<table>
<thead>
<tr>
<th>Visual Aids</th>
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<tr>
<td>Overhead Transparencies</td>
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<td>Electronic Presentations</td>
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<tr>
<td>Chalkboards or Whiteboards</td>
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<tr>
<td>Flip Charts of Flip Books</td>
</tr>
<tr>
<td>Other Visual Combinations</td>
</tr>
</tbody>
</table>
Verifying Design Plans

- Use visuals to help your audience
- Make words and visuals work together
- Double-check cultural assumptions
- Prefer simplicity and accuracy
- Use your time wisely
Presentation Style

Principles of effective design

- Consistency
- Contrast
- Balance
- Emphasis
- Convention
- Simplicity

Principles of effective design

- Consistency
- Contrast
- Balance
- Emphasis
- Convention
- Simplicity
Creating Effective Slides

- Writing Content
- Modifying Graphics
  - Selecting Design
  - Being Consistent
  - Adding Animation
Writing Readable Content

- Select a Central Idea
- Limit the Content
- Use Short Phrases
- Use Parallel Grammar
- Prefer the Active Voice
- Use Short Titles
Writing Readable Content

What Is Supply-Chain Management?

Developing long-term partnerships among channel members working together to create a distribution system that reduces inefficiencies, costs, and redundancies while creating a competitive advantage and satisfying customers.
Using Bullets

Benefits of Integrated Supply Chain

- Companies can carry less inventory
- Companies can design, ramp up, and retire products rapidly
- Companies can outsource some or all of the manufacturing function
- Online order entry contributes to enhanced customer satisfaction
- Shorter engineering-to-production cycle times help increase market share
Modifying Graphics for Slides

- Reduce Details
- Avoid Repetition
- Shorten Numbers
- Use Whitespace
- Highlight Key Points
- Choose a Clear Font
Graph for slides

Monthly Sales

Revenue

Month

Monthly Sales: 2008

Thousands

Month

Graphs showing monthly sales trends for different regions over a year.
## Selecting Design Elements

<table>
<thead>
<tr>
<th>Color Schemes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background Designs</td>
</tr>
<tr>
<td>Artwork and Visuals</td>
</tr>
<tr>
<td>Fonts and Type Styles</td>
</tr>
</tbody>
</table>
# Color and Emotions

<table>
<thead>
<tr>
<th>COLOR</th>
<th>EMOTIONAL ASSOCIATIONS</th>
<th>BEST USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>Peaceful, soothing, tranquil, cool,</td>
<td>Background for electronic business presentations (usually dark blue);</td>
</tr>
<tr>
<td></td>
<td>trusting</td>
<td>safe and conservative</td>
</tr>
<tr>
<td>White</td>
<td>Neutral, innocent, pure, wise</td>
<td>Font color of choice for most electronic business presentations with a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>dark background</td>
</tr>
<tr>
<td>Yellow</td>
<td>Warm, bright, cheerful, enthusiastic</td>
<td>Text bullets and subheadings with a dark background</td>
</tr>
<tr>
<td>Red</td>
<td>Passionate, dangerous, active, painful</td>
<td>Promote action or stimulate audience; seldom used as a background (“in</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the red” specifically refers to financial losses)</td>
</tr>
<tr>
<td>Green</td>
<td>Assertive, prosperous, envious, relaxed</td>
<td>Highlight and accent color (green symbolizes money in the United States</td>
</tr>
<tr>
<td></td>
<td></td>
<td>but not in other countries)</td>
</tr>
</tbody>
</table>
Distraction from Decorative

Making Teamwork Work

- Respect your teammates
- Value different perspectives
- Agree to compromise
- Help each other succeed
Readable Fonts

Serifs at the end of each letter make reading difficult. (Times New Roman) San serif fonts – Arial are better choice for slides.
## Achieving Consistency

<table>
<thead>
<tr>
<th>Slide Master Feature</th>
<th>Layout Templates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Choices</td>
<td>Bulleted Lists</td>
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<tr>
<td>Font Styles</td>
<td>Charts</td>
</tr>
<tr>
<td>Design Elements</td>
<td>Graphics</td>
</tr>
</tbody>
</table>
Presentation Slide Master
Adding Animation and Special Effects

Functional Animation

Transitions and Builds

Action Buttons/Hyperlinks

Multimedia Elements
Builds

Five Objectives of Business

• Survival
• Stability
• Growth
• Efficiency
• Profitability
Hyperlinks

HOLIDAY SALES INCENTIVES
- Rebates
- Samples
- Coupons
- Discounts
- Sponsorships

Displays this slide

COUPON PROGRAM
- Mailers
- Newspapers
- Website
- In store
- Neighboring merchants

Launches browser

Returns to this slide
Completing Slides and Support Materials

- Readable
- Simple and Consistent
- Audience-Centered
- Clear and Focused
- Concise and Grammatical
- Fully Operational
Enhancing Presentations

- Title Slides
- Agenda Slides
- Navigation Slides
- Running Headers
Creating Effective Handouts

- Charts or Diagrams
- Technical Papers
- Magazine Articles
- Case Studies
- Lists of Websites
- Copies of Slides
Practicing Your Delivery

- Present Naturally
- Check the Equipment
- Track Your Time
- Speak Clearly
Practicing Your Delivery

- Introduce the Slides
- Plan for Questions
- Anticipate Objections
- Check Message Clarity
CHECKLIST: Enhancing PPT with Visuals

Planning Your Presentation Visuals

• Make sure you and your message remain the focus of your presentation, not your visuals.
• Message V. Visuals.
• Select your visuals carefully to support your message; use a combination of visuals if needed.
• Visual to support message.
• Combination of Visuals
CHECKLIST: Enhancing PPT with Visuals

Planning Your Presentation Visuals

• Review your plan for each visual to make sure it truly supports your message.
• Review visuals.
• Follow effective design principles, with an emphasis on accuracy and simplicity.
• Follow design Principles.
• Accuracy and simplicity is must.
CHECKLIST: Enhancing PPT with Visuals

Planning Your Presentation Visuals

• Use your time wisely so that you have plenty of time to practice your presentation.
• Time management for practice.
CHECKLIST: Enhancing PPT with Visuals

Creating Effective Slides

• Readable content from everywhere in the room.
• Write short, active, parallel phrases that support, not replace, your spoken message.
• Avoid complete sentences unless you need to quote verbatim.
• Limit the amount of text so that your audience can focus on listening, not reading.
• Simplify print graphics for use on slides but don’t oversimplify.
CHECKLIST: Enhancing PPT with Visuals

Creating Effective Slides

• Use color to emphasize important ideas, create contrast, and isolate visual elements.

• Color to emphasize:
  – Important ideas,
  – Contrast, and
  – Isolate visual elements.
CHECKLIST: Enhancing PPT with Visuals

Creating Effective Slides
• Few colors, use consistently.
• Background v. foreground.
• No decorative artwork.
• Only functional artwork to support message.
• Font selection and Number of fonts.
• Slide masters for consistency.
• Animation to support.
CHECKLIST: Enhancing PPT with Visuals

Creating Effective Slides
• Subtle transitions.
• Hyperlinks and action buttons for flexibility.
• Multimedia to engage audience
CHECKLIST: Enhancing PPT with Visuals

Completing Slides and Support Materials
• Review for accuracy consistency, and clarity.
• Slides are fully operational.
• Slide sorter to verify and adjust the sequence.
• Backup plan if electronic presentation fails.
• Navigation and support slides.
• Handouts for presentation message.
• Practice for smooth presentation.
Presenting Online

Advantages
- Global Reach
- Cost Savings
- Convenience

Disadvantages
- Limited Feedback
- Technology Issues
- Training Issues
Online Presentations

- Send Preview Materials
- Keep Content Simple
- Get Frequent Feedback
- Consider the Audience
- Fine-Tune the Presentation
Online Presentations

- Ensure Compatibility
- Get Everyone Connected
  - Consider a Moderator
  - Engage the Audience
  - Use Technology Wisely
Thank You
Silk Route to e Route