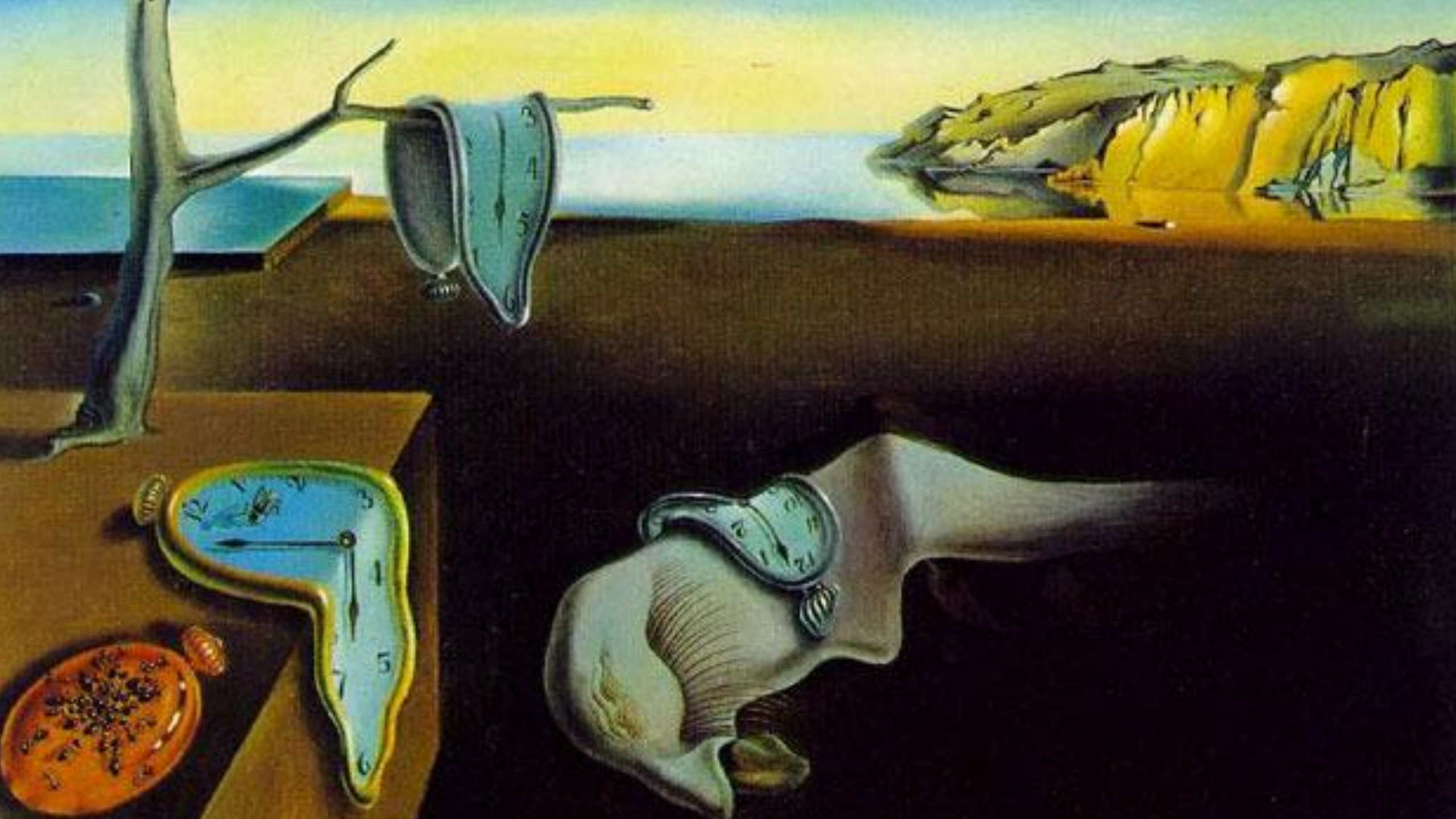


# The Art and Science of Technical Presentations

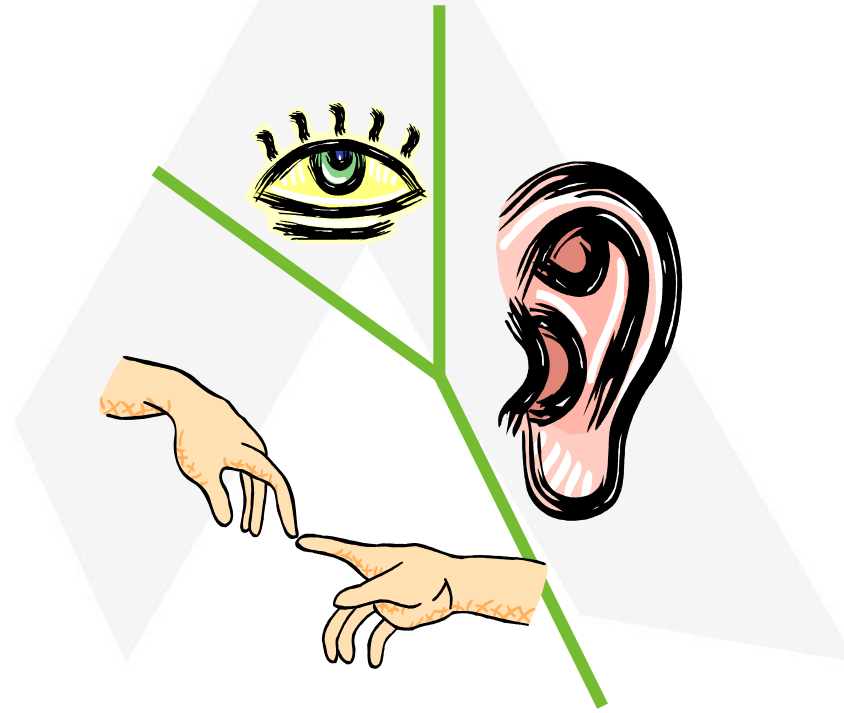
Frank De Gilio (degilio@us.ibm.com)  
IBM Corporation















### Order

- Completed Orders 276
- Completed Orders (Licensed) 156
- Completed Orders (Unlicensed) 38
- Abandoned Charts 27
- % of NLA that made purchase 11%
- % of NLA that made purchase 6%
- New Licensed Accounts 12

Day Week Month



### Top 5 Product

All Unregulated

	\$197,0212
	\$17,192.00
	\$12,960.00
	\$93,170.00
	\$19,173.00

# WHAT'S IN IT FOR ME?





123

SESAME STREET®

3



SONGS

## Introduction:

- Basic Point 1
- Basic Point 2
- Basic Point 3

## Basic Point 1:

- Description 1
- Description 2
- Description 3

## Basic Point 2:

- Description 1
- Description 2
- Description 3

## Basic Point 3:

- Description 1
- Description 2
- Description 3

## Wrap up:

# Clickbait





# Creating a Presentation



**WELL BEGUN**

**IS**

**HALF DONE**

**MARVEL** STUDIOS

**WHAT IF...?**

42

420

# ONLINE

UPON A TIME





YOUR AUDIENCE

SHOULD

NEED YOU

# Death by Powerpoint.....

- Text that continues on and on and on without any regard for your sensibilities.
  - This text will ultimately be read line by line by the presenter
  - It gives the impression that the speaker has no idea what is going on
  - Often the text is really too small to read by anyone over the age of 25.
- The text is often wrong in some way
  - The font is mixed making it stand out as just wrong.
  - Their is often a whole bunch of uncorrected spelling mistakes
    - Did this guy ever hear of spellcheck?
  - You spend way too much time looking at the chart and have no idea what the person is saying.
  - Or even worse you know what the speaker is saying because he or she is just reading every freaking word on the chart
    - As if we were in first grade and incapable of reading for ourselves
- By the time you get down to the bottom of the chart you are ready:
  - To commit suicide from boredom
  - Snore loudly with no regard for the presenters feelings
  - Wonder how that piece of food got stuck in the presenters teeth
  - Fantasize about what you could be doing right now instead of listening to this mind numbing jerk
- Notice that you still read even though you know nothing real is here!
  - You just can't help it. You are looking for some escape
  - You start to wonder how many brain cells have died since the start of this presentation
  - If you are reading this line you should yell "I'm bored!" and I will give you money!!!
  - You start to understand why people go postal
  - Get ready for 25 more slides just like this one

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  - You start to understand why people go postal
  - Get ready for 25 more slides just like this one

**LESS**  
**IS**  
**MORE**

Now we overlay this simple picture with a whole set of text that is supposed to clarify the main point of the chart. It probably is meant to **overstate** some basic principle that you knew before the chart was displayed. You were **so lost** by the explanation of the diagram that it really didn't matter what the speaker said.

**AGED**  
**AGED** ←  
**AGED**

**Just144ice**

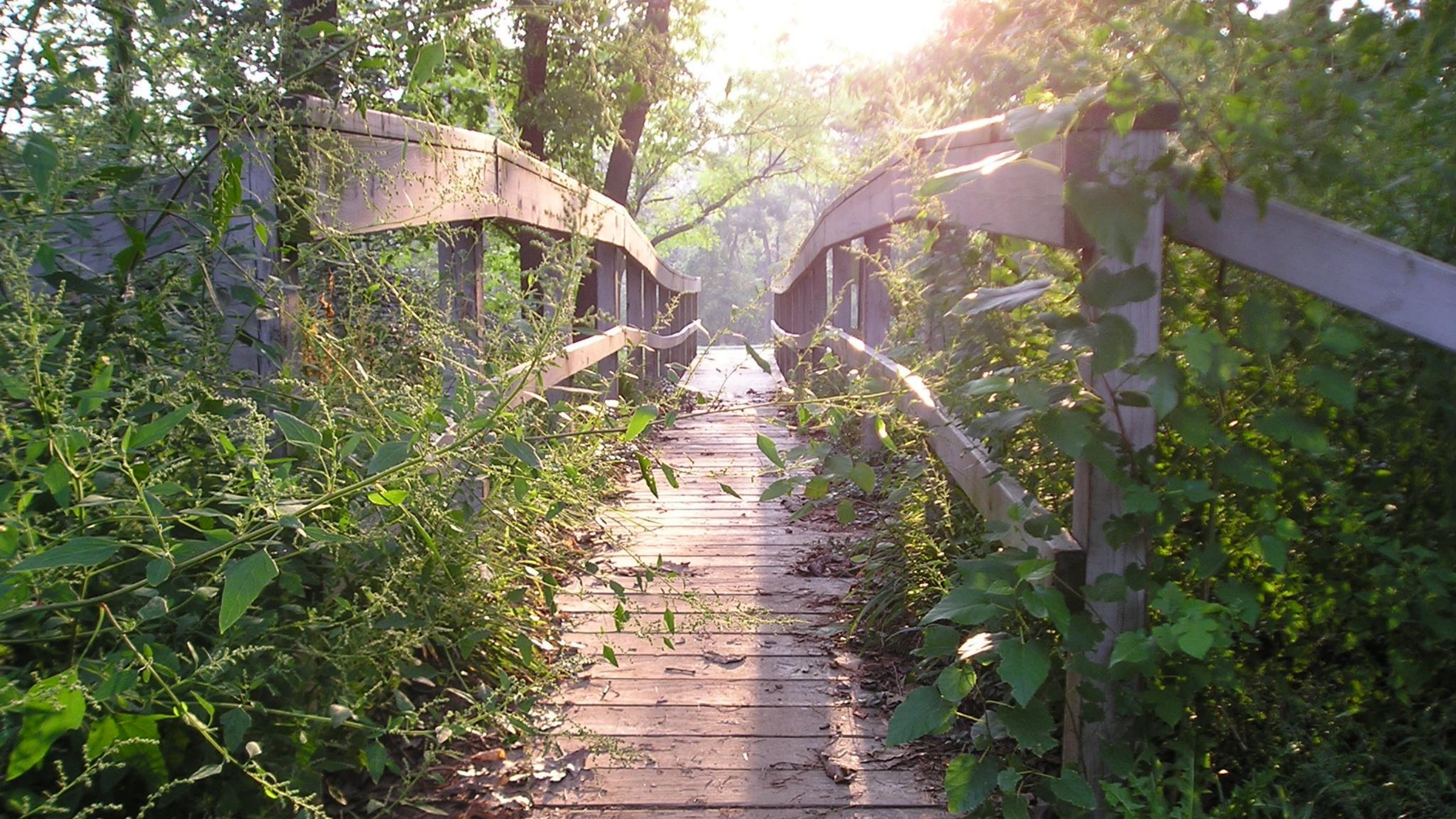
**ONCE**  
**TIME**

**yggip ride**

**Dumps Dumps**  
**Goose feathers**  
**Dumps Dumps**

**LE**  
**VEL**

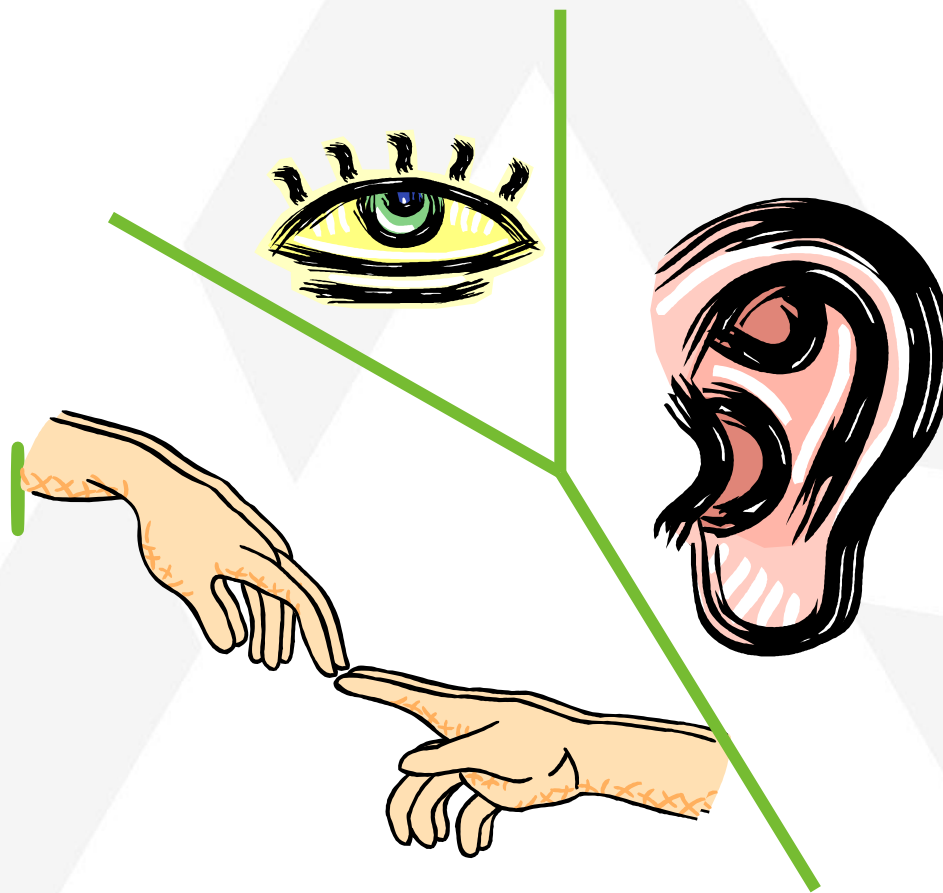
**ICE<sup>3</sup>**

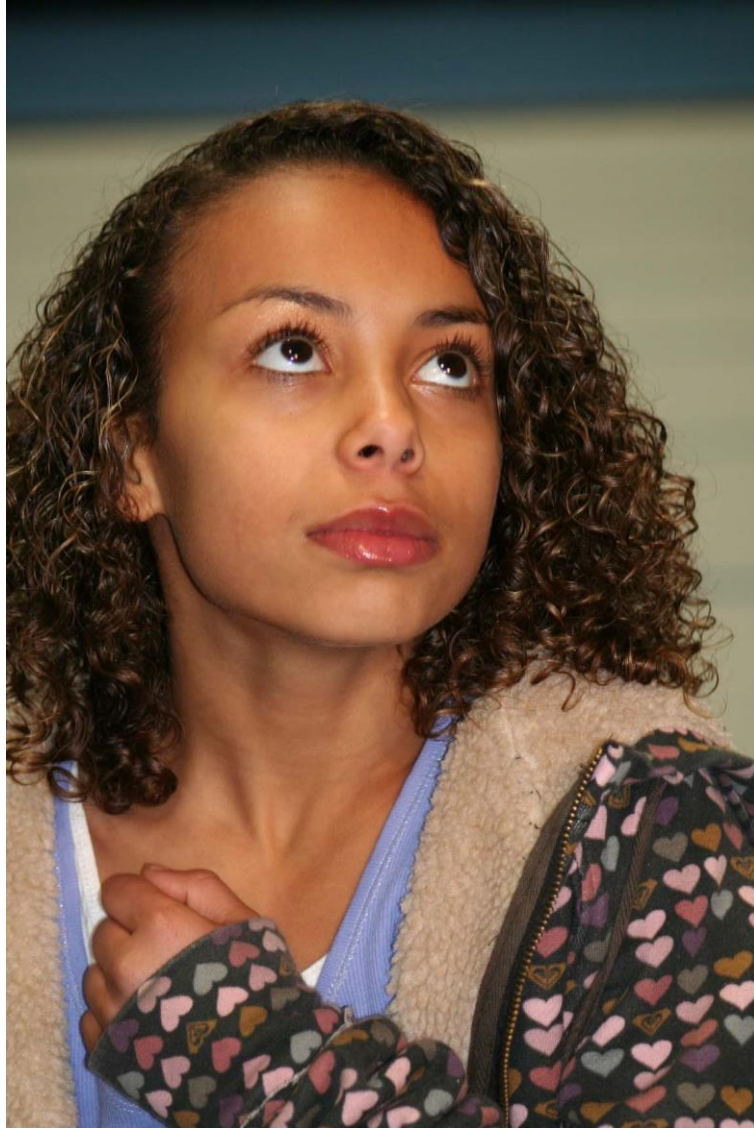




06/19/2007





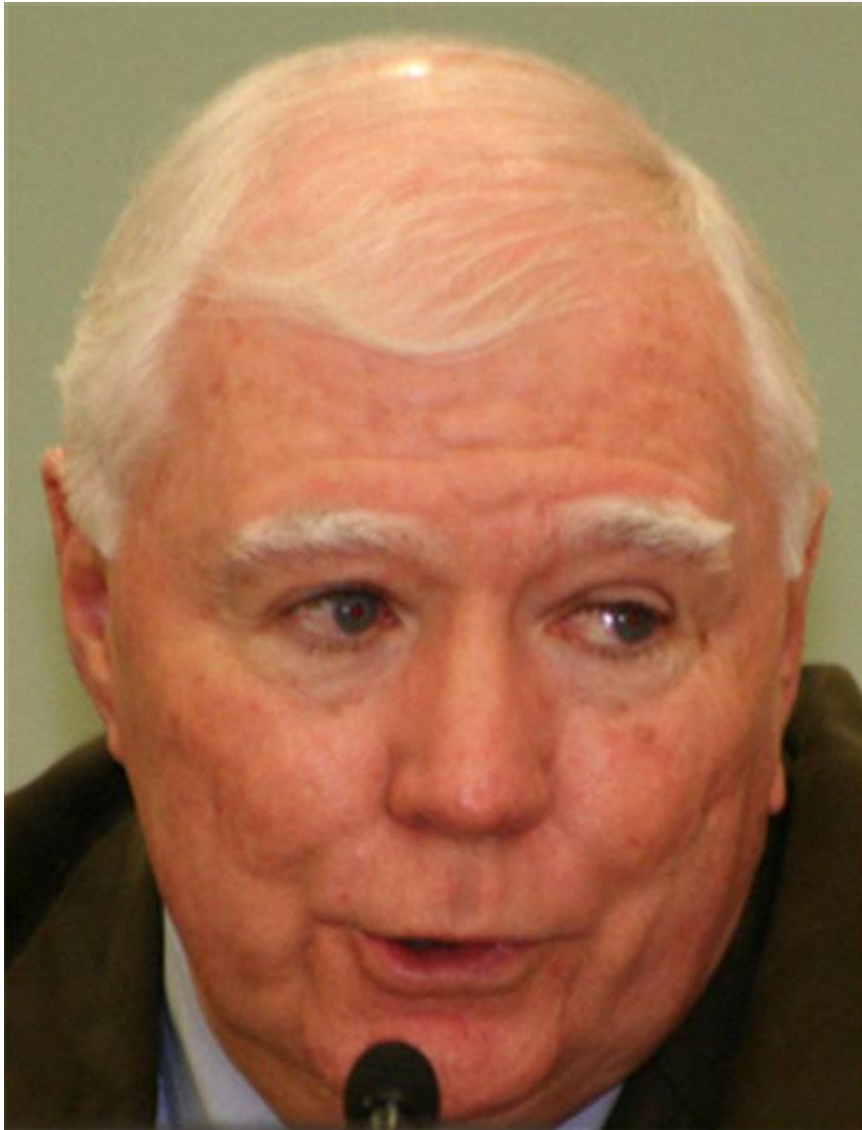


See, Look, Show

Stories, Pictures,  
Graphics, Videos

Rapid talker

Get to the point



Motor Mouth

Hear, Listen, Said,  
Tell, Sound

Stories, References,  
Their Words

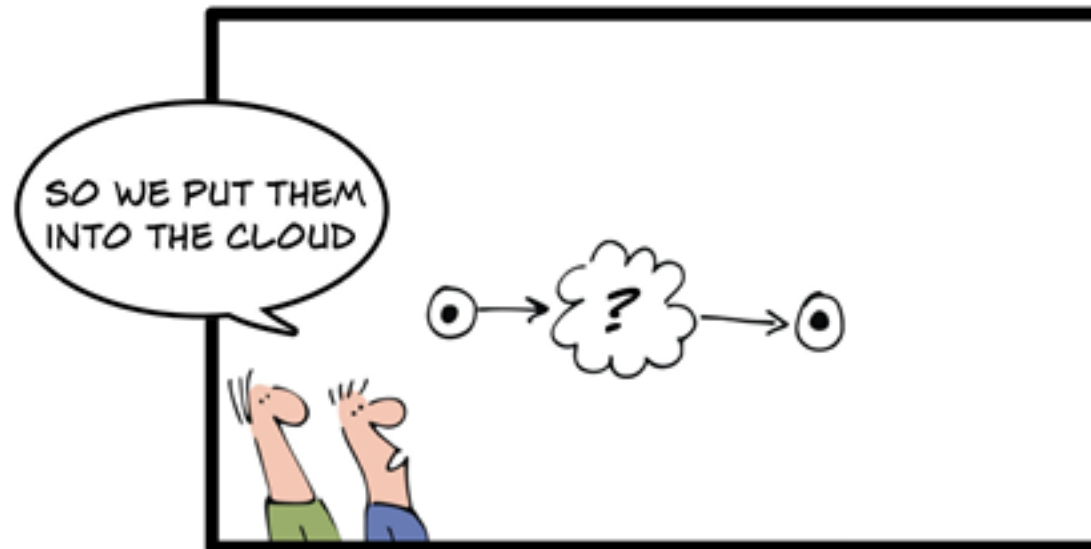
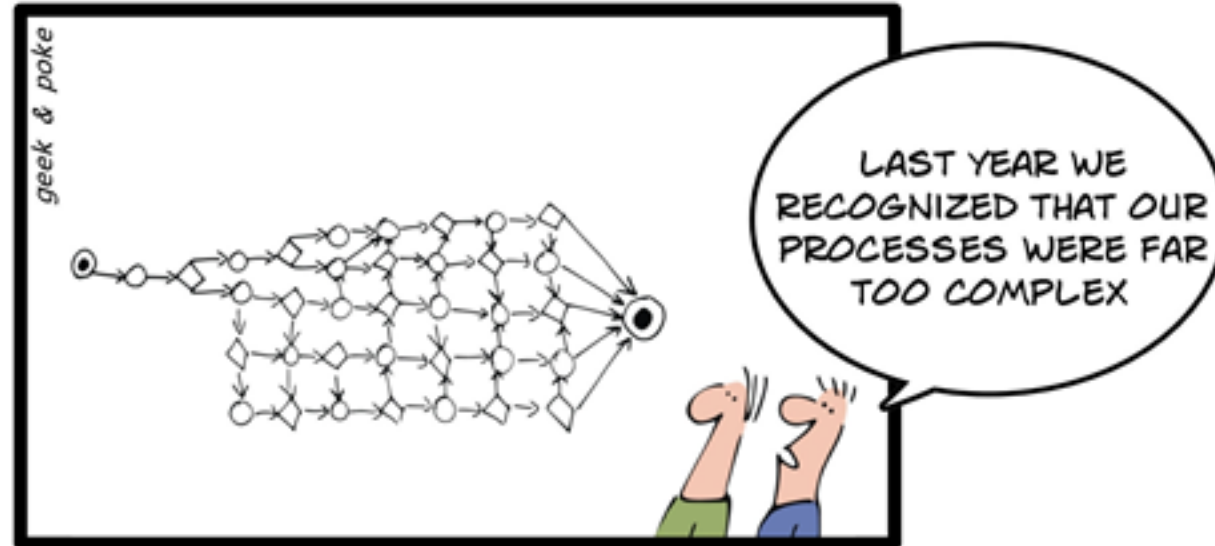


Few Words

Control, Feel,  
Touch,  
Comfortable

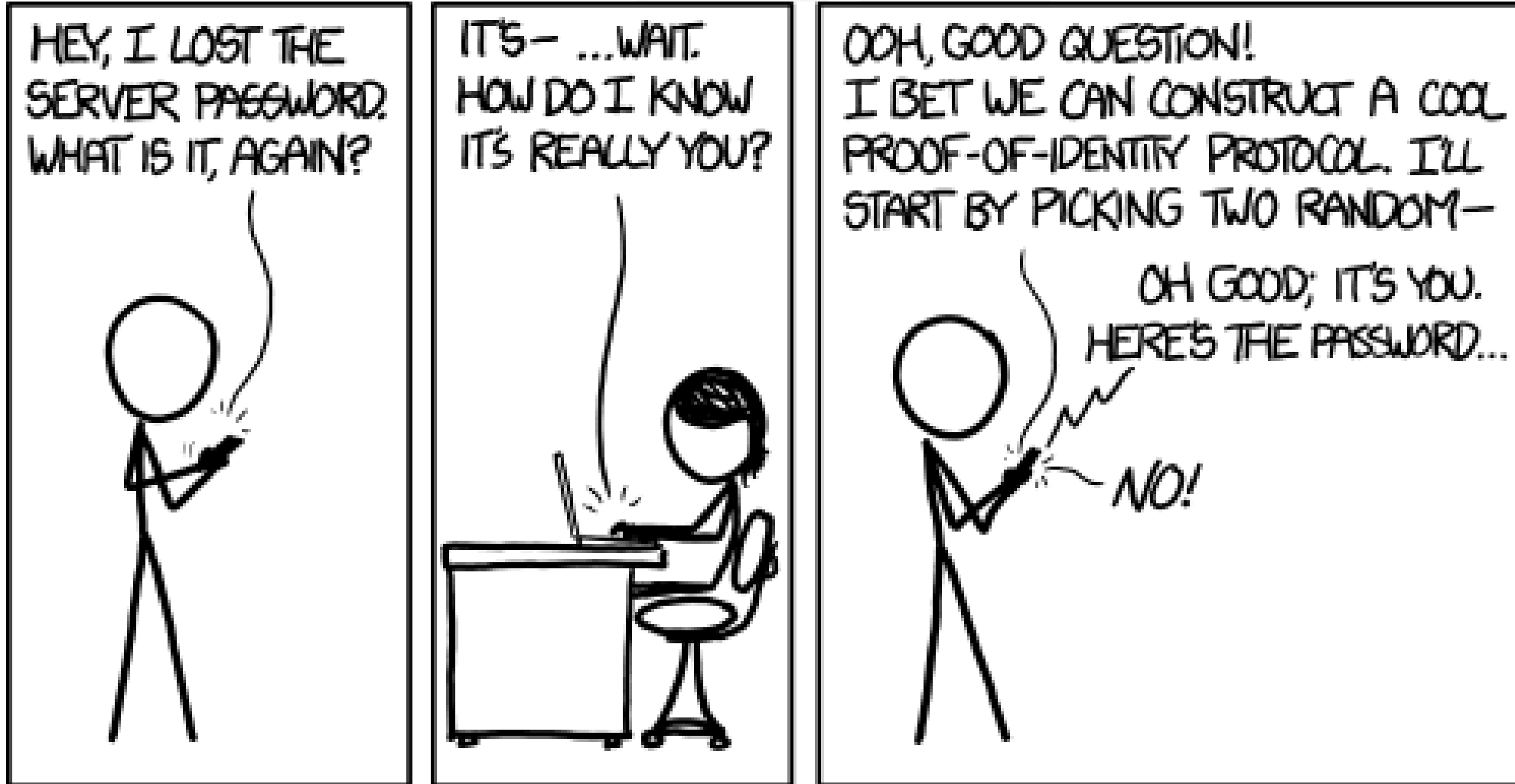
Stories, Pauses,  
Demos





LET THE CLOUDS MAKE YOUR LIFE EASIER

# Non Repudiation



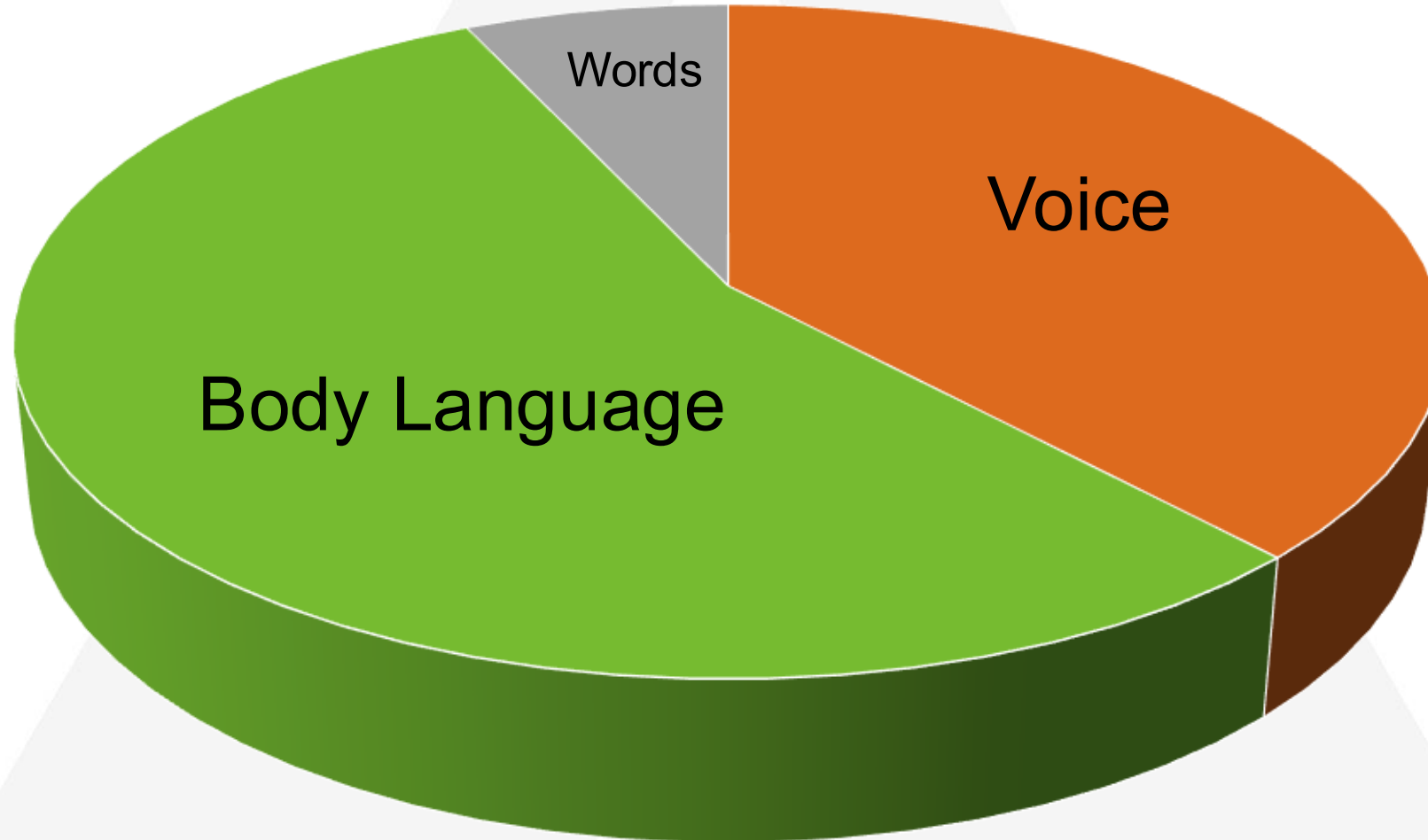
PEOPLE DON'T

MAKE DECISIONS

BASED ON FACTS



# Are They Listening?







**DON'T**

**MEMORIZE**

**EXTEMPORIZE**





Don't be alarmed.  
It's just an election  
post-mortem.

POLL

But... but...  
I'm not dead  
yet.



**COMMON  
MISTAKES!**



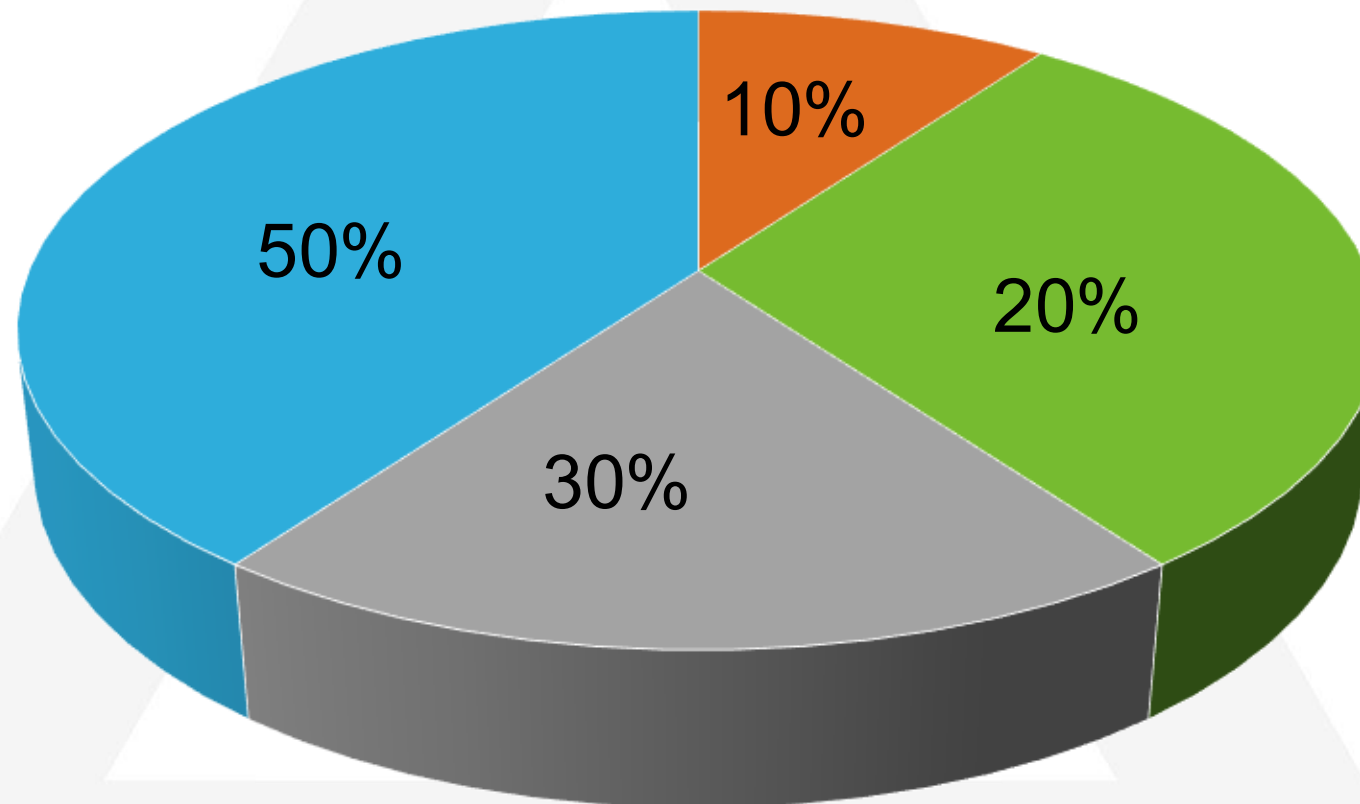


C<sub>3</sub> O<sub>1</sub> N<sub>1</sub> T<sub>1</sub> E<sub>1</sub> N<sub>1</sub> T<sub>1</sub>





## Important Percentages



Now What?!!



# Reference Materials

- Books
  - **Made to Stick** – Chip Heath & Dan Heath
  - **Presentation Zen** – Hans Roseling
- Web Sites
  - Stock xchng - [www.sxc.hu](http://www.sxc.hu)
  - Free Digital Photos – [www.freedigitalphotos.net](http://www.freedigitalphotos.net)

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