Webinar: Three Simple Rules for Great Presentations

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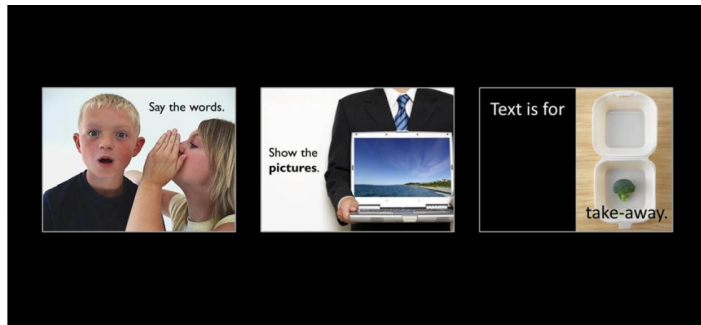
3 Simple Rules:
1-Say the Words
2-Show the Pictures
3-Text is for Take-Away

1) Words are important, so start w/ a written document as a basis or script; can use an outline or the Beyond Bullet Point sheet (an example, esp part II which allows you to develop either short presentation or longer, more detailed presentation). Link on his webpage.

2) More likely to remember an **impactful picture**. Use <u>relevant</u>, high-quality images—55% increased retention w/ words & pictures.
Use photos, not ClipArt; Web images have poor resolution so look for more high-quality pictures (images sites: StockExchange, Creative Commons, MS Office Online)
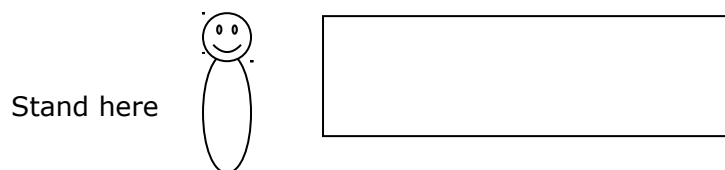Use a storyboard or example at right w/ stickie notes:

Fill picture on entire slide & add short lines of text as explanation.
Use textboxes to overlay busy photos, using transparency color to set off from pic.

Fishing boat swept ashore by tsunami waves

Textbox like this

Example of alternate design techniques

Most people read left-to-right, so stand where the audience sees you & then the slides:
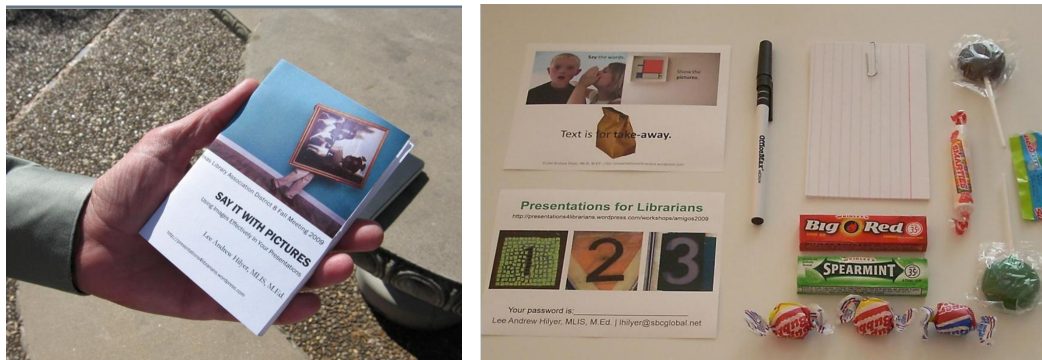
Stand here

3) Paper Handout carries more information so **Text is for Take-Away**
Except for an agenda, most slides have few text. Text on slide is processed in same part of brain as spoken words; heavy slide text overrides your spoken words so minimize slide text.

Handouts give you space to expand on topic. Give audience a taste in the presentation & then give handout to take & peruse at their leisure. Can use "Send to Word" to paste slides into word doc & add text; better than printing slides or slides with text lines.

Don't pass out @ beginning—it's a distraction; pass out at end <u>unless</u> discussing detailed spreadsheets, graphs, etc, then pass out early & lead audience through it, then return to presentation. *(For students we'd want to pass out a guided notetaking sheet for heavy-duty content or a graphic organizer for more conceptual information.)*

For the handout, consider something unique, ex. pamplet or brochure created in .pub or a website or blog, or a bag of goodies

For Webinars include interactivity.
See Goodman Center (Google it) for a webinar about webinars!
Don't dumb down presentations for students but add audience response (like w/ CPS) to help keep their attention.

The link below has changed; here is the correct one:
https://presentations4librarians.wordpress.com/2008/06/10/three-rules-for-great-presentations/

For more resources and downloadable goodies, visit:
http://presentations4librarians.wordpress.com/resources/tla
http://bit.ly/98rUdr

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