



Making your point making your mark

Presentation design for us all

NOTE: Best viewed in Presentation mode



What this presentation is about

- **Preparing a presentation**

- *Structure*

- *Content*

- *Graphics*

- **Delivering your presentation**

- **Using feedback.**



The structure of a presentation

- Choose an informative and interesting title
- Provide a *short* summary of the subjects you will address
- Introduce your material
- Develop it
- Reach a clear conclusion
- Don't keep repeating things.



Be clear about your objective

- **Be clear what you are trying to get across**
 - *If you don't know, the audience certainly won't*
- **Make sure you begin where your audience is**
 - *Find out about your audience*
- **Develop the material in easy steps**
 - *Don't puzzle them too much*
 - *But don't bore them.*



Introductions and conclusions

- Many good presentations are spoiled by
 - a long introduction
 - repetition of the introduction within the main material
 - a long conclusion
- Keep the introduction short. Just enough to whet their appetite! Does it even need a slide?
- Keep the conclusion short. It must flow directly from the main material.



The contents of your presentation

- Provide interesting background material
 - *It will inform those who don't know and will interest those who already know*
 - *It gets them on your side*
- Don't labour difficult points
 - Provide alternative explanations if they will help*
 - *Analogy, picture, model....*



Organizing the content

- **Use PowerPoint, Keynote or equivalent**
- **Create a list of slide titles**
- **Add content to each slide**
- **Add extra slides if you need them**
- **Remove unnecessary slides.**



Check through your slides

- Are any slides unnecessary?
- Are some too cluttered?
 - simplify them, or split them into two
- Can anything be said better with a graphic?
- Is typography and layout consistent?
- Bold fonts suit laptop screens but may appear to shout when projected on a screen



Check again

- Go back and review the order of the slides
- Are there any gaps?
- Is there too much material for the time available?
- Is everyything seplt corecty?



Typography

■ Use consistent typography

- ☀ or your listeners will be distracted
- ♥ trying to decide

→ just

→ why you chose such **strange** lettering

- Use typography to make your point, not to obscure it!
- NOTE: If you move the presentation to another computer, some of your fonts are likely to be missing and the intended effect is lost anyway!.





Problems

- Some presenters get carried away by the ability to write lots and lots and lots of words on a slide and hope that their audiences will bother to read them
 - *they won't*
 - *they can't even see them*
 - *they'll switch off*
 - *they'll fall asleep!*





Features and benefits

- Quasi-linear phase shift over the antenna aperture, providing enhanced stability of elevation patterns and gain at all tilt angles and frequencies
- Compact low-loss contactless precision-matched phase shifters provide high gain, exceptional elevation pattern shaping and superb IMP performance for all values of beam tilt
- Microstrip construction of phase shifters and power division networks, ensuring high reliability and consistency of performance
- Radiating element design optimised to provide low inter-element coupling, improving the performance stability of the array at all tilt angles
- A compact integrated mechanical design uses proven techniques to ensure long life and high reliability.
- Extensive use of advanced thermoplastics components provides high reliability and life-long low intermodulation products
- Low visual profile and low weight for easier planning and installation.
- Stepper-motor and control electronics for full remote control; a hand-adjusted version is also available.
- Full range of complementary accessories for on-site installation

We've all seen slides like this!
No one will bother reading beyond line 1.



Results

Parameter	Unit	Set tilt degrees	+45 port										-45 port					
			1900MHz	1920MHz	1940MHz	1960MHz	1980MHz	2110MHz	2130MHz	2150MHz	2170MHz	1900MHz	1920MHz	1940MHz	1960MHz	1980MHz	2110MHz	
Gain	dBi	0	16.8	16.8	16.8	16.9	17.1	17.6	17.8	17.8	18.1	16.3	16.5	16.7	16.8	17.0	17.2	
		2	16.8	16.8	16.8	16.9	17.2	17.6	17.7	17.7	18.0	16.3	16.5	16.8	17.0	17.0	17.0	
		4	16.7	16.7	16.8	17.1	17.2	17.6	17.7	17.7	18.0	16.4	16.5	17.8	16.9	17.0	16.9	
		6	16.7	16.8	16.9	17.1	17.2	17.0	17.3	17.2	17.4	16.7	16.7	16.8	16.7	16.6	17.0	
		8	16.8	16.8	16.9	16.9	17	17	17.2	16.9	17.2	16.7	16.8	16.8	16.9	17	16.8	
		10																
Azimuth beamwidth	deg	0	68.5	68.8	66.3	64.8	64.0	59.8	59.3	58.2	57.5	63.0	62.1	61.6	60.0	60.9	61.2	
		2	67.6	67.0	65.5	63.7	62.9	58.9	57.5	58.0	58.5	61.6	60.3	59.1	59.7	60.4	58.9	
		4	67.6	67.0	65.5	63.7	63.0	58.9	57.4	58.0	58.5	61.6	60.3	59.2	59.7	60.4	58.9	
		6	58.0	62.1	62.1	63.3	64.8	58.1	56.9	56.5	56.5	62.3	59.1	61.0	64.5	65.8	62.2	
		8	59.6	60.2	63.3	66	65.8	59.2	57.1	57.3	57.7	59.4	58.9	62	65.2	67.4	60.5	
		10																
Tracking over +/- 60 deg	db	0	1.0	1.5	1.0	1.0	0.7	0.2	0.1	0.6	1.0							
		2	1.2	1.1	1.0	0.5	0.2	0.3	0.9	1.1	1.4							
		4	1.0	1.1	1.0	0.6	0.2	0.3	1.1	1.0	1.2							
		6	1.3	1.0	0.8	1.2	1.5	1.3	1.4	1.5	1.2							
		8	1.5	2	2	1.7	1.9	1	1	1.2	1.6							
		10																
XPD Axial	dB	0	21.0	21.0	23.0	25.0	22.0	17.0	17.0	16.0	13.0	18.0	18.0	20.0	21.0	18.0	13.0	
		2	21.0	21.0	23.0	24.0	22.0	16.0	17.0	16.0	12.0	18.0	18.0	20.0	21.0	18.0	14.0	
		4	21.0	21.0	25.0	28.0	27.0	13.0	14.0	13.0	12.0	18.0	18.0	21.0	21.0	20.0	11.0	
		6	17.0	18.0	19.0	18.0	20.0	15.0	14.0	13.0	13.0	22.0	19.0	20.0	18.0	16.0	17.0	
		8	18	18	20	19	20	15	14	12	12	19	20	22	19	19	15	
		10																
XPD across +/- 60 deg	dB	0	13.0	14.0	14.0	17.0	17.0	11.0	10.0	9.0	7.0	13.0	12.0	13.0	13.0	13.0	9.0	
		2	13.0	17.0	20.0	20.0	15.0	11.0	10.0	9.0	9.0	13.0	12.0	12.0	13.0	12.0	9.0	
		4	14.0	14.0	15.0	14.0	12.0	10.0	8.0	8.0	6.0	12.0	11.0	11.0	12.0	11.0	8.0	
		6	15.0	12.0	10.0	8.0	7.0	8.0	8.0	7.0	6.0	11.0	10.0	9.0	9.0	8.0	10.0	
		8	11	9	9	7	7	8	7	7	5	10	9	9	9	9	10	
		10																

Oh dear... another six people fell asleep



ANOTHER WAY OF LOOSING PEOPLE

IT'S EASY TO IMAGINE THAT PEOPLE CAN READ TEXT MORE EASILY IF IT'S ALL WRITTEN IN NICE BIG CAPITAL LETTERS. IN FACT, AS YOU CAN SEE FROM THIS EXAMPLE, LOTS OF CAPITAL LETTERS JUST CONFUSE THE EYE, SO SOME OF THE AUDIENCE WON'T BOTHER LOOKING AT THE NEXT FEW SLIDES – THEY'LL DECIDE THE PEOPLE SITTING ACROSS THE TABLE ARE MUCH MORE INTERESTING!

Mixed case is **much** easier to read!





Your audience can read!

- **Avoid the temptation to read the words on your slides to your audience**
- **Slides can be your notes, but not your text**
- **Use graphics rather than words wherever possible.**

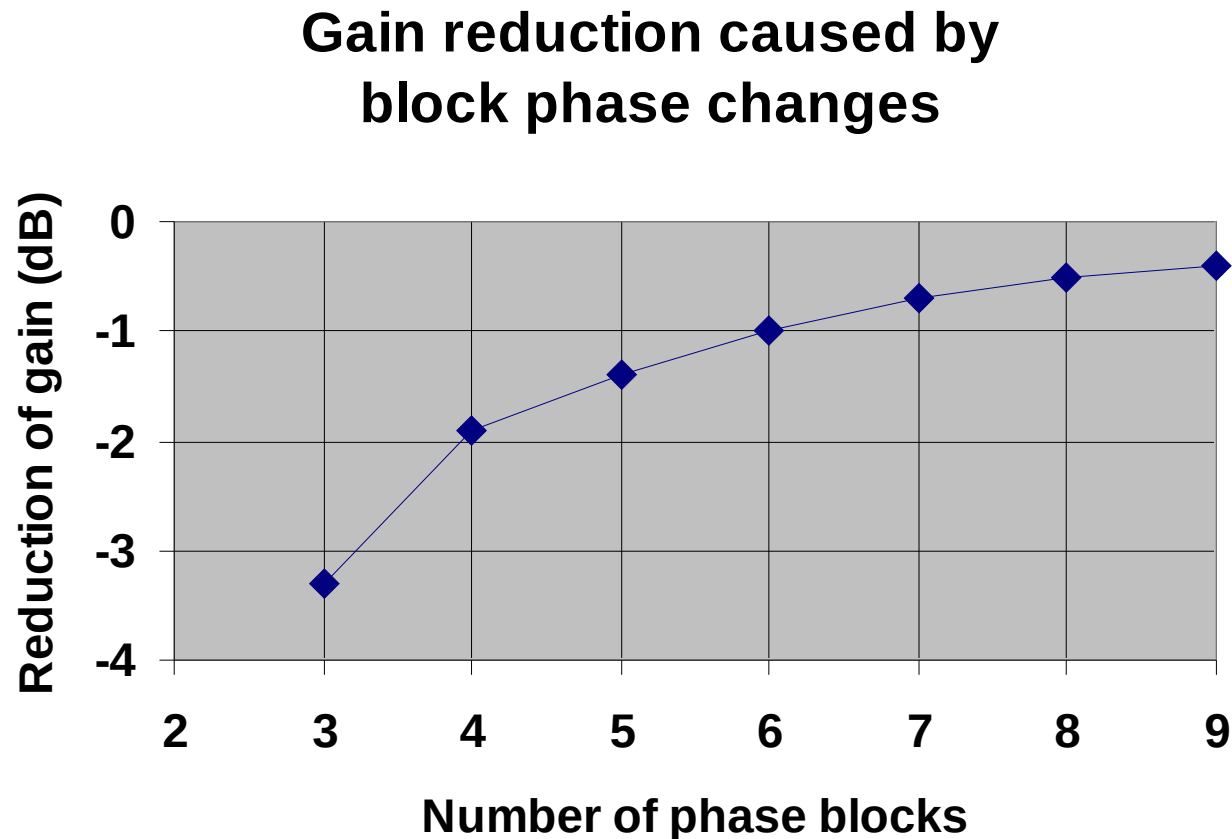


Animation

- Animation can be used to add interest
- It's effective to reveal your points one at a time
- And to keep the interesting point to the last
- But over-use will distract the audience
- They'll be more interested in the effect than in the content
- ◇ I add a stop at the end of the last line of every slide so I know then next click will be to the next slide.



Keep graphs simple with clearly labelled axes





Photos ... before



- Pictures of scantily clad women/men may grab the attention of your audience
- *But they may stop listening to you*



... and after



- Interesting photos will always grab attention
- but they must be relevant



Photos of people



- It's good to include photos of your colleagues
- *But they often seem to leave the company once they've had their picture taken!*



Making your presentation

- *You are the expert*
- The audience wants to know what you're going to tell them
- They are on your side when you stand up
- They are ready to be interested, entertained
- If they have low expectations of your style, you have a real opportunity to shine!



Feedback

- **Decide whether to invite your audience to ask questions as you talk**
 - *you'll know they are interested*
 - *and that you're getting your material across*
- **BUT**
 - *defer questions that refer to something covered later in your presentation*
 - *don't get into a long discussion with one audience member*



Make an impact!

- Start by grabbing their attention
- Remember, **you're playing a role**
 - don't apologize for yourself
- Be animated
 - be *and sound* interested in what you're saying
- Talk to the people sitting at the *back* of the audience, then everyone can hear you!



Keeping them on your side

- **Use your voice**
 - Practice and develop your technique
- **Make eye contact regularly**
- **Use body language: beware of the negatives**
- **Don't turn your back**
- **Risk being humorous, but don't persist if the audience is unresponsive.**



Timing

- Rehearse well to check timing
- Be willing to slow down when the audience is interested
 - *and to go faster if you sense low interest*
- Number your slides so you can check your progress as you go

[Click here for another hint](#)



The unexpected

- **Surprise your audience to keep their attention**
- **Expect the unexpected, even if you didn't intend it ... don't be put off**
 - **Computers fail**
 - **videos don't always run**
 - **an audience member may feel ill ...**



Conclusion

- Giving presentations is fun!

... it's also mental and physical hard work!

- ***Presentations provide an opportunity to be seen and recognized***
- Be well prepared and organized
- **Keep control of the occasion**
- Time yourself carefully but flexibly
- **Encourage feedback and use it to improve content and technique**

Thanks for watching this!

- ◆ Don't end with a Windows desktop!
- ◆ You need something to tell YOU, as well as your audience, that you've reached the end
- ◆ Enjoy yourself!

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You can always include a link to something you may need

- If you're not sure whether you will have to explain something it's a good idea to use a Hyperlink
- Or you can use a link to bypass several slides if they are not needed
- You can use a link to add an explanation you've already prepared, in the same presentation or another.

Continue