

Summitsoft Corporation

A GUIDE TO GREAT PRESENTATIONS

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PRODUCT REGISTRATION

Registering PowerSlides™ is important. Registration provides you with timely access to the latest product updates, technical support, valuable information about new product releases, articles, tips and hints, and special offers on other Summitsoft® and macware® products.

You can register the PC version of PowerSlides online at:

www.SummitsoftCorp.com/Register.asp

You can register the Mac version of PowerSlides online at:

www.macXware.com/Register.asp

A NEW LOOK TO PRESENTATIONS

Everyone's done it.

Everyone has given a presentation using PowerPoint® that recycles the same old look that everyone else has used at some time in the past decade.

PowerSlides™ gives PowerPoint® (and Keynote™ for Mac) users an entirely new library of backgrounds and templates that fit best with today's look and feel. The PC version of PowerSlides even allows you to change the color of the included backgrounds in countless combinations to give yourself a limitless variety of choices to add as the foundation of your presentation slides. The possibilities are virtually endless.

So, now that you have the choices at your fingertips, how do you put it all together? How do you maximize the impact of your presentation on your audience, and keep them interested and involved long after your time ends?

Less is MORE

Never read directly from slides. Slides should remain simple and to the point, if possible (although some presentations may call for more detailed slides); just make sure you think about the context of your presentation and what information is expected.

Instead of using slides as your main focus during the presentation, keep them purely as support content to the information you are verbally delivering to your audience. **An audience will tend to focus their attention on slides packed with content, rather than the presenter**, if every slide is overflowing with information, charts, graphs and more.

Some of the best presentations feature slides that call out only a few brief words, a quote, a question, or straight-to-the-point fact which backs up what the presenter is discussing with his or her audience.

Pick the Right Background

The background you choose for your presentation can help put your topic into context, or simply provide a subtle emphasis on the slide text. Choosing the right background can dramatically impact the focus and attention of your audience.

Designer Backgrounds

Don't think you have to be stuck with the basic system fonts just because another computer may not have the font you want to use installed. You can always embed any font you use in your presentation. This will make your PowerPoint® file larger, but the size difference should be negligible.

Textured Backgrounds

Textures offer a subtle, creative and sometimes artistic look to add to your presentation. Textures can help put your content into context, or simply punch up the key points on your slides by giving your presentation backgrounds a richer look that you can't get by using a flat-colored one.

Tiled textures are specifically designed to fit any screen resolution by fitting seamlessly together. This means that one small tiled texture will multiply

vertically and horizontally on the screen to fit the entire background; you won't be able to tell that the background is actually made up of a large number of the same tile because they fit seamlessly together!

Progressive Backgrounds

A new addition to presentation backgrounds is a progressive look.

You can give a more dynamic structure to your presentations by visually showing time and action progression in your slide backgrounds. As each new slide appears, the background shows a subtle variation in order to boost awareness of content or topic changes. One example of a progressive background is:



What color is best for backgrounds?

One of the more popular colors used in presentations is the color blue. This has been proven the most effective color visually for people to best define the difference between the background and the content on presentation slides. This makes it easier for your audience to see and understand the content of your slides.

When using darker colored backgrounds, make sure there is enough contrast between the background and the text by using lighter text colors such as white or yellow. For lighter colored backgrounds, use dark colored text to make your content stand out more (black is always a good choice).

Remain Consistent

You can benefit greatly by keeping a consistent look throughout your presentation. This means keeping your background consistent, along with the colors, fonts and layouts used on each slide. The more consistent you are, the easier it will be for your audience to quickly scan your slide for the pertinent information you call to their attention.

You can choose to use a single font for all material in your presentation, or further stylize your look by using two different fonts: one for the title and headers, and the other one for the content body. Just try and stay away from using more than two font styles, unless your presentation warrants such a look.

If you use two separate fonts, it is recommended you keep the styles different. For example, using Arial and Tahoma fonts together would not give your presentation a better look since the styles are very similar. However, using the Georgia and Tahoma fonts together would help to better differentiate your headers from the content body of each slide.

Choosing the Right Font

It is always good policy to stay away from fonts with serifs. Although these may look great on printed material, they just don't make the grade in presentation slides and can even require your audience to take their focus away from you (as the presenter) while their brains process these kinds of font styles. Instead, try using "sans-serif" fonts in your presentation.

Although every computer has some great fonts installed and ready for use, many of these may be missing on other computers you may be presenting on. The following is a list of fonts that typically are included on most computers:

Fonts installed on most PCs

Arial
Arial Black
Comic Sans MS
Courier New
Georgia
Impact
Lucida Console
Lucida Sans Unicode
Palatino Linotype
Tahoma
Times New Roman
Trebuchet MS
Verdana

Fonts installed on most Macs

Arial
Arial Black
Charcoal
Comic Sans MS
Copperplate
Courier
Courier New
Gadget
Geneva
Georgia
Helvetica
Impact
Lucida Grande
Monaco
Optima
Palatino
Times
Verdana

Embedding Fonts

If you are using PowerPoint®, don't think you have to be stuck with the basic system fonts just because another computer may not have the font you want to use installed. You can always embed any font you use in your presentation. This will make your PowerPoint® file larger, but the size difference should be negligible.

To do this in PowerPoint®, choose **Options** in the **Tools** menu and then click the **Save** tab. There will be an option you can check called "Embed TrueType fonts". Check this box and keep the "Embed all characters" sub-option selected in order to apply that font to the entire presentation and any changes that might be made to it in the future.

Limit Transitions and Special Effects

Keep the attention focused on you, not your slides.

Don't use transitions or any other special effect animations in your presentation, unless you want your audience to pay less attention to you and what you are

talking about. If you find you need to use these common PowerPoint® features, keep their use to a minimum, such as transitioning from one bullet point to another.

TIPS ON PRESENTING

1. *The first few minutes of your presentation will define your audience involvement and excitement level.* Try opening with a famous quote, seemingly “unbelievable” fact or a question that challenges your audience to find an answer with you, if your presentation topic allows you to do so.
2. *Know your presentation topic inside and out.* Never read directly from your slides or it will deflate your credibility with the audience and decrease their attentiveness to what you are saying (or reading). If you are successful in getting your audience involved in a dynamic discussion of your presentation topic, make sure you have an answer for any question that may come up relating to your topic.
3. *Always be prepared.* Find out where the presentation will take place, what kind of people will be in your audience, how many people may be in your audience, and when the presentation will take place. The size of your audience can determine the “intimacy” of your presentation (how much audience involvement you might have).

Find out all you can on the makeup of your audience: what they will expect from you, what is their understanding of the topic you are presenting, and any other pertinent information. Never assume you know your audience; make sure you base your knowledge on cold, hard facts. If you are presenting to a company, get as much information on the company as you can find; annual reports are a great resource for learning all you need to know.

Find out how you will be introduced so you won't be taken by surprise by anything off topic.

Always anticipate questions relating to your topic and research the answers you will give.

4. *A foundation for success.* In creating your presentation, start with an outline that defines all content that will be presented. Then figure out an attention grabbing introduction that will immediately capture the

attention of your audience and keep them involved throughout the entire presentation. This can be in the form of a shocking fact, figure, quote or question. Anything that gets them thinking about the answer which you will then guide them to using your presentation outline.

The conclusion should be as much of a brain-buster as your introduction, and should give your audience something to think about long after you time is up. This can be anything from the challenge of a future challenge, remark about how your topic is relevant today and the impact of it on the audience

5. *Practice makes perfect.* Practice the timing of your presentation based on the length of time you are provided. Make sure you can cover all information, as well as answer any questions that might come your way. This means verbal practice. Don't just prepare by reading over your presentation and practicing it in your head. Get used to the sound of your voice and how you can better deliver specific details based on tonal adjustments of your voice. Practice with a coworker, friend, spouse or anyone else with an objective ear, but who is also willing to make constructive comments on how to improve your delivery.

If possible, visit the room where you will be presenting to see if you will need any special equipment and hear how you sound.

6. *Learn about your body language.* Everyone has mannerisms that can either hinder or help their presentation. Grab a video camera and record yourself practicing your presentation to see what you need to work on.

Look for vocal deterrents such as “Umm” that can quickly give an unprepared impression on your audience. Rehearse what you need to say in order to speak clearly and concisely.

Maintain eye contact throughout your presentation. Do your best not to look at your slides as you walk through your topic.

Watch how much you gesture with your arms. Try to keep them carefully controlled, but still use them to emphasize key points in your presentation.

Make sure you dress the part. What you wear should not distract your audience from the topic you are discussing.

GETTING TECHNICAL SUPPORT

Purchasing PowerSlides gives you free access to Summitsoft's online technical support (for both PC and Mac customers), located at:

<http://www.summitsoftcorp.com/Support-Center/>

For specific online tutorials and Frequently Asked Questions (FAQs) relating to using PowerSlides, browse the following websites:

PC customers

www.SummitsoftCorp.com

Email Technical Support: **support@summitsoftcorp.com**

Mac customers

www.macXware.com

Email Technical Support: **support@macxware.com**