



A fresh approach to IT support and expertise.

The Art of Engaging Presentations

How to craft a truly captivating presentation

The pitfalls

Don't jump straight into PowerPoint



Start with strategy, not slides

Most people will:

Open PowerPoint

Choose a template or old file

Start typing content

Add images

Think there's nothing left to do

Mapping out your key message, goals, and audience before opening PowerPoint is essential.



The planning process

Start with paper and pen
Outline the audience
Develop the message
Refine



Overcoming the Limitations

Eliminating common mistakes



Breaking the bullet point habit

While you are reading this copy you are not really hearing what I'm saying. Did I just say pink elephant or is there one on screen?

- Bullet points are distracting
- Overuse of them in presentations can bore the attendees and viewers
- Too many bullets overload the screen and make things hard to read and take in
- There are four things you can do to break this habit and I've been talking about them while you've been reading these bullets
- How much have you been hearing while trying to read all this information?



Breaking the bullet point habit

Easy design mantras

Just the headline information on the slide
OR an image that reflects the concept.

Less is more

Use of visuals

Engagement

Design for clarity



Review of Test Data Indicates Conservatism for Tile Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
 - Crater overpredicted penetration of tile coating significantly
 - Initial penetration to described by normal velocity
 - Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
 - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
 - Test results do show that it is possible at sufficient mass and velocity
 - Conversely, once tile is penetrated SOFI can cause significant damage
 - Minor variations in total energy (above penetration level) can cause significant tile damage
 - Flight condition is significantly outside of test database
 - Volume of ramp is 1920cu in vs 3 cu in for test



Presentation software is not a substitute for technical reports or other meaningful documentation.



Art of engaging presentations

Clean

Clear

To the point

Taking Inspiration from Apple

Presentation Lessons from a Leader



The Apple way

Single bold statement





10%

Android 9



85%

iOS 12

Installed base

Patently Apple



iPhone 16

From

\$799

128GB

iPhone 16 Plus

From

\$899

128GB



KISS ME

Strategy for Presentation Success





KISS



Recap

- **Don't start in PowerPoint:** Plan it out on paper or in a Word document
- **Prioritise headline information:** Keep slides clean, clear and concise
- **Take inspiration:** Use templates, follow the 5/5/5 framework
- **KISS ME:** Engage with pace, tone, imagery to make your key points stick





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Hope you enjoyed the session

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