

deliver
your **BRAND**

Giving a Winning Presentation...Virtually

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Communications Strategist





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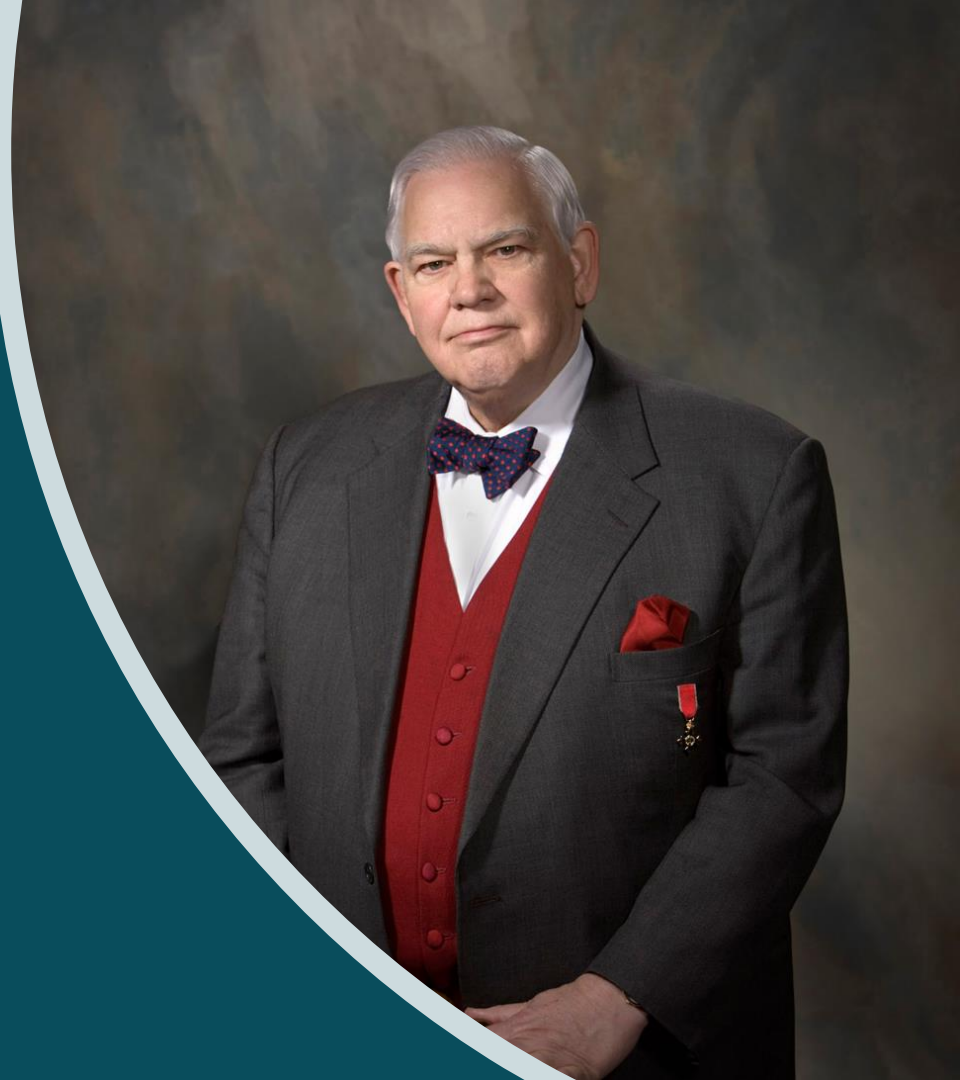
BA, Broadcast and Digital Journalism, Political Science
Emphasis

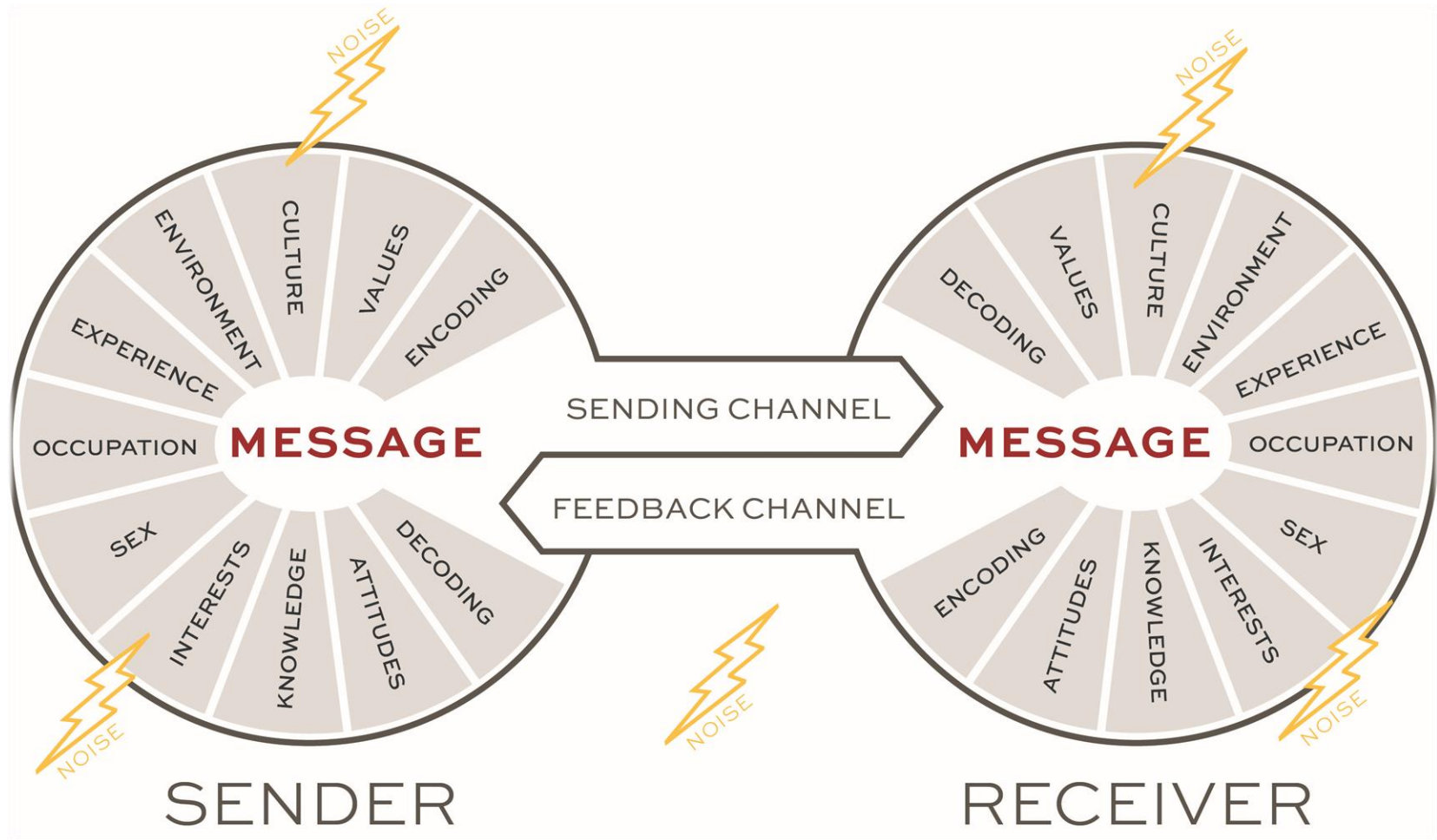
- Former television news reporter and anchor with more than 6 years experience covering politics, economic development, and breaking news
- Independent consultant for clients covering interview, resume, image and brand development for more than 5 years
- Helps Crawford clients with public relations needs, media training and crisis communication planning, in addition to teaching "Deliver Your Brand"
- Classically trained opera singer and current performer



Every time you speak,
whether it is in an
auditorium, company
conference room, or
even at your desk, you
are auditioning for
leadership.

James C. Humes
Former Presidential Speechwriter





Noise

- Physical
- Physiological
- Psychological
- Technological

COMMUNICATION PROCESS



P- Plan

A- Audience

C- Content

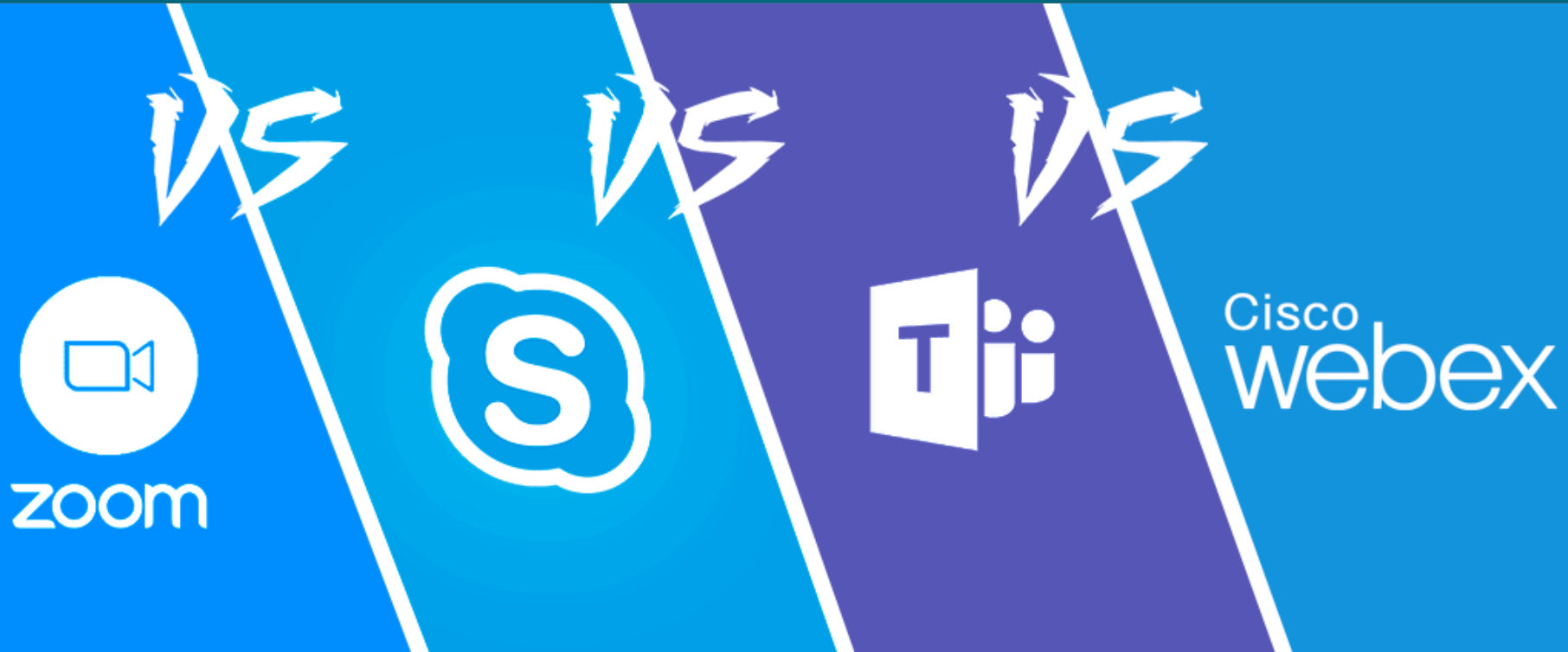
E- Engagement

S- Socialization

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PLAN

Know Your Technology

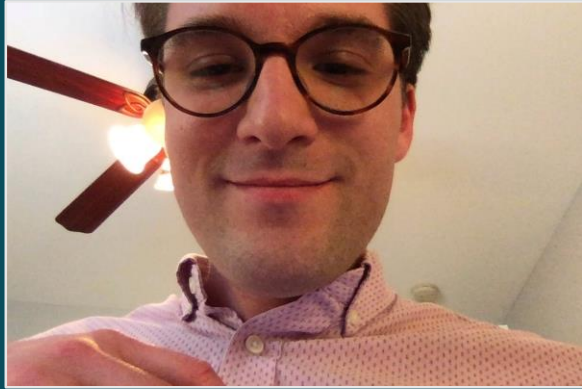




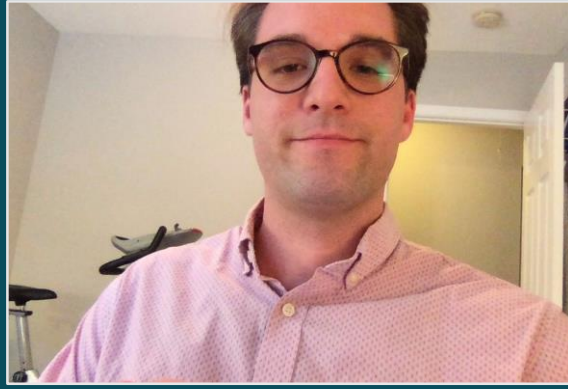
BAD

BETTER

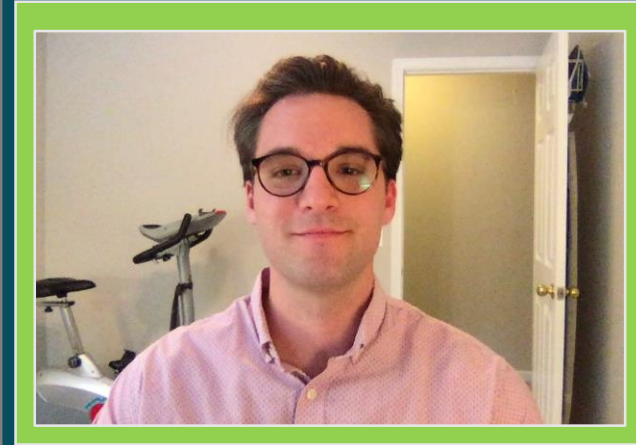
BEST



A



B



C

Camera Angles

BAD

BETTER

BEST



A



B



C

Lighting



A



B



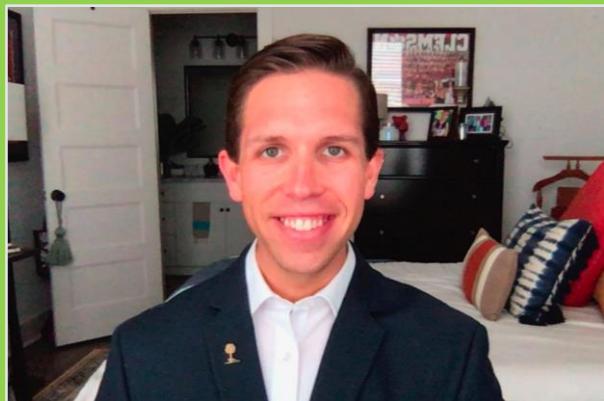
C

Background

BAD

BETTER

BEST



A



B



C

Appearance (Male)



A



B



C

Appearance (Female)



A



B



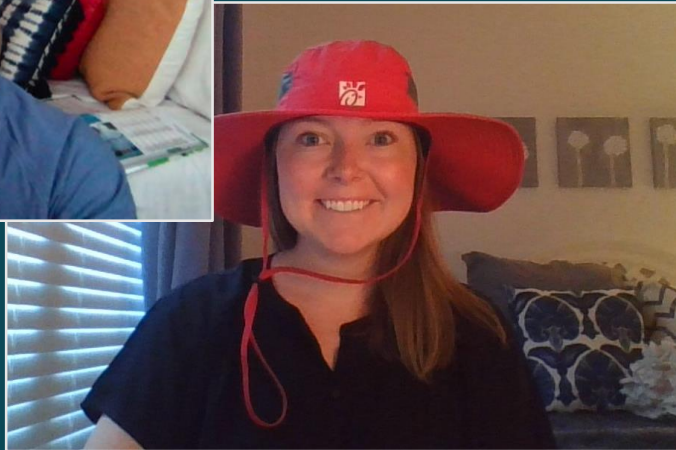
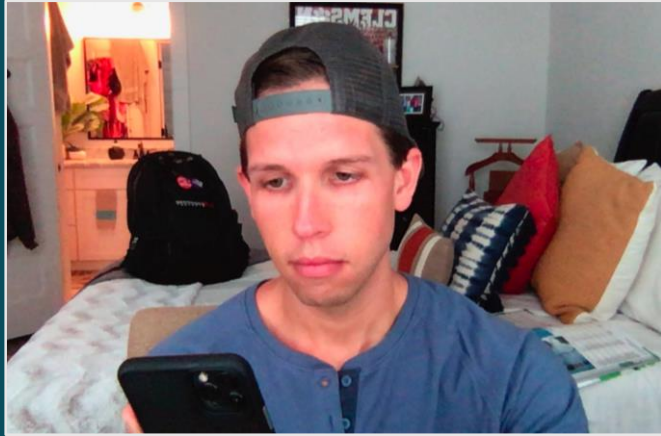
C

Hair

BAD

BETTER

BEST



- No hats
- No dangling jewelry
- Keep pets and kids in another room
- Keep makeup simple and appropriate
- No sunglasses
- No gum
- No eating
- No cell phone use
- Drink from a glass



AUDIENCE





THE AUDIENCE AND YOU

- Set an image of a person to talk with mentally.
- Imagine the ideal person for the presentation you're giving.
- Don't let your audience think "this could have been an email."





A decorative background featuring several colorful speech bubble cutouts in shades of teal, orange, and red, hanging from thin black strings. A dark teal rectangular box is positioned on the left side of the image, containing white text. The overall aesthetic is clean and modern.

AUDIENCE ANALYSIS

- WHAM - What Here Applies To Me?
- Listeners Ask
 - So what?
 - Who cares?
 - Should I really be listening?
 - Why is this important to me?
 - What am I supposed to know, believe or do?
 - What is my take-away?



SPEAKER CREDIBILITY

- Character
- Competence
- Composure
- Likeability
- Energy
- Style

.....

READING YOUR AUDIENCE... VIRTUALLY

- Be an engaged observer.
- Encourage video.
- Look/Listen for:
 - Back channels
 - Shoulder tension
 - “Eye” contact
 - Facial Expressions
 - Tone
 - Device use



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CONTENT

PRESENTATION ORGANIZATION

Introduction

- Attention Grabber
- Speaker Credibility
- Thesis Statement / Reason to Listen
- Preview / Agenda

The background image shows a laptop screen displaying a video conference with four participants. A hand is visible in the foreground, writing on a notepad. The overall scene is dimly lit, with a focus on the laptop and the hand.

PRESENTATION ORGANIZATION

Body

- Overall organization
- Clear main points
- Supporting material
- Transitions
- Oral citation of sources



PRESENTATION ORGANIZATION

Conclusion

- Summary
- Restatement of purpose
- Closing statement
- Call to action
- Next steps

A man with curly hair and glasses, wearing a red sweater, is standing in profile and pointing at a flipchart. The flipchart displays a complex mind map with a central node and several branches, each containing text and small diagrams. The background is slightly blurred, showing what appears to be a classroom or meeting room setting.

PRESENTATION AIDS

- Enhance Understanding and Memory
- Help Listeners Organize Ideas
- Help the Speaker Gain and Maintain Attention

HOW TO CREATE EYE-CATCHING POWERPOINT SLIDES THAT CAN IMPRESS YOUR AUDIENCE AND MAKE YOUR PRESENTATION LOOK PROFESSIONAL!!!



- ✓ Start with bold backgrounds
- ✓ Make sure you choose interesting font colours
- ✓ Add pictures, such as clip-art
- ✓ Use different text animations for each bullet point you have

- During the slideshow presentation, use your hands to point to the item you're on
- If there's some bulletpoints you don't think are important, just skip them in your presentation
- You should never pause during a presentation, so make sure you're always saying something



PowerPoint

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.

A man in a grey shirt is standing at a podium on the left, presenting. A large projection screen on the right displays a presentation slide with a line graph and a sidebar. The room is dimly lit, with a projector mounted on the ceiling.

PRESENTATION AIDS

- Don't put large blocks of text in your presentation
- Use no more than 7-8 bullets on a slide
- Use parallel structure
- Use a heading on each slide
- Keep slides simple
- Use photos & graphics as appropriate

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ENGAGEMENT



ENGAGING THE AUDIENCE

- Practice the “10 minute” rule
- Go for the “goal”
- Call people by their name
- Use a moderator to keep track (if possible)
- Engagement Tactics:
 - Q&As
 - Surveys
 - Polling
 - Chats



ENGAGING THE AUDIENCE

Question and Answer Opportunities

- Anticipate possible questions
- Craft responses
- Practice delivery
- Repeat the question
- Direct the answer to everyone



DELIVERY TECHNIQUES

The BE attitudes of
presenting:

- Be a TV Personality
- Be Standing
- Be Specific



DELIVERY TECHNIQUES

The BE attitudes of
presenting:

- Be Synchronized
- Be Animated
- Be Aware of Pace/Tone
- Be Flexible

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SOCIALIZATION

SOCIALIZATION TECHNIQUES

- Break the wall
- Adjust how you ask questions
- “We” are essential

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WRAPPING UP



BIGGEST MISTAKES

- Beginning “weak”
- Not rehearsing with technology
- Ignoring audience interests
- Faking it or reading it
- Trying to be something you are not
- Not practicing “out loud”



A WINNING PRESENTATION

- Be Real
- Keep It Interesting
- Eliminate Distractions
- Remember Your Audience
- Have Fun

Thank you!

Questions?

deliver your BRAND

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SPEAKER CREDIBILITY



Share what only
you know to be
true



Prepare fully



Put audience first



Respect differences



Be easy to
understand



Don't spin



Don't turn words
into weapons



Hold yourself
accountable



PRESENTATION PURPOSE

- Inform
- Demonstrate
- Persuade
- Motivate
- Special Occasion
- Entertain