Presentation Skills Workshop

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One Rule…

Never give a presentation you wouldn’t want to attend.

- Nancy Duarte
Illustrations → Presentation → Story → 3D Visuals for Modeling Spatial Analysis → You
What we will cover

• Creating your story
• Effective illustrations
• Delivering your message
Creating your story
Reality check
Reality check

15 min  20 min
Reality check

Your Story

15 min 20 min
What makes a good story?

- Start
- Obstacles
- Successes
- Destination
What story do you want to tell?

- News
- Mystery
- Adventure
- Comedy
- Journey
Using only 2D DEM data from an actual case study of the Mount St. Helens volcano, the presenter will demonstrate how to use ArcGIS Spatial and 3D Analyst tools to create a 2D polygon feature class representing the material displaced in the massive 1980 eruption. That data set will then be rendered using ArcScene to create an interactive 3D visualization.
A challenge...

• Introduce yourself to somebody new
• In 25 words... tell your story
Determine how to present

Washington's Ice Age Floods

The rugged terrain of eastern Washington was shaped by floods of unimaginable power during the last ice age. Here is the story of the floods and the landscape they left behind.

Displaced People Worldwide

Internally displaced people (IDPs), who have left their homes but remain within their countries of origin, numbered 34 million.
Effective illustrations
SLIDES AND DEMOS
The first step is to admit you have a problem. The second is to acknowledge your slides have become unmanageable.

Nancy Duarte
How many slides for a 15 minute presentation?
How many slides?

10/20/30

Sky’s the limit!

Depends on the technology
The power of constraints

Nancy Duarte
Reduce
Reduce  Record
Reduce  Record  Repeat
Design your slides

- Background
- Color
- Text
- Images
Create your slides

- Contrast
- Flow
- Hierarchy
- Unity
- Proximity
- Whitespace
Examples - Do
Animation Example: ArcGIS Server architecture at 10.1
Data slides are not really about the data. They are about the meaning of the data.

Nancy Duarte
Pick the right tool for the job

Slide show  Demo  Video  Diagram  Talk
Pick the right tool for the job
Internally displaced people (IDPs), who have left their homes but remain within their countries of origin, numbered 34 million.
Highlight what’s important

Highway Access in Europe

View Live Map →
Keep it simple

How?
Deliver your message
Deliver your message

Presentation

- Voice
- Connect
- Questions
- You
- Appearance & Presence
What does nervous feel like to you?
Presence and appearance

Appearance
• Dress for success
• Check the mirror

Presence
• Body language
• Eye contact

You
Using your voice

- Voice
- Tone
  - Vary
- Volume
- Pace
- Clarity
  - Constant
- Projection
Connect with your audience

Engage

Tell a story
Ask questions
Relate anecdotes
Talk to people
Handling questions

- Decide
- Wait
- Repeat
- Address
- Answer
- “I don’t know”
  - Resources
  - Follow up
Giving your presentation

You telling your story

Be prepared
- Knowledge
- Practice
- Contingencies

Be ready
- Address physical needs
- Breathe
- Water
Conclusion
Create your story
Illustrate effectively
Deliver your message

Focus on content
Be prepared
Be ready

Enjoy the spotlight
Presenter resources

**Presenter Resource Center**  
Room 23 A/B/C  
Monday – NOON - 5:30 PM  
Tuesday – 7:00 AM - 5:30 PM  
Wednesday – 7:00 AM - 5:30 PM  
Thursday – 7:00 AM - 2:30 PM

**Presentation Skills Workshop**  
Room 24C  
Monday – 12:30 PM - 1:30 PM  
Tuesday – 7:00 AM - 8:00 AM, 11:30AM - 12:30PM
Please Take Our Survey on the App

Download the Esri Events app and find your event.

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Select the Feedback tab.

Complete answers and select “Submit.”