



# Presentation Skills Workshop

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Instructor, Esri

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Instructor, Esri

- **No interaction**
- **Read from the slide**
- **Voice not clear**
- **Boring**
- **Too many slides**
- **Too many animations**
- **Ideas scattered**
- **Not to the point**
- **Not ready to present**

- **Left the session**
- **Waste of time**
- **Felt bad for the presenter**
- **Bored**
- **Mobile phones**

**Confident**  
**Dynamic**  
**Good stories**  
**Demos**  
**Emphasis**  
**Answered questions**

**Engaged**  
**Interested**  
**Educated**  
**Inspired**

**One Rule...**

**Never give a presentation  
you wouldn't want to attend.**

***- Nancy Duarte***

# 3D Visuals for Modeling Spatial Analysis

Story



# Presentation



### Extruding Features

- ✓ Set as feature property
- ✓ Determined by geometry
  - Point → Line
  - Line → Plane
  - Polygon → Solid
- ✓ Allows different options
  - Add to base height
  - Stretch from base height

### UC Demo

Publish a dynamic image service

**Goal:**

- 1. Publish a dynamic image service for a map document.
- 2. Publish a dynamic image service for a map document.

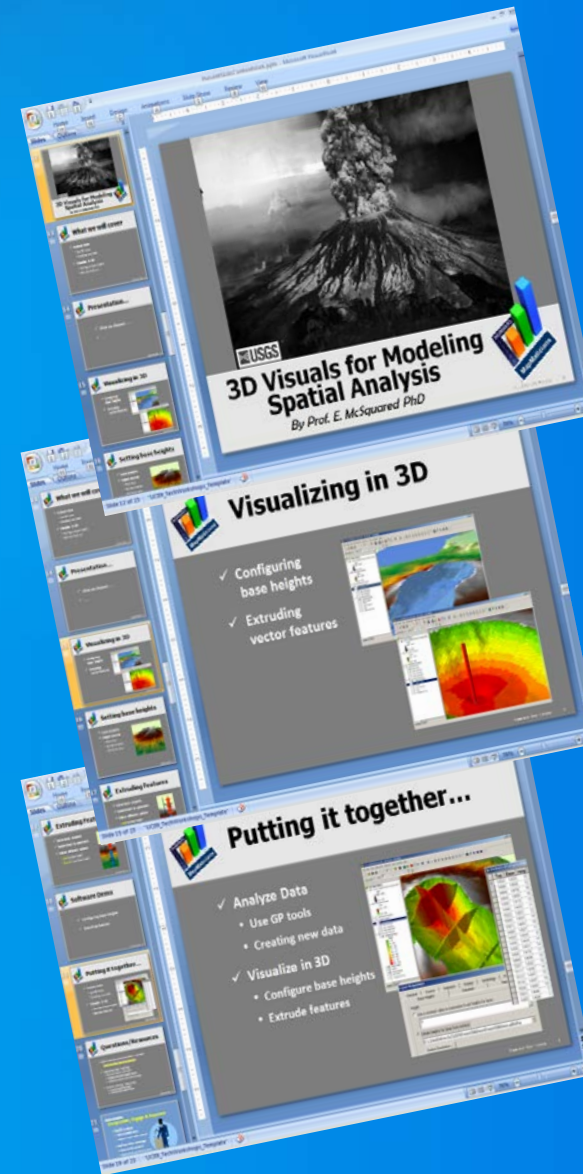
**Setup:**

- 1. Open the map document.
- 2. Open the dynamic image service tool.
- 3. Click the **Dynamic Image Service** tool.
- 4. Click the **Dynamic Image Service** tool.
- 5. Click the **Dynamic Image Service** tool.

# What we will cover

## Sharing your story

- Creating your story
- Effective illustrations
- Delivering your message



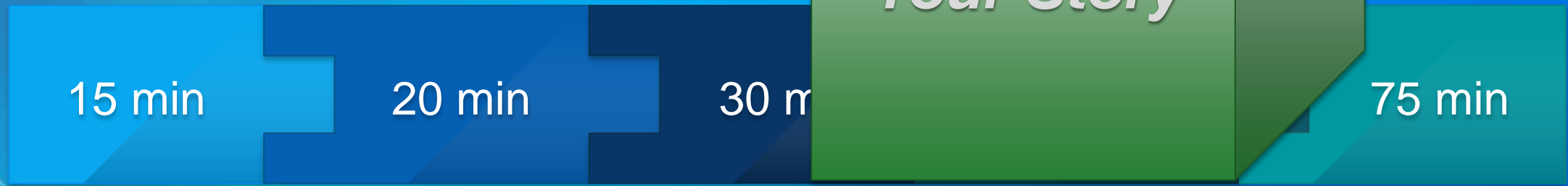
The background features a vibrant blue gradient. On the left side, there are several overlapping geometric shapes: a large purple triangle pointing upwards, a yellow triangle pointing downwards, and a dark purple triangle pointing downwards. The yellow triangle contains a faint, light-colored map outline. The text "Create your story" is centered in the upper half of the image in a white, bold, sans-serif font.

**Create your story**



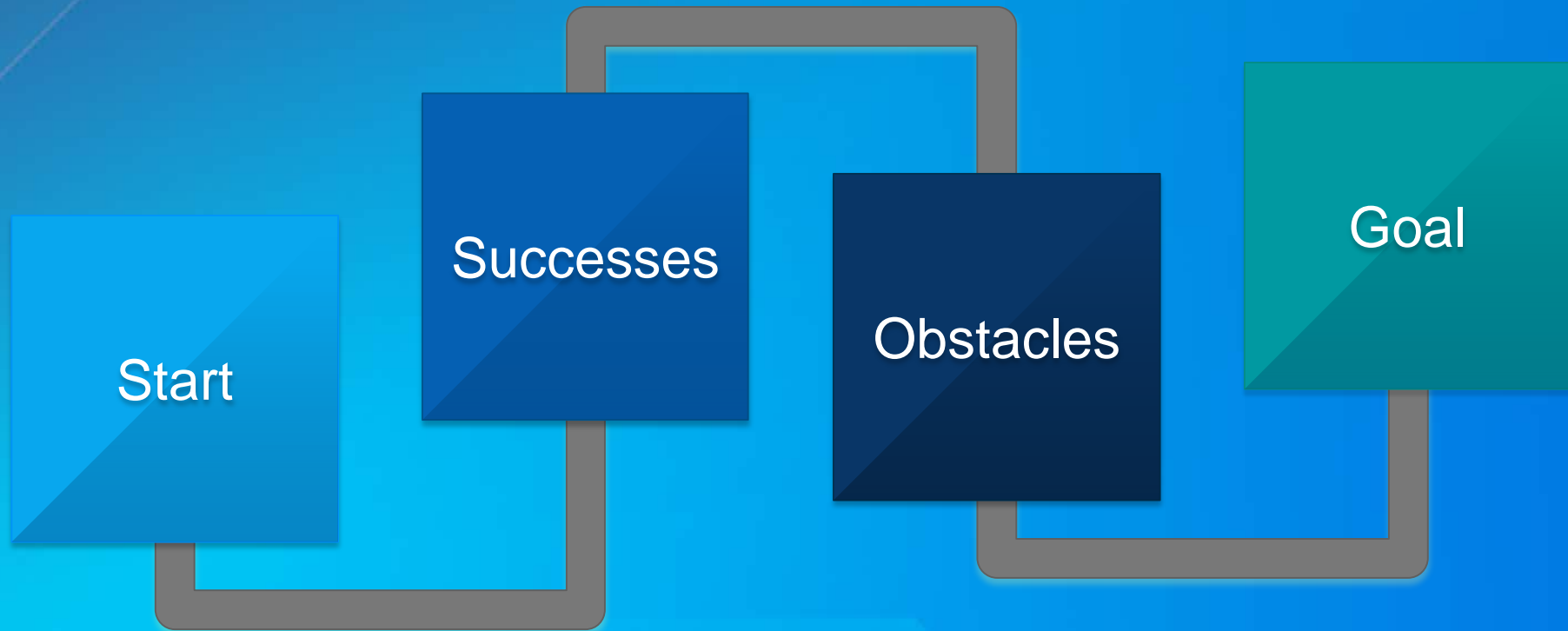
# Reality Check

Create your story



# What makes a good story

Create your story





# What story do you want to tell?

Create your story



# Where to start

Create your story

Start with your abstract

Determine overall message

Prioritize

## 3D Visuals for Modeling Spatial Analysis

Track: Analysis, Geoprocessing and Visualization

Presenter(s): *Prof. E. McSquared PhD*

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.

## 3D Visuals for Modeling Spatial Analysis

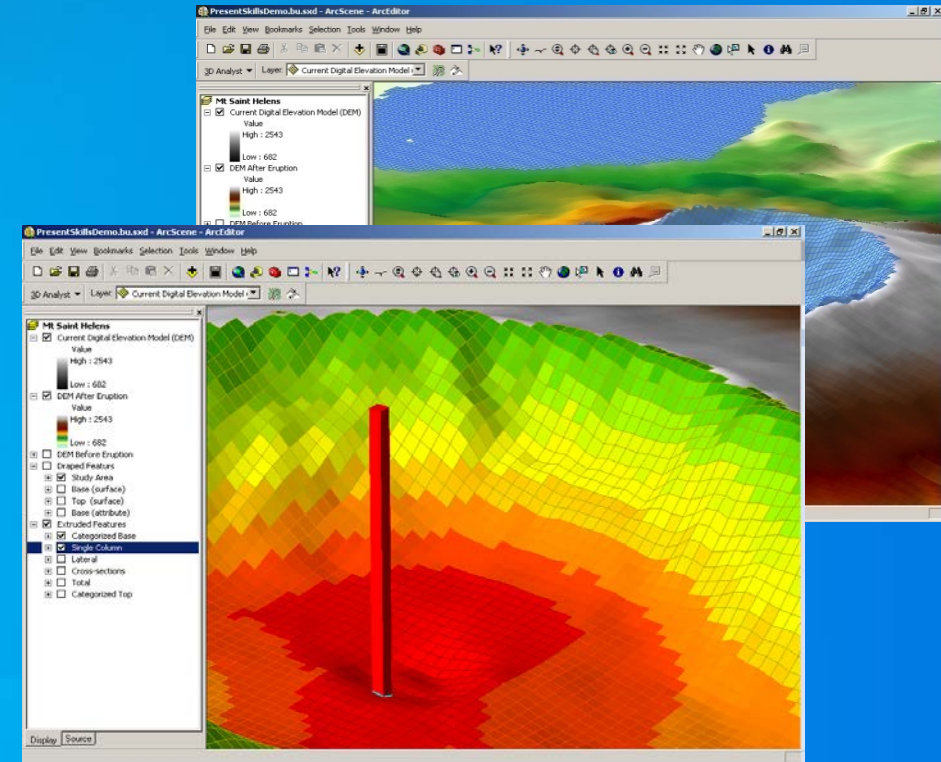
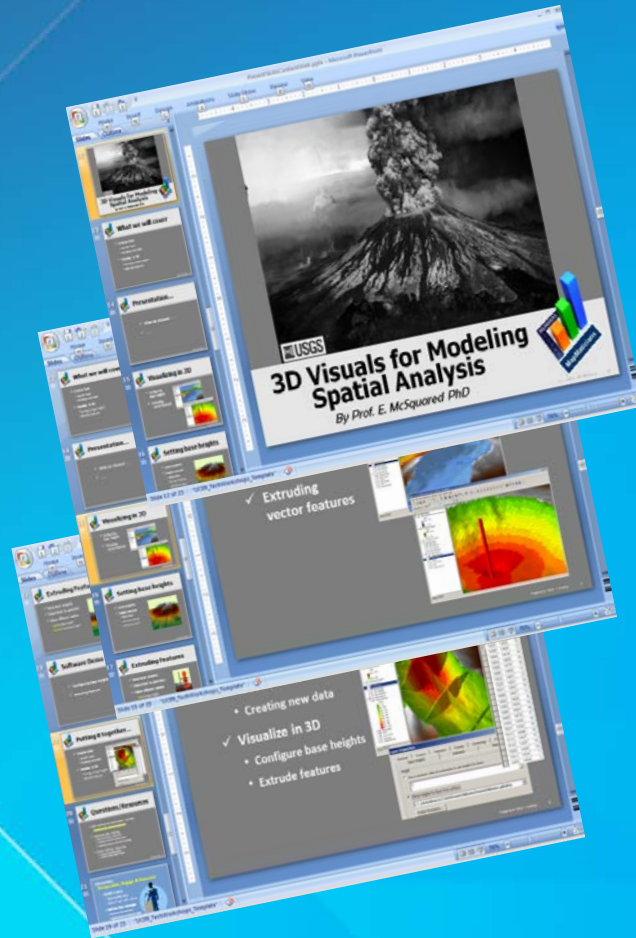
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# Determine how to present

Create your story





# A Challenge....

Create your story

- Introduce yourself to somebody new
- In 25 words... tell your story





# 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

# The power of constraints

Nancy Duarte



**Reduce**

# Reduce Record

**Reduce Record Repeat**

# How many slides?

Create your story

10/20/30

Sky's the limit!

Depends on the technology

# Design your slides

Create your story



Background

Color

Text

Images

# Create your slides

Create your story



Contrast

Flow

Hierarchy

Unity

Proximity

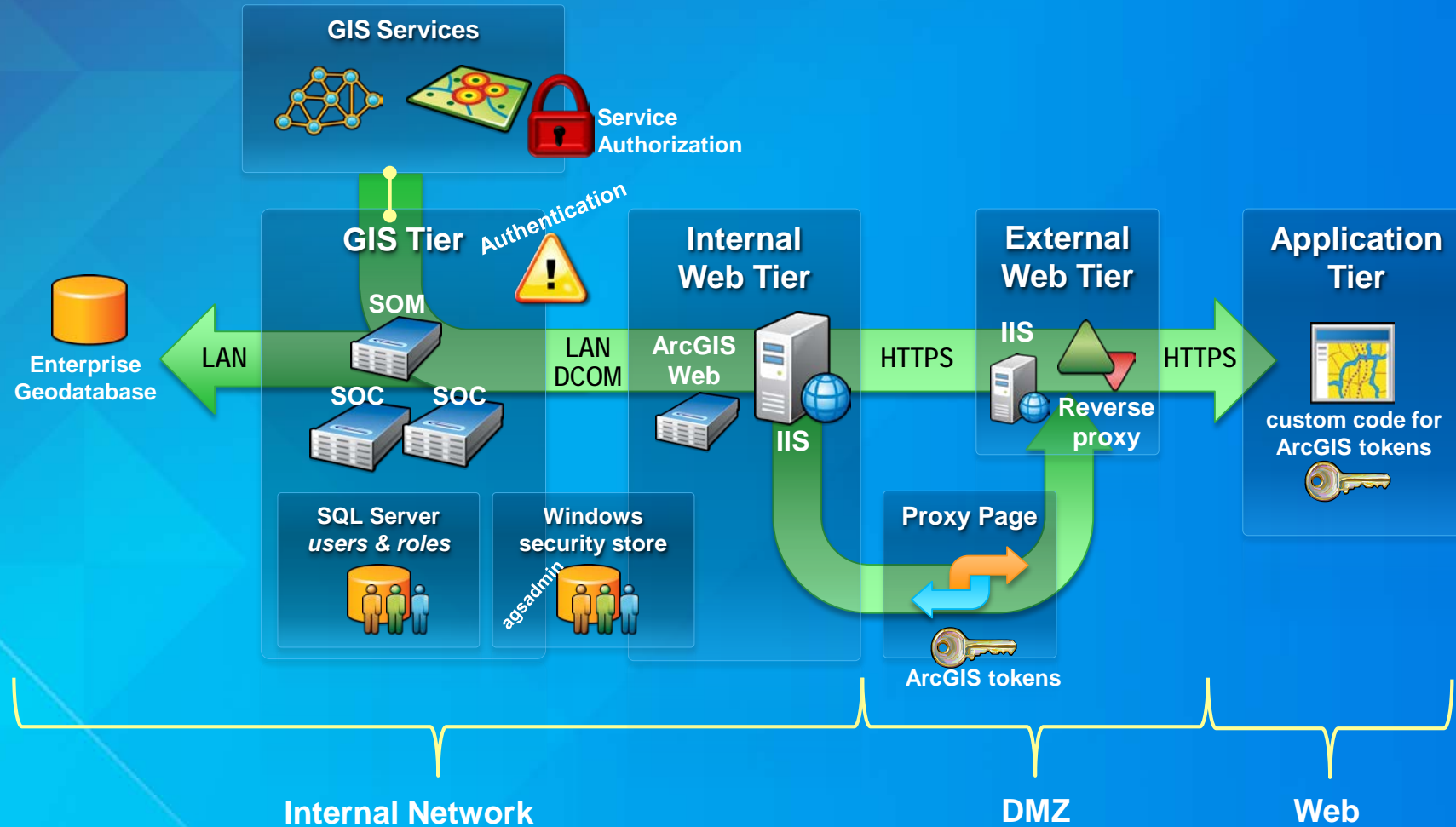
Whitespace





# Animation Example: ArcGIS Server architecture at 10.1

Create your story



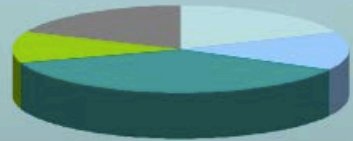
Data slides are not really about the data.  
They are about the meaning of the data.

Nancy Duarte

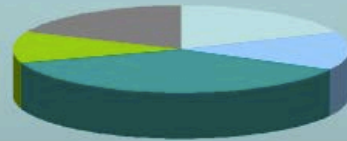
# Tell the truth

Create your story

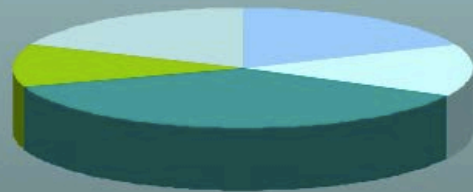
## Ticket Sales Breakdown



Online Direct Sales



3<sup>rd</sup> Party Sales

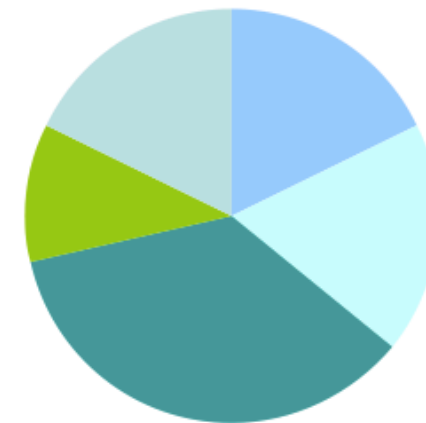


Direct Sales



## Ticket Sales Breakdown

Direct Sales



# Get to the point

Create your story

## Revenue Trends

	Q1	Q2	Q3	Q4	Total
Americas	-18%	7%	25%	2%	2%
Australia	47%	-7%	26%	15%	17%
China	15%	-5%	1%	7%	19%
Europe	57%	10%	-3%	7%	13%
India	57%	6%	-3%	8%	13%

## Revenue Trends

	Q1	Q2	Q3	Q4	Total
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India	57%	6%	-3%	8%	13%

# Pick the right tool for the job

Create your story



# Highlight what's important

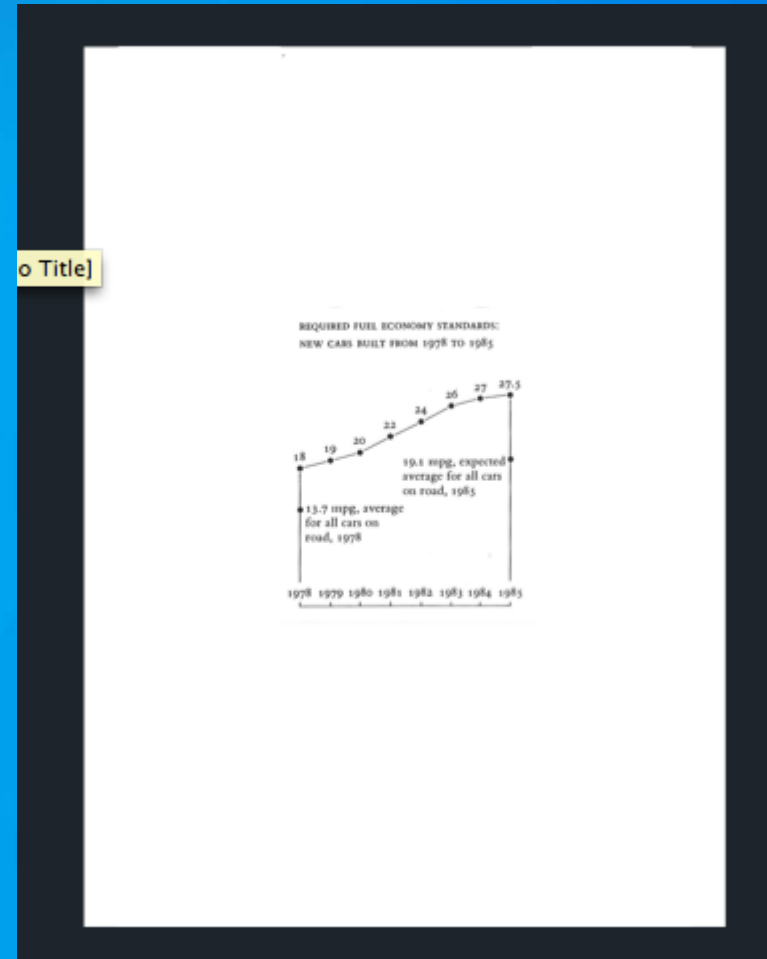
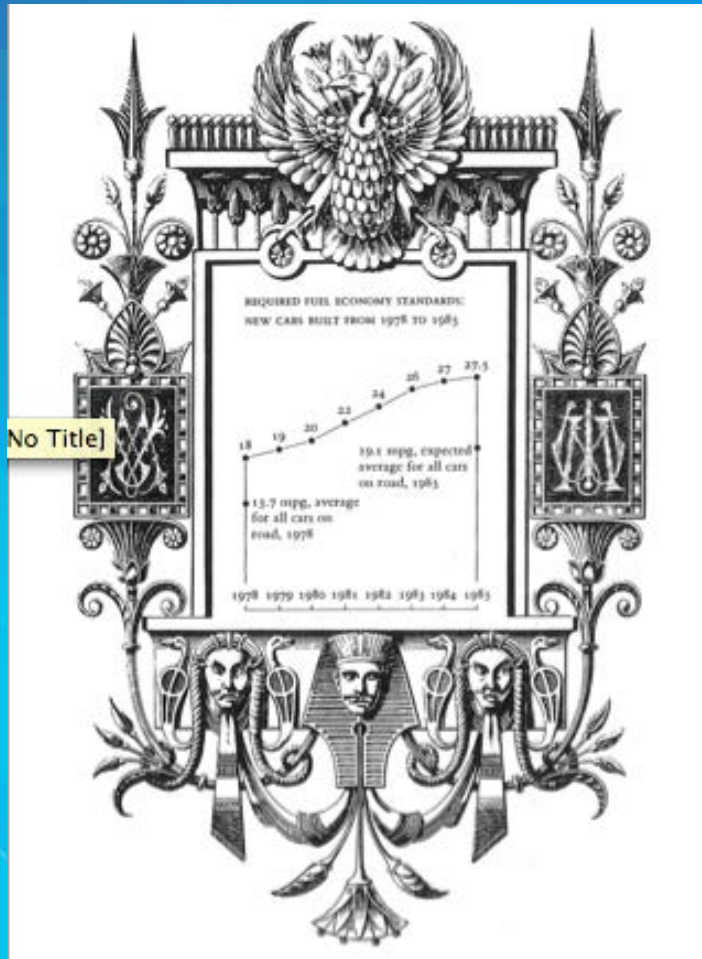
Create your story





# Keep it simple

Create your story





# Demos

Make it real

- Keep it simple
    - Describe process / workflow
    - Highlight results
    - Showcase functionality
  - Pre-process steps
  - Script it!
    - Demo steps & key points
- Setup and reset

## UC Demo

### Publish a dynamic image service

By Tom Shippee

**Goal:**  
Demonstrate publication of a dynamic image service from a mosaic dataset and use of a client web application that can request different image products on-the-fly.

**Setup:**

A) One time setup

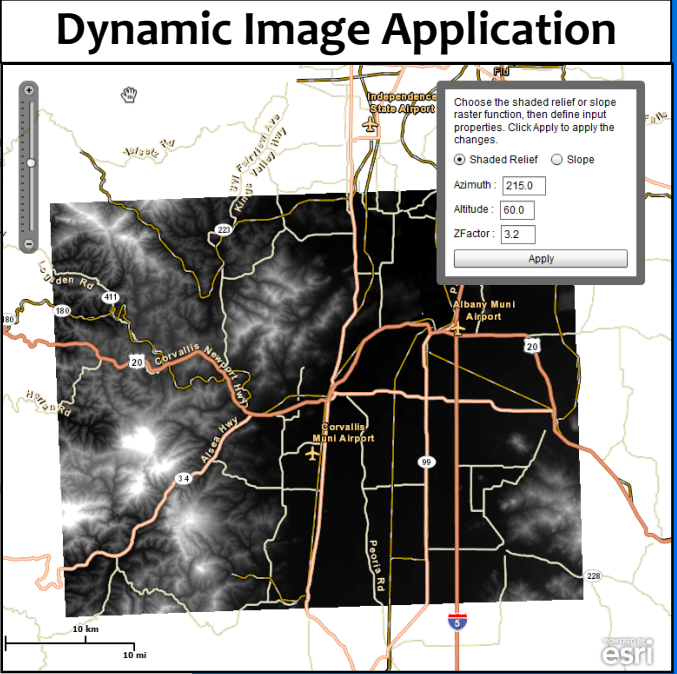
- 1) Create the base mosaic dataset (MD) `ImageDynamic` and the demo copy
- 2) Publish that a working version of the service `Imagery\ImageDynamic`
- 3) Create `UC_Demo.mxd` showing the `ImageDynamicDemo` MD and a raster
- 4) Ensure that the web app client [http://localhost/apps/ImageRequest\\_FX](http://localhost/apps/ImageRequest_FX)

B) Reset before each demo

- 1) Remove the overview files for `ImageDynamicDemo`
- 2) Launch ArcMap and open `UC_Demo.mxd` pre-run MD analysis & hide Pro
- 3) Launch Firefox tabs for [http://localhost/apps/ImageRequest\\_FX](http://localhost/apps/ImageRequest_FX) and <http://localhost:6080/arcgis/manager>

**Steps:** (execution of the demo)

- 1) In **ArcMap** the MD and function layer.
  - o **Show** the MD and function layer
  - o **Reveal** the MD Prepare window & show message
  - o **Optimize** by building the overviews
  - o **Share** MD as service
    - **Show** "Enable Client Requests"
    - **Add** item description metadata (DO NOT PUB
- 2) In **Firefox**
  - o In **Manager** for service
    - **Show** browse to functions tab show setting
    - **Launch** JS app from thumbnail
  - o In **ImageRequest\_FX** app
    - **Show** base image service
    - **Show** UI for dynamic request (make a default request)
    - **Show** HTTP in Firebug (use Zoom to show hillshade request parameters)
    - Show second request for slope.

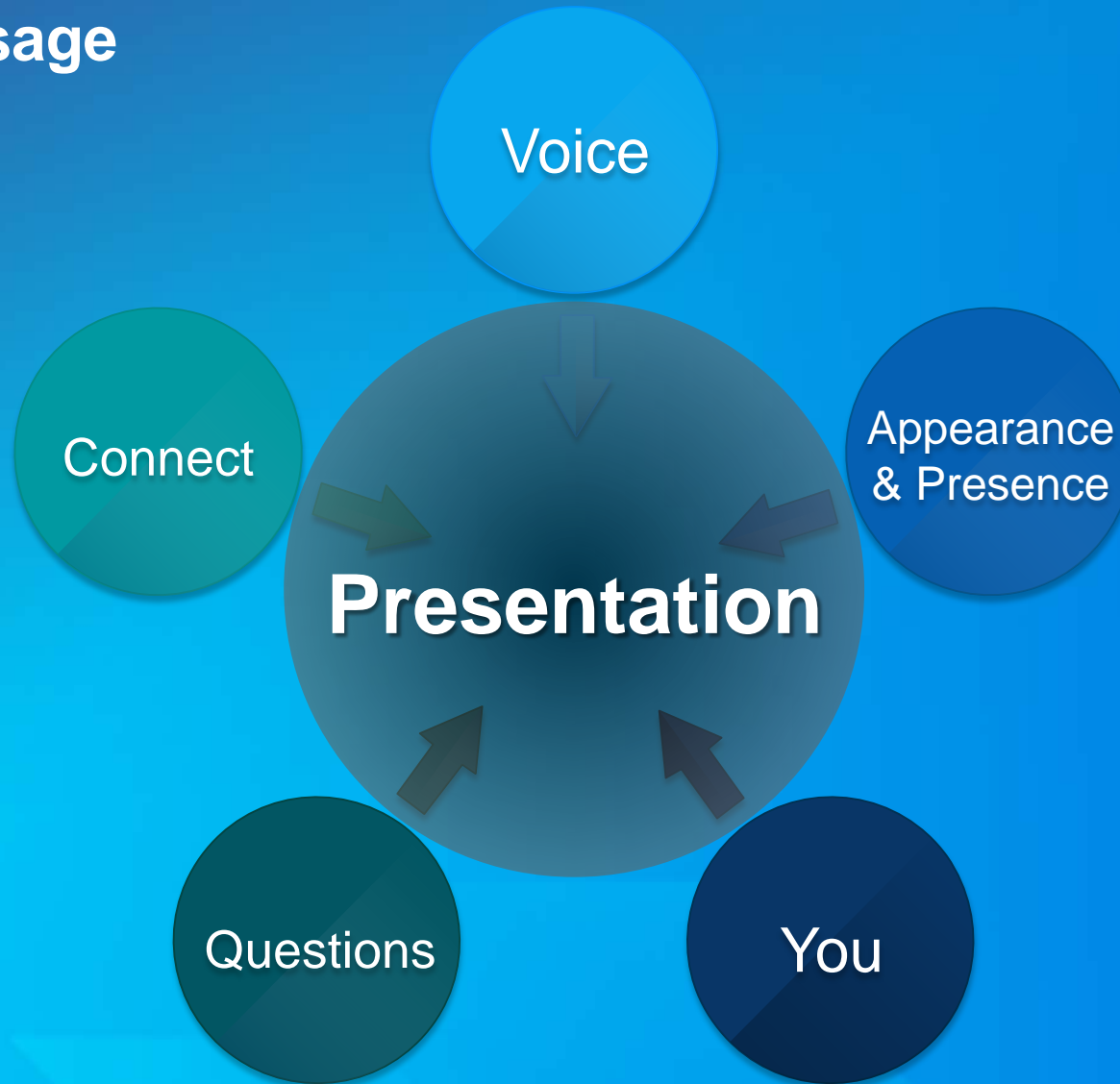


The background features a vibrant blue gradient. On the left side, there are several overlapping geometric shapes: a large purple triangle pointing upwards, a yellow triangle pointing downwards, and a dark purple triangle pointing to the right. These shapes are layered, creating a sense of depth. The text 'Deliver your message' is centered in the white space on the right.

**Deliver your message**

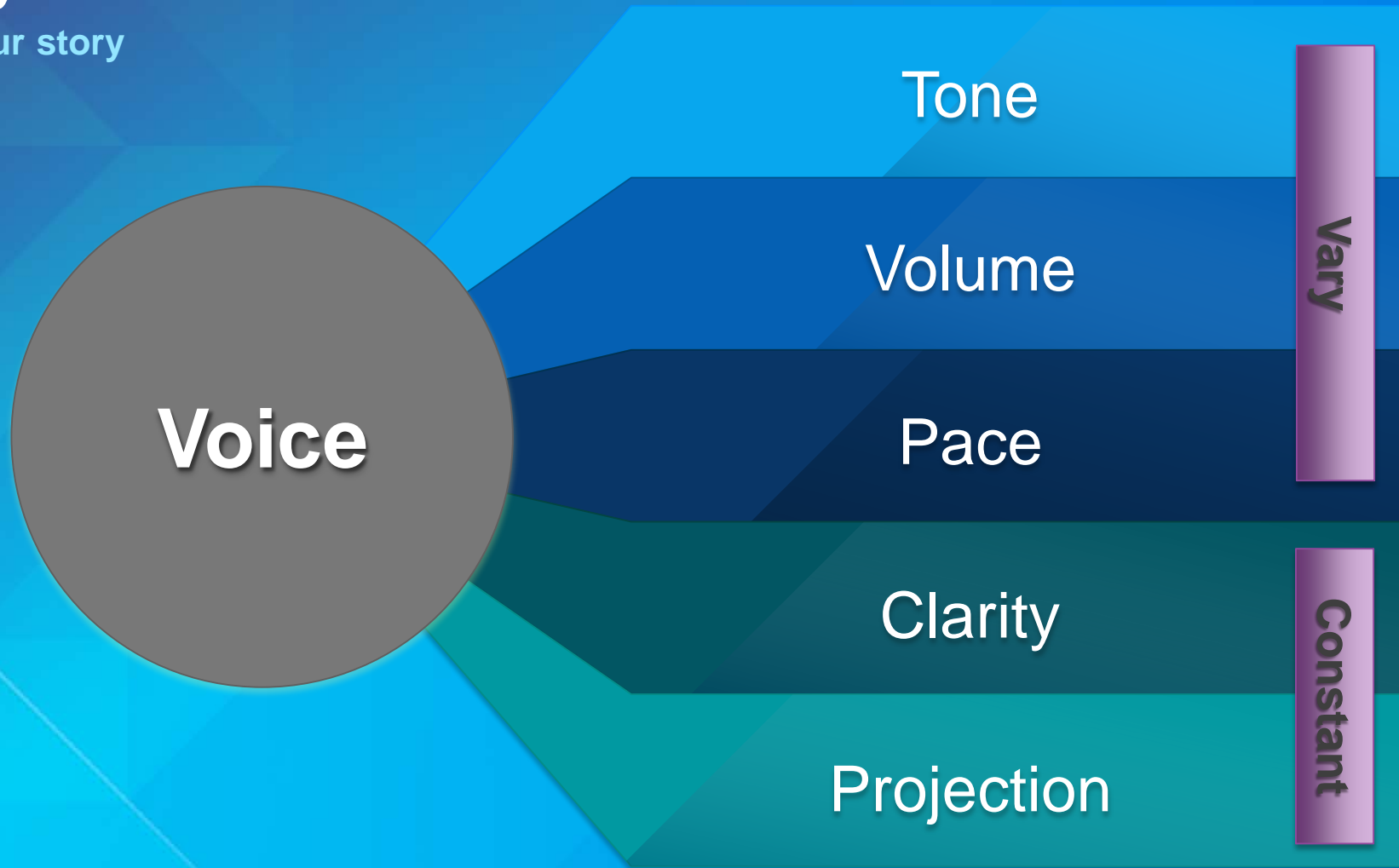
# Deliver your message

Telling your story



# Using your voice

Telling your story



**Voice**

Tone

Volume

Pace

Clarity

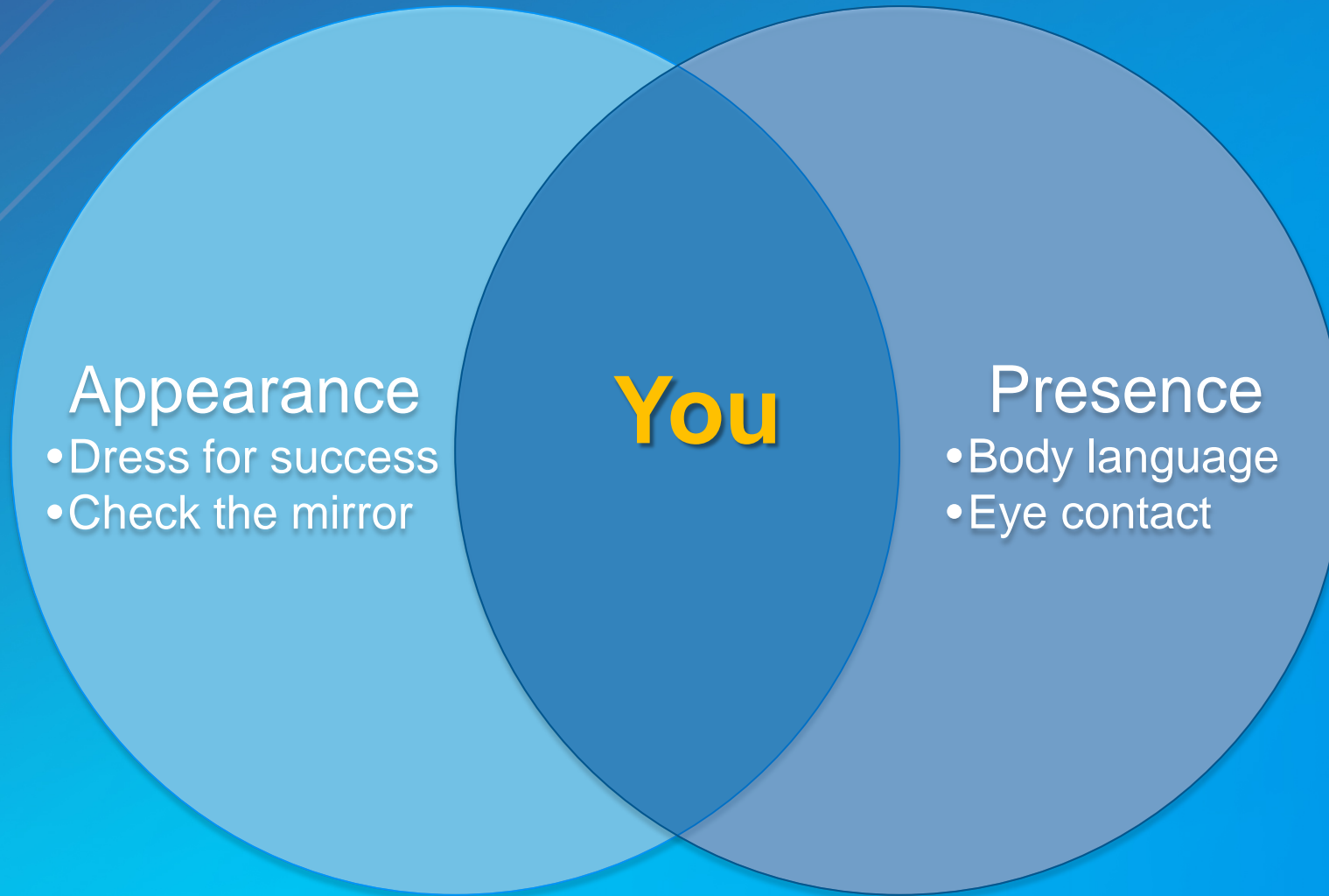
Projection

Vary

Constant

# Presence and appearance

Telling your story



# Connect with your audience

Telling your story

Engage

Tell a  
story

Ask  
questions

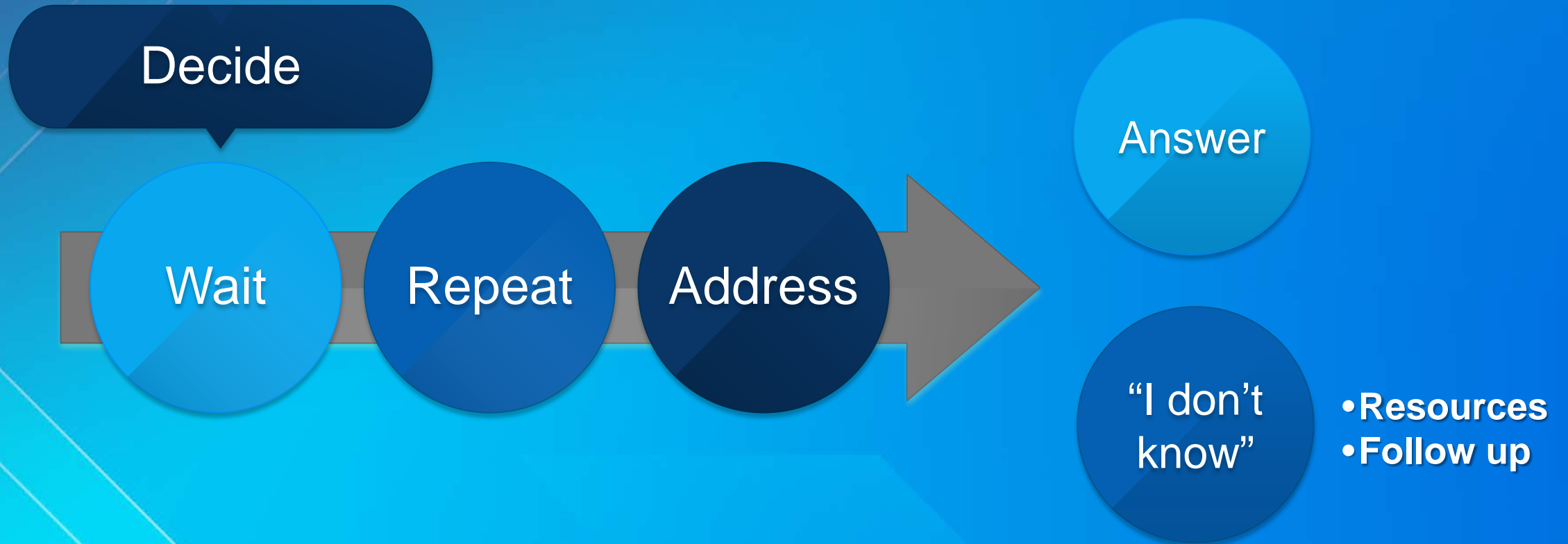
Relate  
anecdotes

Talk to  
people



# Handling questions

Telling your stories





# Giving your presentation

Telling your story

You  
telling your  
story

Be prepared

- Knowledge
- Practice
- Contingencies

Be ready

- Address physical needs
- Breathe
- Water

# Conclusion

# Telling your story

Putting it all together

Create your story  
Illustrate effectively  
Deliver your message

**Enjoy  
the  
spotlight**

Focus on content  
Be prepared  
Be ready



Thank you...

- Rudy Prosser GISP CTT+  
Instructor, Esri  
rprosser@esri.com
- Keera Morrish CTT+  
Instructor, Esri  
kmorrish@esri.com

*Please fill out the session survey*

*Paper – pick up and put in drop box*

**KEEP  
CALM**

**-AND-**

**MAP ON**

**DUDE!**





Understanding our world.