

HOW TO AVOID DEATH BY POWERPOINT?

**Barcamp Antwerp
March 19, 2009**

Nancy Verbrugghe

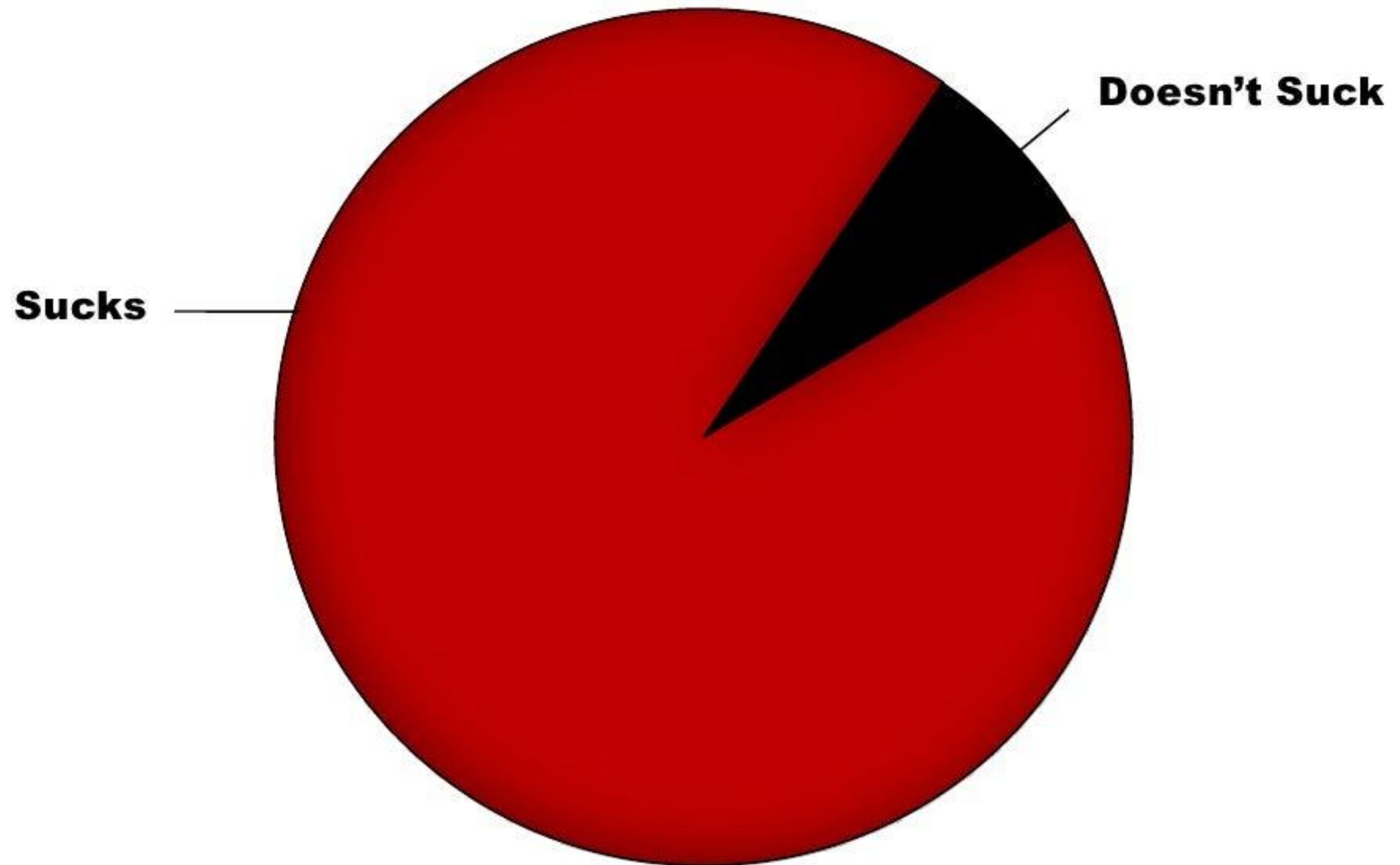
NANCY VERBRUGGHE

- 
- **content specialist**
 - **MSN.be & FemiStyle.be**
 - **into politics**
 - **loves motorbiking**

So does my daughter ...



95% of presentations **SUCK**



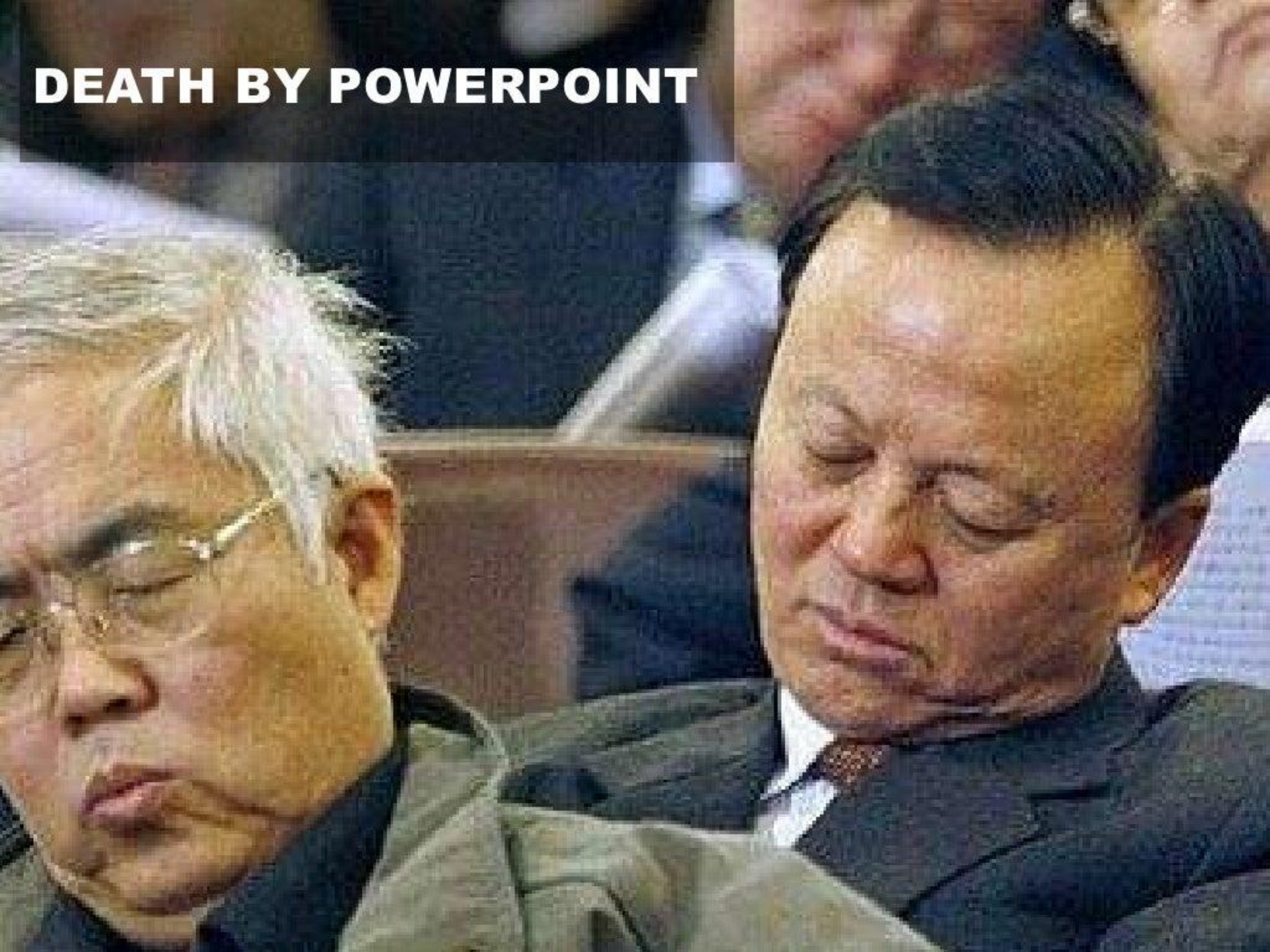
What we see:

**Long
Boring
Bad Slides
Content-free**

What we want to see:

**Short
Simple
Legible
Engaging**

DEATH BY POWERPOINT



Bad habits

- ❖ **Too many slides**
- ❖ **With too many headings and subheadings**
- ❖ **and too many bullets**
- ❖ **Cheesy clip art**
- ❖ **Distracting animations**
- ❖ **Reading from the slide**
- ❖ **Handing out the deck**
- ❖ **Going over time**



Oh Shit, I'm sick



3 STEPS TO SUCCESS

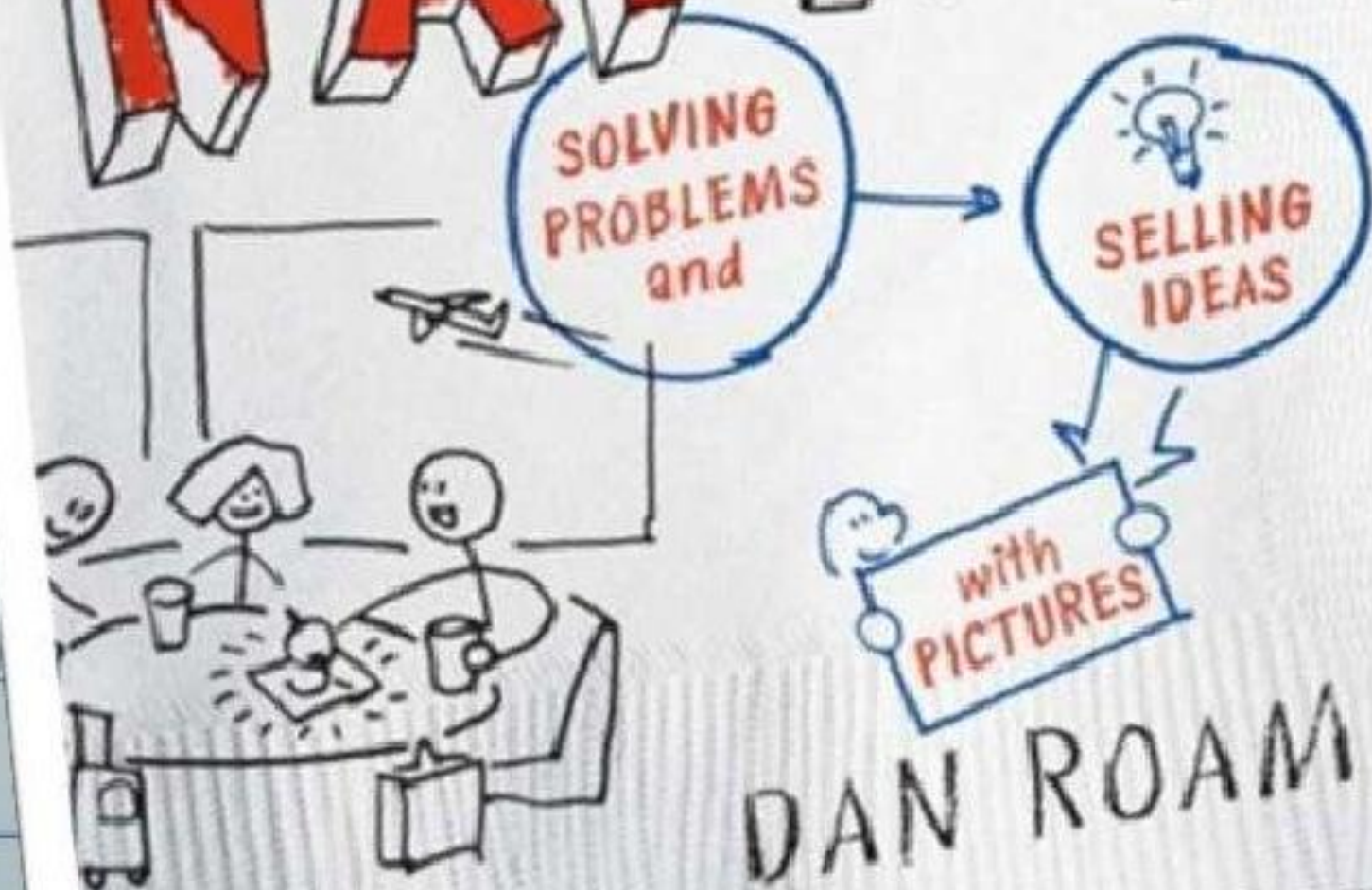
Preparation

Design

Delivery

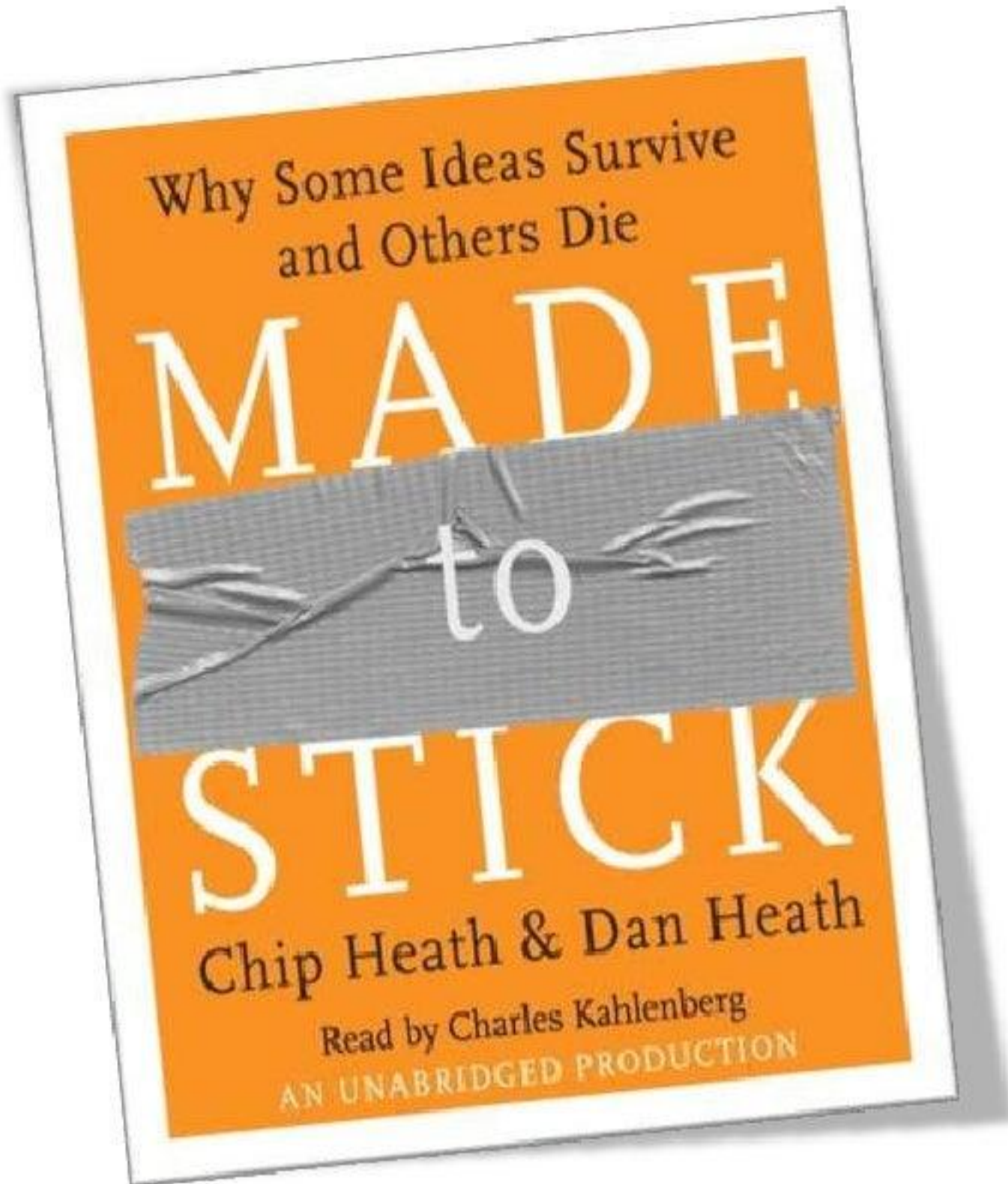


THE BACK OF THE NAPKIN



DAN ROAM

Does your message stick ?



Simplicity

Unexpectedness

Concreteness

Credibility

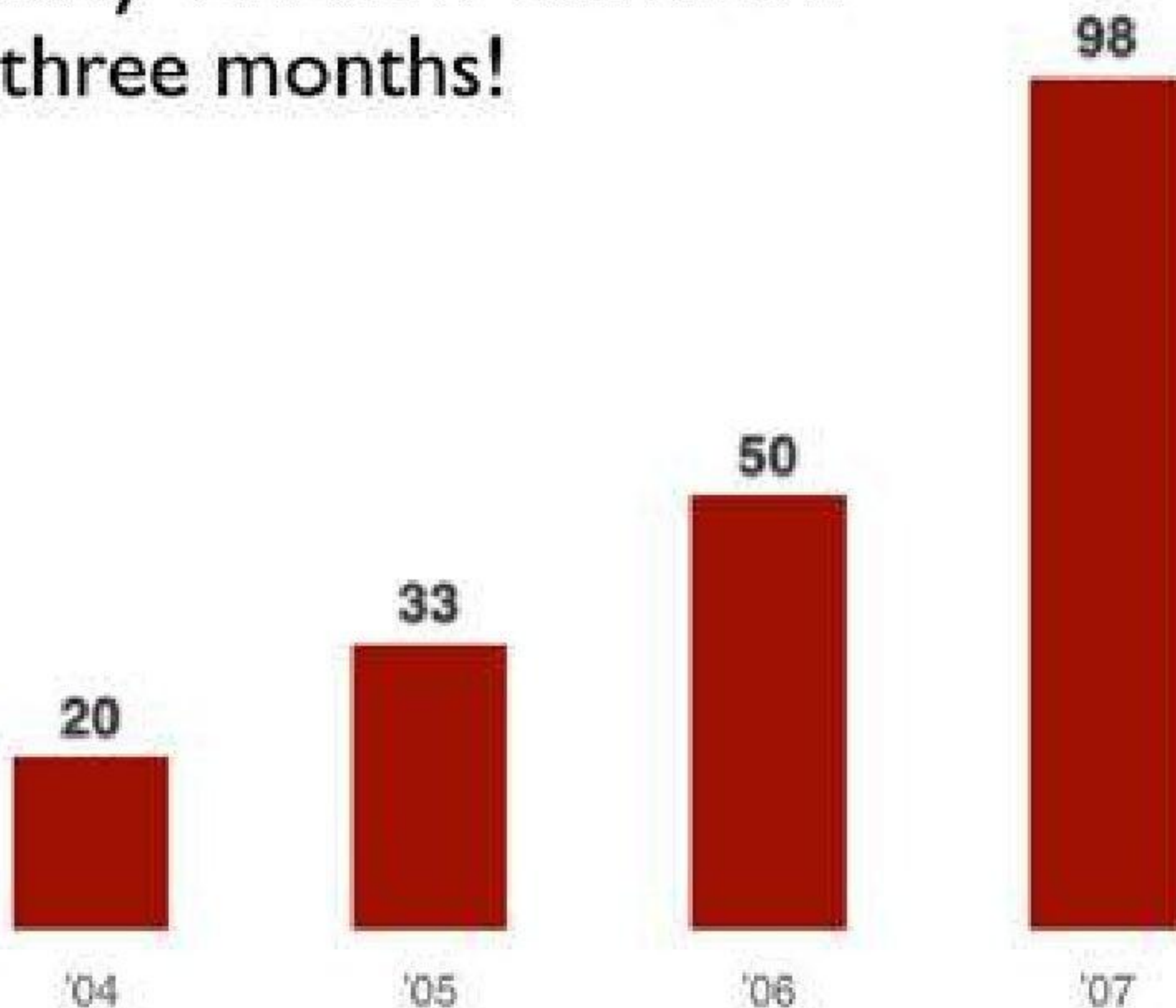
Emotions

Stories

Signal To Noise Ratio



Nearly 100 new members
in three months!



Using 2D or 3D ?

Ecological Era: Organic Foods

Arable Land in Organic Production
by Continent



Arable land in organic production

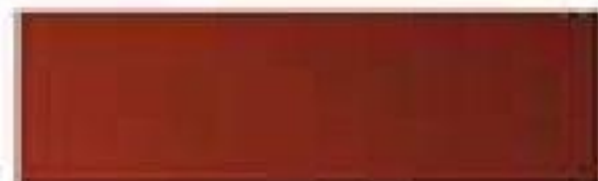
Europe

66%



N. America

23%



L. America

7%



Asia

2%



Oceania

1%



Africa

1%



Technology is changing us

This is about our way of life. An historical analog would be the Industrial Revolution, but compressed into 15 years - not played out over a century. Hang on - this will be quite a ride.

- Joseph S. Kraemer

**Technology is
changing us**



Using Before and After Then and Now

