

DUARTE

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# How to Present

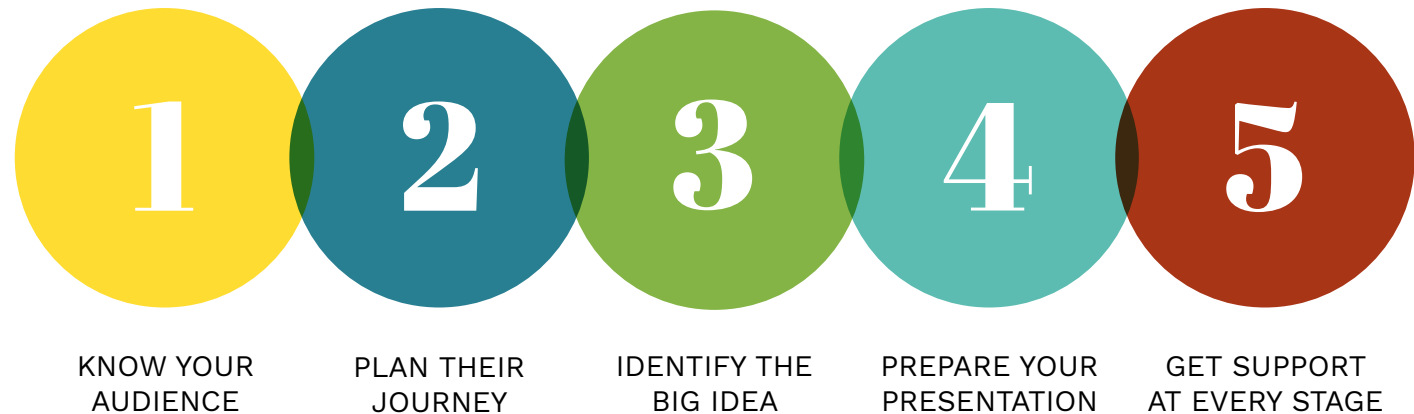
5 Steps to Success

# How to Present

## 5 Steps to Success

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Whether you're speaking at a tradeshow, conference, or meeting, you want to deliver the most value to your audience. We've written this guidebook to help you optimize your presentation, and prepare to inspire attendees and move them to action. From presentation prep to design to delivery, we've got you covered.



# 1 Know Your Audience

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The first step in crafting an effective presentation is to understand what matters to your audience. Step into their shoes and see things from their perspective. Begin by jotting down your audience's fears, pains, and gains. Once you understand what matters to them, you can plan a talk that moves them.

## FEARS

### Fears

*What are the day-to-day frustrations that they face?*

*What internal factors make it harder for them to meet their goals?*

## PAINS

### Pains

*What are the long-term, external issues that they think about and plan for?*

*What are the worries that keep them up at night?*

## GAINS

### Gains

*What potential rewards motivate them to take action?*

*What do they hope to accomplish?*

# 2 Plan Their Journey

The essence of a journey is being transported from one place to another, from an initial state to a final state.

When you understand your audience, then you can plan the journey you need to take them on during the course of your presentation.

To envision the beginning of their journey, or the “Move From,” first answer this question: “What are they thinking and feeling when they first come to your presentation?”

Then, ask yourself what you want them to think and feel when your presentation is over. That’s their finish line, or the “Move To.” Write your answers in the spaces to the right, or choose from the Move From and Move To examples on the next page.

### Move From

Believing/Behaving

### Move To

Believing/Behaving

From	To
<i>Abstain</i>	<i>Try</i>
<i>Apathy</i>	<i>Interest</i>
<i>Aware</i>	<i>Buy</i>
<i>Chaos</i>	<i>Structure</i>
<i>Closed-minded</i>	<i>Open-minded</i>
<i>Complicate</i>	<i>Simplify</i>
<i>Confused</i>	<i>Clear</i>
<i>Control</i>	<i>Empower</i>
<i>Delay</i>	<i>Do</i>
<i>Despise</i>	<i>Desire</i>

From	To
<i>Disapprove</i>	<i>Recommend</i>
<i>Discontent</i>	<i>Content</i>
<i>Dislike</i>	<i>Like</i>
<i>Disregard</i>	<i>Examine</i>
<i>Forget</i>	<i>Remember</i>
<i>Hesitant</i>	<i>Willing</i>
<i>Ignore</i>	<i>Respond</i>
<i>Improvise</i>	<i>Plan</i>
<i>Irresponsible</i>	<i>Responsible</i>
<i>Keep Quiet</i>	<i>Report</i>

From	To
<i>Keep Quiet</i>	<i>Report</i>
<i>Maintain</i>	<i>Change</i>
<i>Naysayer</i>	<i>Advocate</i>
<i>Nemesis</i>	<i>Ally</i>
<i>Obligated</i>	<i>Passionate</i>
<i>Passivist</i>	<i>Activist</i>
<i>Pessimistic</i>	<i>Optimistic</i>
<i>Reject</i>	<i>Accept</i>
<i>Retreat</i>	<i>Pursue</i>
<i>Sabotage</i>	<i>Promote</i>

# 3 Identify the Big Idea

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If you want your messages to be memorable, you need to distill them into a single overarching concept that will be the backbone of the storyline of your presentation. This is what we call the “Big Idea,” the point of view you’re asking your audience to adopt during the course of your presentation and the one takeaway that will compel them to act when it’s done. A Big Idea is made of three characteristics:

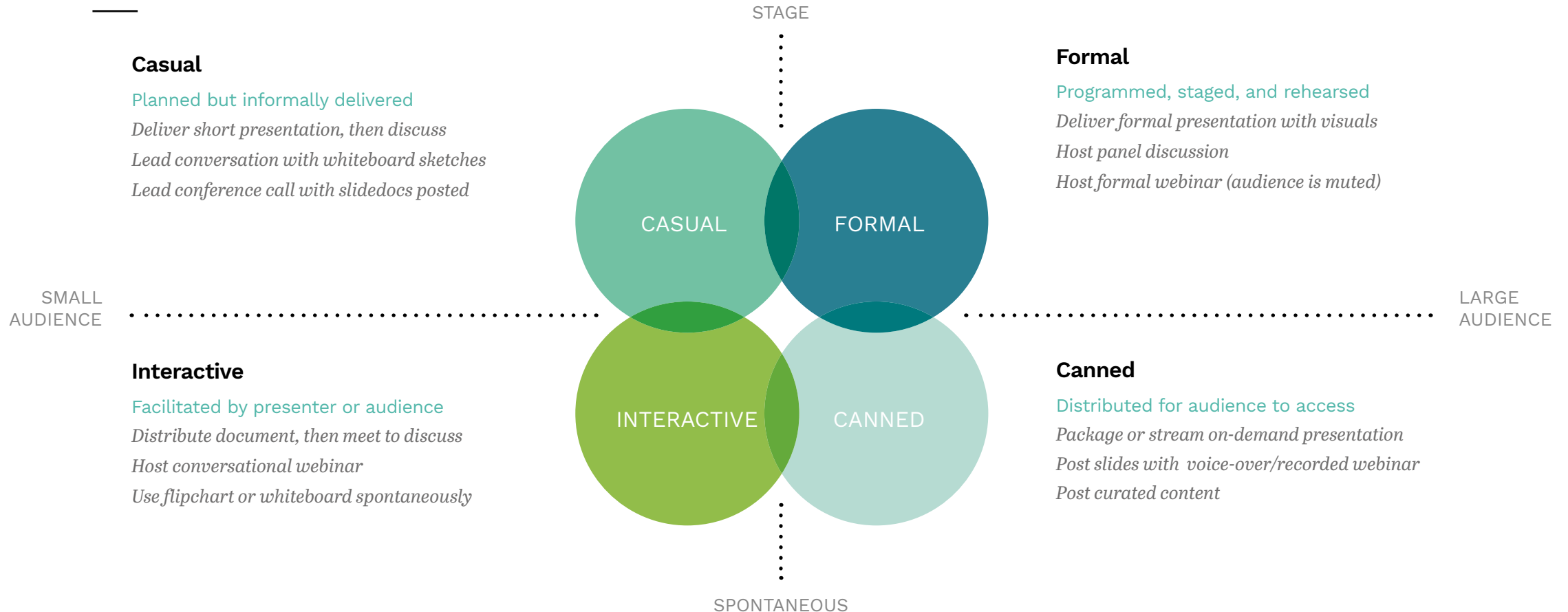
1. *It includes your unique point of view on a topic.*
2. *It states what’s at stake for those who do or don’t adopt your point of view.*
3. *It’s written in the form of a sentence.*

## Big Idea

Your unique point of view and what’s at stake.

# 4 Prepare your Presentation

If you don't keep your audience engaged they will rebel. With mobile devices and social media platforms, audiences are not only more distracted and tempted to look away from your talk – they're also tempted to talk about you on online backchannels. To keep attendees engaged, choose the appropriate presentation style (casual, formal, interactive, canned) for your session.



# Determine the Right Length

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## No slides

### 0 Slides

Common situations where you won't need slides include: logistics or agenda announcements, introducing a speaker or video, or moderating a panel conversation.

## Moderate slide count

### 1-2 Slides per Minute

1 – 2 slides per minute (e.g., 30 – 60 slides for a 60-minute talk). This allows you to keep a fairly relaxed pace, but could lead your audience's minds to wander between slides.

When developing this type of deck, focus on sticking to “one idea per slide.” This works well for breakout sessions or workshops with smaller audiences which want to dig into the subject matter and ask the speaker questions.

## High slide count

### 5 Slides per Minute

5 slides per minute (e.g., 145 slides for a 40-minute talk). A more rapid-fire style keeps the audience alert, but does require brisk pacing on your part.

In this style, frequently used in keynotes, you may spread one idea across several slides which increases the slide count, but feels seamless. These often involve choreographed drama, sound bites, and images that can spread through the press and social media.

## Self-navigated slide count

### 20+ Slides per Minute

75 slides in 2 –3 minutes (e.g., 25 slides per minute) This is a highly visual presentation built for quick clicking.

These decks are built like children's books, alternating short sentences with simple visuals, and are intended to be self-guided. They may be released on their own or as supplements to in-person presentations. These kinds of presentations are often found on sites like Slideshare.com or spread virally via email.

# Make a Plan

In the space below, enter the slides per minute based on your selection and multiply that number by the length of time you are given for your presentation to get an approximate slide count. Remember: this is just an approximation. Test this amount of slides by timing yourself presenting and modify as needed.

- ☐ No slides (0)
- ☐ Moderate slide count (1-2 per minute)
- ☐ High slide count (5 per minute)
- ☐ Self-navigated slide count (20+ per minute)

Desired Slides per Minute

x

Minutes to Present

=

Total Slide Count



# Allow Ample Time to Practice

## Practice with the clock counting up

Time each of your practice sessions, and record the total time and how long you are over by. Practice until you hit your goal time.

Practice #	Total Time	Over By

## Practice with the clock counting down

Divide your content into quarters, calculate a time stamp for each of each quarter. Then write in the slide number that you should be at for each stamp.

	Q1	Q2	Q3	Q4
Slide #				
Time				

Inevitably, somebody will run long. As a speaker, you should plan to end early in case your time slot has to be shortened. Below, write the amount of time you have been given to present. That's how long you should speak. Then, calculate 60% of the total and enter that value in the circle. Then, add 3 minutes for a brief conclusion after Q&A.

Number of minutes you should plan to present

Total minutes given to present

## Practice with different endings

It's good to practice two endings of different lengths in case your presentation is running long you will have a natural place to end a bit early.

Ending No. 1 A brief summary of ideas	Ending No. 2 A brief summary + message to drive your point

# Get Support at Every Stage

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## Keynote and Breakout Presentations

It is incredibly important to communicate a clear, consistent, and compelling message that the audience will remember. Whether you are looking for a little advice or a complete presentation, we work with presenters to build a story arc that connects you with your audience. We also collaborate with production teams to ensure that we are taking full advantage of the technology at the event and optimizing the presentation for screen dimensions, room size, and event theme.

## On-Site Support

No two events are alike, but they all have one thing in common—the last-minute hustle. Duarte's on-site team coordinates with the event A/V team and Executive Producer to meticulously test, proof, and optimize presentations and videos for the event space. We also provide live sketching

and graphic recording to visually capture conversations. We focus on the creative and technical aspects of your presentations and multimedia pieces so that you can focus on communicating your message effectively and providing attendees with an unforgettable experience.

## Delivery Coaching

Our delivery coaches work with speakers to help them become more powerful and persuasive communicators by making them more comfortable on stage, more empathetic in how they engage the audience, and more dynamic in their presentation style. A presenter can either work one-on-one with a delivery coach, using one all-day or half-day session to prepare for a specific event; work one-on-one with them over a longer period of time to uplevel their overall skills; or teams of presenters can work with one or more delivery coaches to prepare as a team for an upcoming event.



DUARTE

***We'll help you create  
and deliver a powerful  
presentation that inspires  
people to act.***

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**Call us. +1 650.625.8200**

CONTACT US

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