There are always three speeches for every one you actually gave. The one you practiced, the one you gave and the one you wish you gave.

Dale Carnegie

DELIVERING A KILLER PRESENTATION

Flavia Oprea

About me

Flavia Oprea

- PhD Candidate - Telemetry in Medical Devices
- Entrepreneur wannabe in medtech
- Community management; Customer obssessed
- TED 3 active TEDx talks
- Music addict; Book worm

Public Speaking?

- A process
- An art
- An act

Types of Presentations

- Pitch
- Technical Presentation
- Non-Tech Presentation

BEFORE THE PRESENTATION

Components

- The talk
- The slides
- Q&A/feedback
- The interaction with the crowd

Remember the time

- Think about after the presentation
- What do you want the crowd to remember?
- Write down **3** ideas

Structure

- Structure your presentation
- Use chapters/icons
- Useful for agenda

All about the crowd

- Do your homework
- Stalk people (it's fine)
  - on public profiles/Google

THE TALK

Basic Rules

- Short, simple (catchy) phrases
- Less is more
- Stick to the timing!

Pitch Structure

- **Problem**
- **Solution**
- **Competition**
- Customers
- **Business Model**
- **Market**
- Traction
- **Milestones/Timeline**
- Go-to market/Strategy
- **Team**
- Needs/Ask
- Demo

Story Telling

- Pick your story
- Say it like it's yours

Tech presentation

- Show why you did something
  - Use examples, outline motivation
- Prove you have solved it
- Do not go deep into tech details
  - Pick the most important parts to share
- Show results, conclusions
- Share how you overcame an obstacle

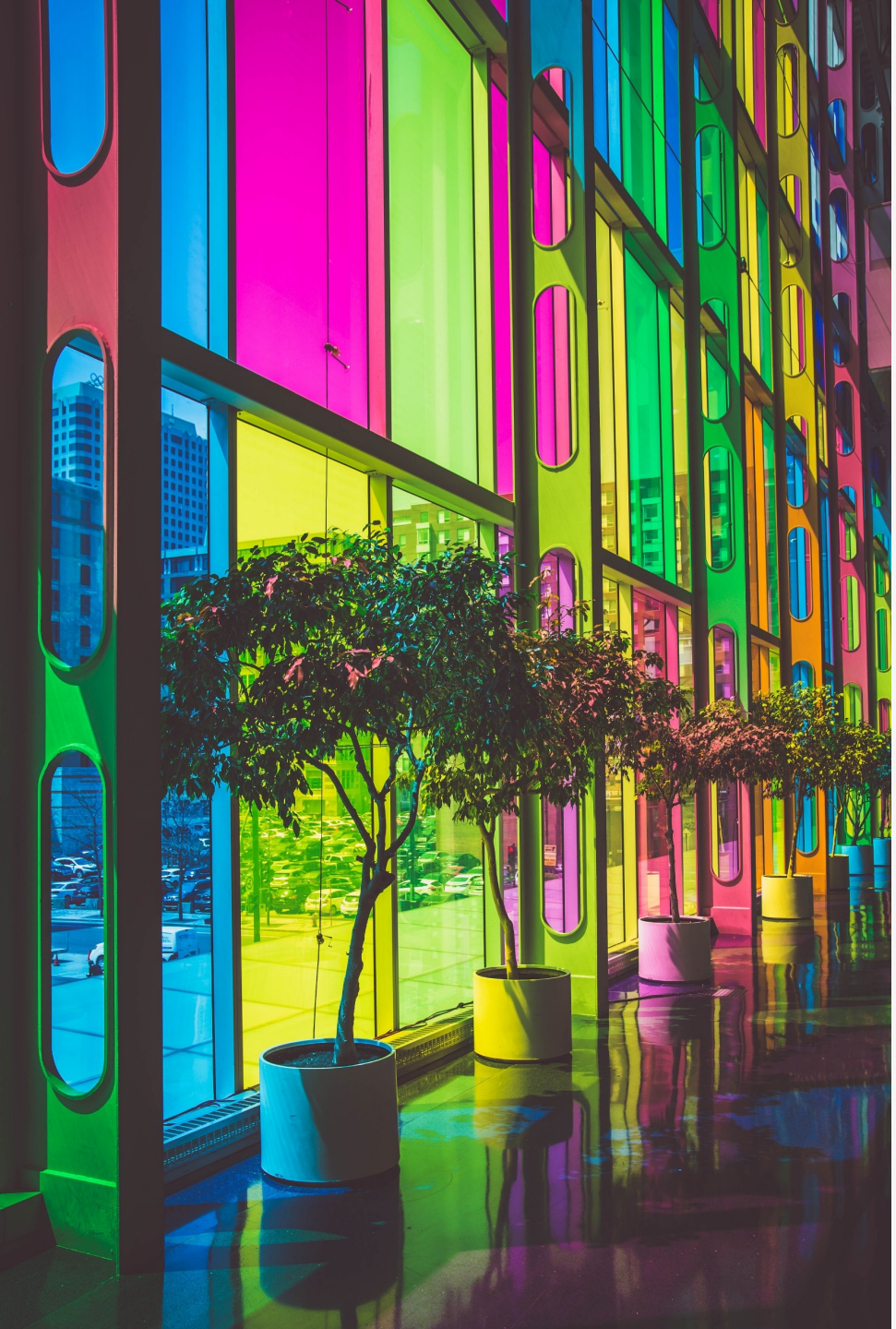
Other tricks

- Don’t read from slides
- It’s ok to say you don’t know something
- It’s ok to start over an idea

THE SLIDES

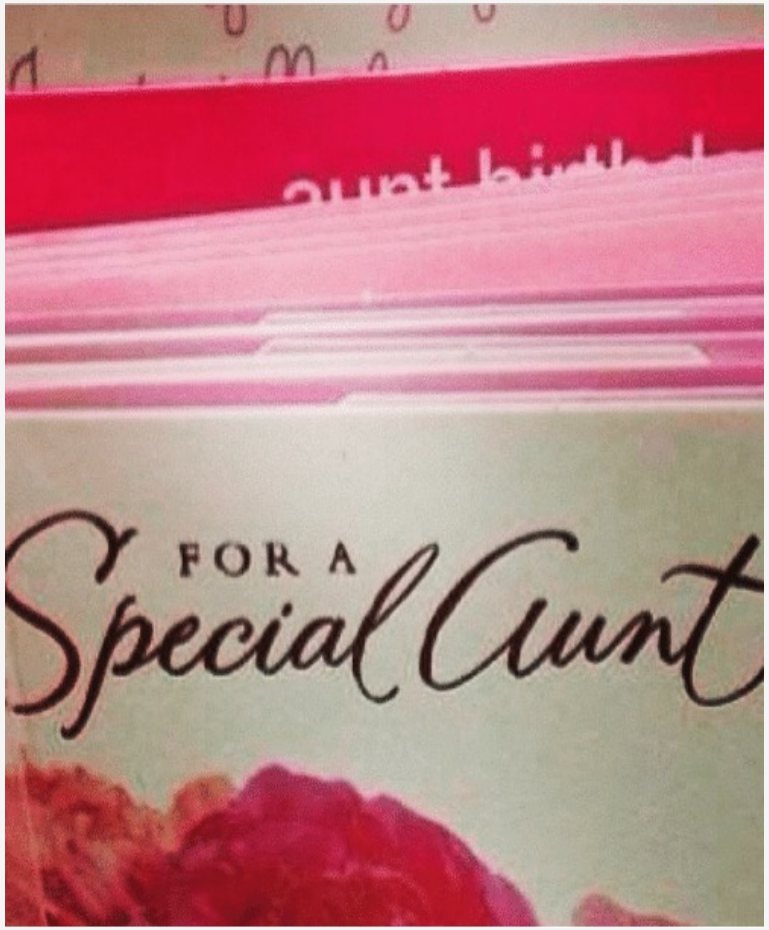
Visuals & Examples

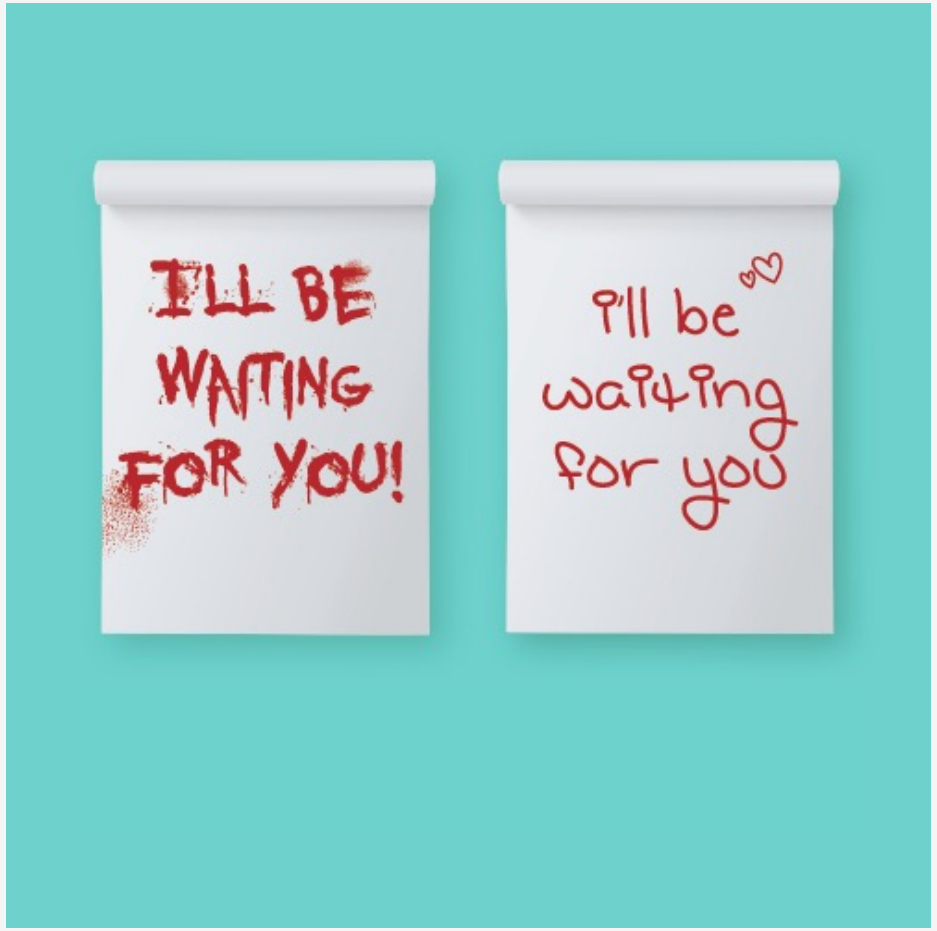
- Use examples/analogies
- Use suggestive images/videos/icons
- Use suggestive slide titles



Colors & fonts

- Pick a range of colors
- *Pick a font that is easy to read*
- Check those before presentations
- Avoid animations

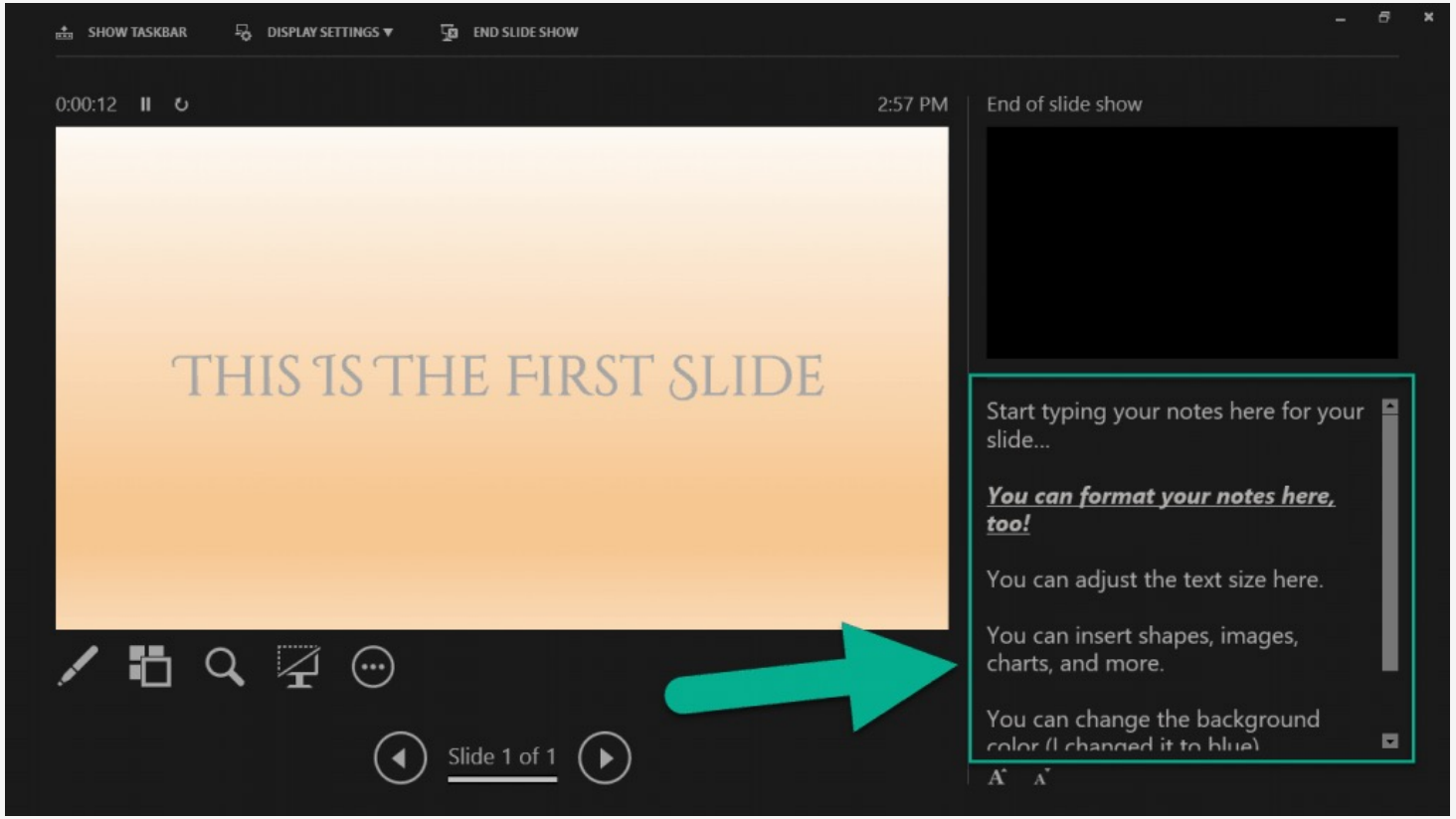

FOR A
Special Aunt


I'LL BE
WAITING
FOR YOU!
I'll be
waiting
for you

Other tricks

- Google ideas for presentation
- An image is worth a 1000 words
- Use notes in presentation
- Don’t do wall of text
- Always stick with timing

Cheatsheet



- Use notes in powerpoint
- You'll be able to see them while you present

Templates

Pictures & Icons

https://unsplash.com
https://pexels.com
https://vectorstock.com
https://flaticon.com
https://thenounproject.com
https://undraw.co
https://draw.io

Slides

https://slidesgo.com
https://24slides.com
https://slidescarnival.com
https://canva.com
PPT templates
Design Ideas in PPT

Logos & Webpages

https://wix.com
https://freelogodesign.org
https://dafont.com
https://fonts.google.com
https://coolors.co
https://colorhunt.co
https://paletton.com

CYBER SECURITY BUSINESS PLAN

Here is where your presentation begins

MISSION STATEMENT

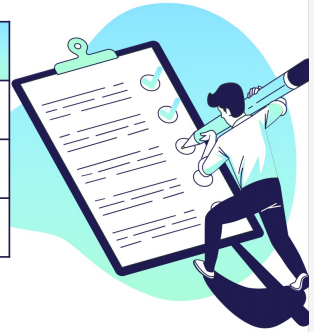
Here you could describe the company's mission. A clear message is a good way to get down to business

OUR PLANS

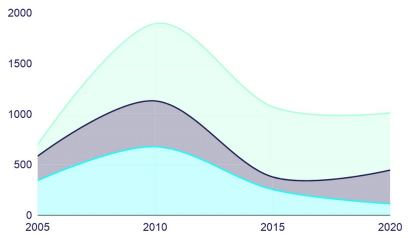
BASIC	STANDARD	PREMIUM
$19.99	$25.99	$30.99
• Service 1 • Service 2 • Service 3	• Service 1 • Service 2 • Service 3	• Service 1 • Service 2 • Service 3
START	START	START

COMPETITION ANALYSIS

Jupiter	Mercury	Venus	Mars
Yes	No	Yes	No
Yes	No	Yes	Yes
No	Yes	No	Yes



MARKET TRENDS



Mars
Saturn
Venus

Edit this!

To modify this graph, click on it, follow the link, change the data and paste the resulting graph here

THANKS!

Do you have any questions?
youremail@freepik.com
+91 620 421 838
yourcompany.com

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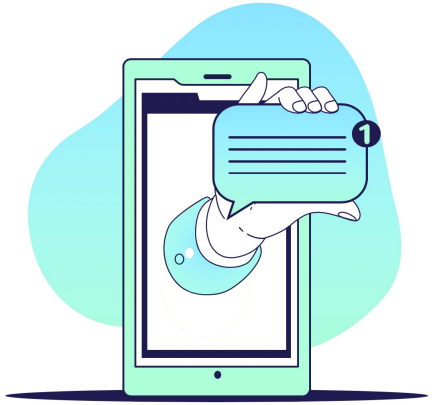


Important tricks

- Practice, practice, practice
  - With someone
- Time is precious
  - If it doesn't fit in practice in the timeframe, it sure won't under pressure
- Don't do your pitch last minute

THE FEEDBACK

THE TEST

Accepting Feedback

- Yes. Ok.
- Do not fight back
- Take everything in consideration
- If it’s mean, it’s not usually meant to be mean
- It’s your choice

Q&A basic rules

- Wait for the whole question
- Answer <u>the question</u>
  - Even if you have to use small diversions
- Be honest and confident in your project
- Ask them to repeat the question if needed
- Smile and wave ☺

Q&A tricky rules

- Prepare any possible question
- Have backup slides on every pitch topic you didn't cover
- If you don't know, it's ok to say that
  - *„We haven't thought of that yet, but that's definitely something we will considerate"*

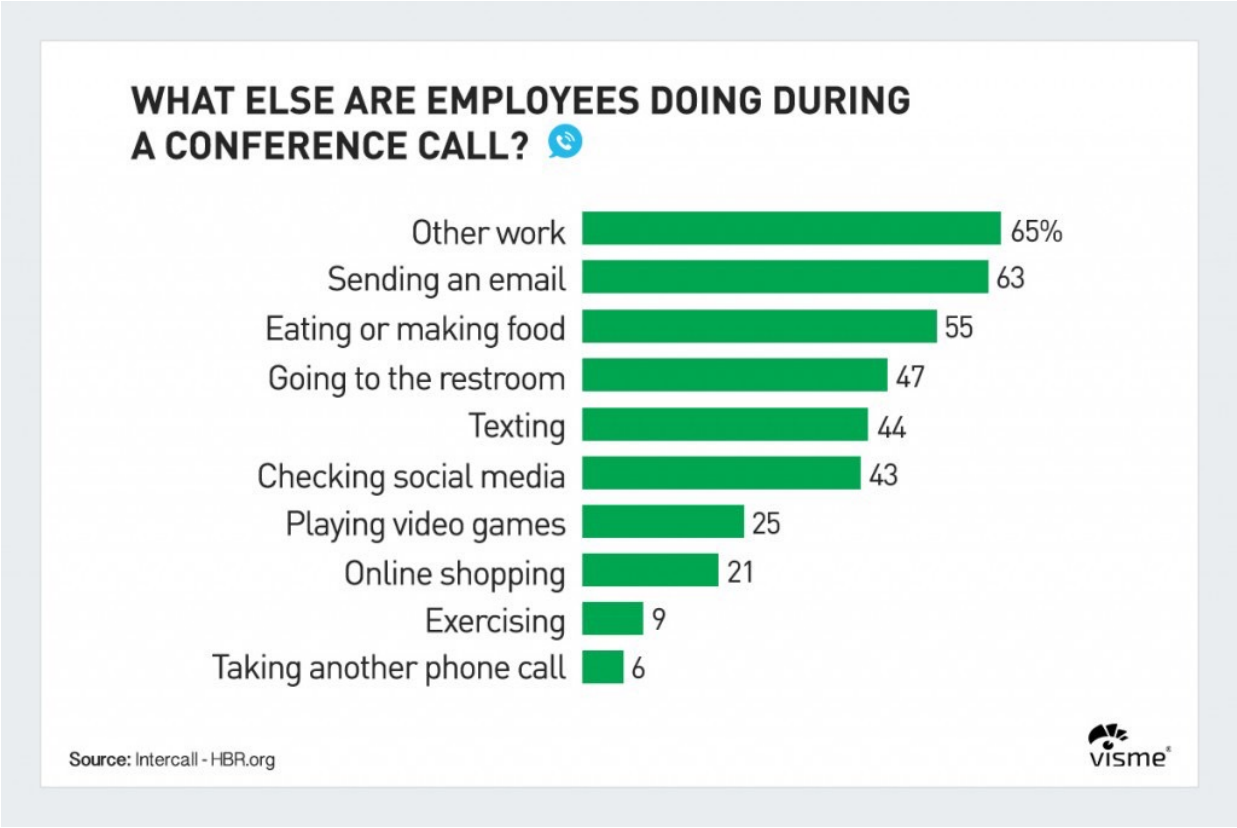
THE CROWD INTERACTION

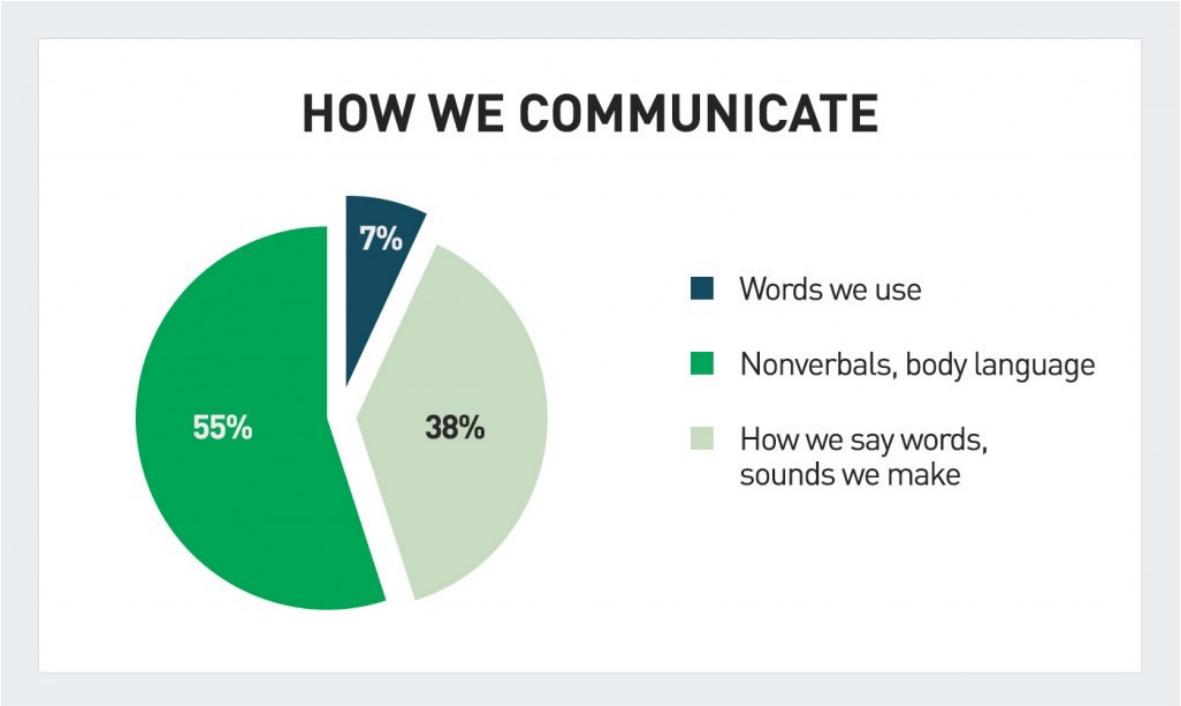
Engaging the audience

- Tell a story, personal experience
- Use a compelling image, video
- Relate to a recent event
- Conduct a short quiz/question
- Use humor, if you can
- Tell the audience how are they related to the presentation

Online stories

- Put a face to the voice
- Improve your speech, voice
- Use engaging features
- Start on time
- Simplify your slides


WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?
Other work 65%
Sending an email 63
Eating or making food 55
Going to the restroom 47
Texting 44
Checking social media 43
Playing video games 25
Online shopping 21
Exercising 9
Taking another phone call 6
Source: Intercall - HBR.org
visme


HOW WE COMMUNICATE
7%
55%
38%
Words we use
Nonverbals, body language
How we say words, sounds we make

Body Language

- Smart gestures
- Position/Steps
- Eye contact
- Smile and wave

Movement of your body

- Smart gestures
- Position/Steps
- Eye contact
- Smile and wave

BE THE BEST, F&*# THE REST!

THANK YOU!

QUESTIONS?

Find me at flavia@hackademy.ro