Workbook

Exercise 1

Watch this video and answer the questions that follow

<http://tedxtalks.ted.com/video/Story-Imagery-the-Art-of-21st-2>

Why should you listen to Garr Reynolds?

Presentation Guru Garr Reynolds masterfully blends humor, personal vignettes and professional speaking advice to create a spellbinding example of public speaking magic. Garr Reynolds Presentation guru At the heart of any truly successful company is the ability to communicate effectively with the customers. Garr Reynolds has spent his professional life following this simple rule, traveling extensively to establish deep relationships of trust, support and loyalty between company and consumer. Currently a Professor of Management at Kansai Gaidai University teaching Marketing, Global Marketing and Multimedia Presentation Design, Garr also shares his skills and expertise with the Japanese business community on topics that include design, branding and effective corporate communications. His presentations, product demos and keynote addresses in venues that include You Don't Know Mac in Oregon and the Mac Computer Expo in California helped create one of the most dedicated—perhaps nearly fanatical—customer bases ever seen. As a professor as well as a Nara resident, he delights in sharing his talents with his community and in mentoring the next generation of movers and shakers. Erase that cliché of the stuffy boardroom from your mind—Garr Reynolds has a whole vision for the business world that will take us far into the future.

1. What does Garr Reynolds say about presentations in Japan?
2. What tips does he give in his speech to avoid “Death by PowerPoint”?
3. What should replace words on the slides?

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| **Exercise 2:** Spot the Errors on these slides |
| |  |  | | --- | --- | |  | 1. | |  | 2. | |  | 3. | |  | 4. | |  | 5. | |  | 6. | |  | 7. | |  | 8. | |  | 9. | |  |  | |  | 10. | |
| Answers   1. Too much detail 2. Reproduce your whole talk on your slides 3. Really awful colour 4. Slides with an irrelevant background 5. Cute or funky fonts 6. Too many bullets 7. Animations from slide to slide 8. Too many Acronyms 9. Too many charts 10. Slides with sound effects |
| Power Point Presentation - EVALUATION CHECKLIST  POWERPOINT  Does the presentation include headings for each slide?  Is an appropriate font size used for easy readability?  Is the appropriate font type used for easy readability (Arial, for example, vs.a script font)?  Are no more than 3 different font sizes used?  Has color been used effectively for readability and emphasis, including fontcolor and slide background?  Have special effects been used effectively (vs. being overused)?  Has text been limited on each screen (remembering the 6 x 6 rule)?  Are graphics sized correctly for readability, avoiding ones that are too small  and/or too complex?  Have highlighting techniques (arrows, color) been used to emphasize key points?  Have you avoided grammatical errors? |