

Chapter Concepts: Planning, Developing, and Giving a Presentation Chapter Contents

Book Title: New Perspectives Collection, Microsoft 365

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PowerPoint Concepts

Planning, Developing, and Giving a Presentation

Preparing a Presentation for a Resort

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Chapter Concepts: Planning, Developing, and Giving a Presentation Chapter Introduction

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Chapter Introduction

Objectives

Session 1

- Understand presentations and presentation media
- Learn about common forms of presentations
- Understand how to identify a presentation's purposes and desired outcomes
- Identify an audience's demographics and the audience's relationship to the presenter
- Learn how to recognize the needs and expectations of an audience

Session 2

- Understand the importance of determining the focus for a presentation
- Learn how to identify the key points of a presentation
- Understand how to develop an effective introduction, body, and conclusion
- Explore types of visuals and handouts

Session 3

- Identify the ways to deliver a presentation
- Learn how to prepare for audience questions and participation
- Understand what to focus on when rehearsing a presentation
- Consider aspects of your appearance
- Consider the steps for setting up for a presentation
- Learn how to evaluate your performance

Case: Outer Island Hotel and Resort

Outer Island Hotel and Resort is a hotel on Sanibel Island in Florida. The hotel was recently bought by the national hotel chain, Castle Hotels. Castle Hotels spent the last year renovating Outer Island Hotel and Resort. They hired Theary Him to create a marketing campaign to attract new corporate business to the hotel. As part of the campaign, Theary plans to visit large companies all over the United States to describe the services and amenities of the hotel and to convince them to schedule their next convention, sales meeting, or corporate retreat at the hotel. She needs to create a presentation to help her do this.

In this module, you'll learn how to plan presentations by determining their purposes and outcomes and by analyzing the needs and expectations of your audience. You'll also understand the importance of identifying a clear focus for the presentations and outlining your key points, and how to apply this information as you develop an introduction, organized body, and conclusion for presentations. You'll learn about the types of visuals and handouts you can use to support the content of a presentation and about the criteria for assessing the situation and facilities for giving the presentation. Finally, you will learn the value of rehearsing your delivery and preparing your appearance, and how to evaluate your performance.

Starting Data Files

There are no starting Data Files needed for this module.

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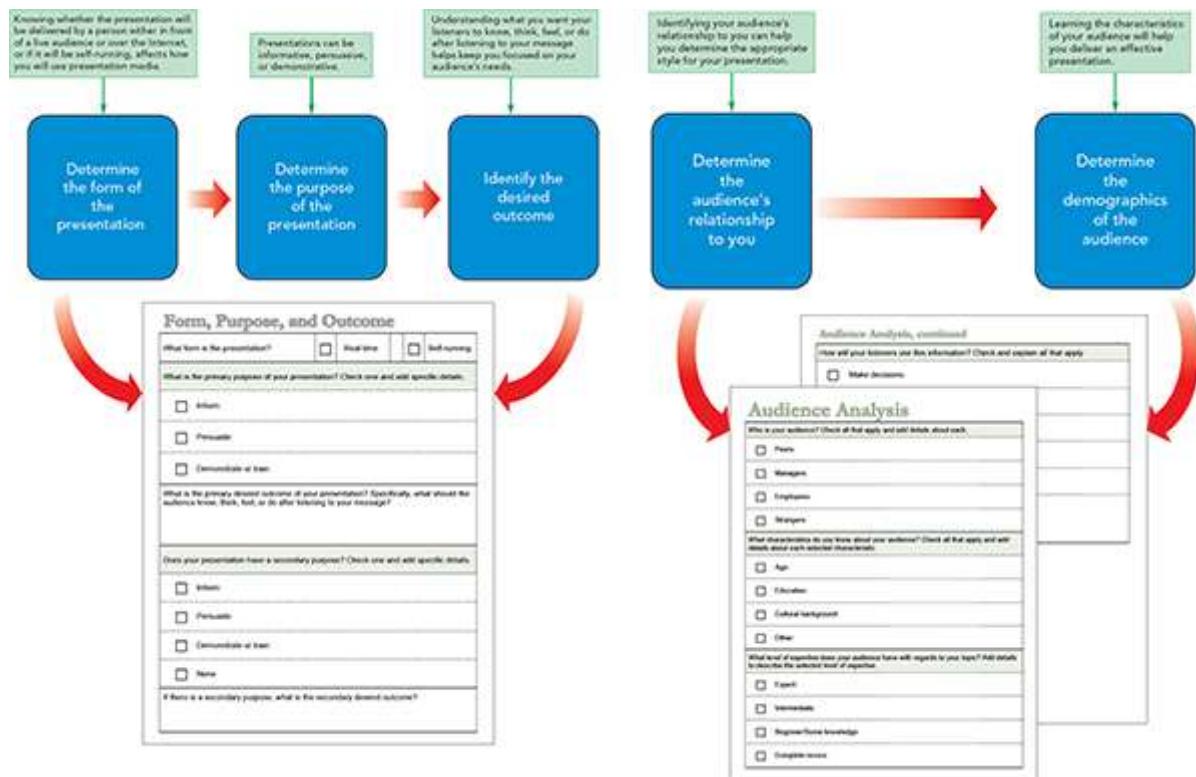
Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-1 Session 1 Visual Overview: Planning a Presentation

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PPT CON-1 Session 1 Visual Overview: Planning a Presentation



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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-2 Understanding Presentations and Presentation Media
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PPT CON-2 Understanding Presentations and Presentation Media

A **presentation** (A PowerPoint document that lets you create and deliver a dynamic, professional-looking message to an audience in the form of a slide show.) is a talk in which the person speaking—the **presenter** (A person delivering a presentation to a group of people.)—is communicating with an audience in an effort to explain new concepts or ideas, sell a product or service, entertain, train the audience in a new skill or technique, or achieve a wide variety of other goals. The ability to give an interesting and informative presentation is an important skill for students and professionals in all types of businesses.

Some talented presenters are able to simply stand in front of an audience and speak. They don't need any **presentation media** (Visual and audio aids that support key points and engage the audience's attention.)—the visual and audio aids that you display to support your points—because they are able to captivate the audience and clearly explain their topics simply by speaking. Most of us, however, want to use presentation media to help hold the audience's interest and enhance their understanding. Presentation media is also a valuable reinforcement tool for those who process learning visually.

Presentation media can include photos, lists, music, video, and objects that the presenter shows or shares with the audience. You can also use the following tools to display presentation media:

- Presentation software, such as Microsoft PowerPoint
- Whiteboard
- Flip chart
- Posters
- Overhead transparencies
- Handouts
- Chalkboard

Presentation software like PowerPoint makes it very easy for presenters to create bulleted lists of information points. This sometimes results in all of the presenter's content listed on a screen behind them, which they then proceed to read to their audience. Since most people can read faster than someone can speak, the audience finishes reading the words before the presenter finishes speaking, and then sits, bored, waiting for the presenter to move on

to new information. Even if the presenter has additional information to communicate, the audience, anticipating that they will be able to read the information on the screen, has probably stopped listening. Sometimes visuals contain so many words that to make them all fit, the presenter must use a small font, making it difficult or impossible for the audience to read, leading to frustration as well as boredom (see [Figure 1](#)).

Figure 1

A bored audience member



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Although brief bulleted lists can be very helpful when the presenter is explaining facts, people attend presentations to hear the speaker and perhaps to see diagrams or other illustrations that will help them understand and retain the information. When you give a presentation, you should take advantage of this opportunity to thoroughly engage your audience. For example, if you display a graphic that supports your statements, your presentation will be more interesting, and the audience will pay attention to you and what you are saying, rather than tuning you out while trying to read words on the screen (see [Figure 2](#)).

Figure 2

An interested, engaged audience



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In order to deliver a successful presentation, you need to spend time developing it. There are three stages to developing a presentation: planning, creating, and preparing your delivery. In this session, you will focus on the planning stage.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-2 Understanding Presentations and Presentation Media

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PPT CON-3 Planning a Presentation

When you plan a presentation, you need to consider some of the same factors you consider when planning a written document—your purpose, your audience, and the information you want to convey. Planning a presentation in advance will improve the quality of your presentation, make it more effective and enjoyable for your audience, make you better prepared to deliver it, and, in the long run, save you time and effort.

As you plan your presentation, you should ask yourself the following questions:

- Will I deliver the presentation real-time in front of a live audience or in a webinar, or will it be a self-running presentation? If it is real-time, will it be recorded for later viewing?
- What are the purposes and desired outcomes of this presentation?
- Who is the audience for my presentation, and what do they need and expect?

The following sections will help you answer these questions so that you can create a more effective presentation, and enable you to feel confident in presenting your ideas.

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PPT CON-4 Determining the Form of the Presentation

Usually when someone refers to a presentation, they mean an oral presentation given by a presenter to a live audience. When giving an oral presentation, a person might present to a small audience in a room the size of a classroom, to an audience in a hall large enough to require using a microphone, or over the Internet in webinar format. A [webinar \(A presentation an audience accesses over the web that shows a shared view of the presenter's screen and may also include audio and video of the presenter and allow for audience participation.\)](#) is a presentation in which the audience signs in to a shared view of the presenter's computer screen and either can hear the speaker through the screen, or calls in to a conference call to hear the presenter over the telephone line. If the presenter is using video technology, such as a webcam, the webinar audience will be able to see the presenter as well. Depending on the webinar software, the audience might also be able to participate by asking questions verbally or posting them to an area of the screen.

With PowerPoint and other presentation software, you can also create a presentation that is self-running or that is controlled by the person viewing it. Sometimes, this type of presentation includes recorded audio, but often it includes only the presentation content. This type of presentation can be challenging to create because the person who prepares the content needs to avoid making it simply a substitute for a written document.

If you are presenting in front of a live audience, you can use facial expressions and body language to help convey your points. If presenting in person, or with some webinar formats, you can also see your audience's facial expressions and body language, which can help to indicate how they are feeling about your presentation. For example, if you see confused expressions, you might decide to pause for questions. If you are presenting via a webinar, you need to make sure all the visuals that you use to help explain your points are very clear, and you need to figure out how to interact with your audience in a way that won't disrupt the flow of your presentation. If the presentation will be self-running or pre-recorded, the content will need to be compelling enough on its own to make the audience want to watch the entire presentation. For this reason, the content of a self-running or pre-recorded presentation must be even more visually interesting because the presenter will not have the opportunity to directly engage the audience.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-5 Determining the Presentation's Purposes and Desired Outcomes

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PPT CON-5 Determining the Presentation's Purposes and Desired Outcomes

When you are planning a presentation, you need to know what the purpose of the presentation is. Most presentations have one of three purposes: to inform, to persuade, or to demonstrate.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-5a Determining the Purposes

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PPT CON-5a Determining the Purposes

Informative presentations (*A presentation designed to inform or educate.*) are designed to inform or educate. This type of presentation provides the audience with background information, knowledge, and specific details about a topic that will enable them to gain understanding, make informed decisions, or increase their expertise on a topic. Examples of informative presentations include:

- Summary of research findings at an academic conference
- Briefings on the status of projects
- Overview, reviews, or evaluations of products and services
- Reports at company meetings

Persuasive presentations (*A presentation designed to persuade or sell.*) are designed to persuade or sell. They have the specific purpose of influencing how an audience feels or acts regarding a particular position or plan, or trying to convince the audience to buy something. Persuasive presentations are usually designed as balanced arguments involving logical as well as emotional reasons for supporting an action or viewpoint. Examples of persuasive presentations include:

- Recommendations of specific steps to take to achieve goals
- Sales presentations to sell a product or service
- Motivational presentations

Demonstrative (*A presentation that shows an audience how something works, educates them on how to perform a task, or helps them to understand a process or procedure. Also called training presentation.*) (*or training* (*A presentation that shows an audience how something works, educates them on how to perform a task, or helps them to understand a process or procedure. Also called demonstrative presentations.*)) **presentations** (*A PowerPoint document that lets you create and deliver a dynamic, professional-looking message to an audience in the form of a slide show.*) show an audience how something works, educate them on how to perform a task, or help them to understand a process or procedure. Sometimes you will provide listeners with hands-on experience, practice, and feedback so they can correct their mistakes and improve their performances. Examples of demonstrative presentations include:

- Software demonstrations

- Process explanations
- Employee training
- Seminars and workshops
- Educational classes and courses

You should always identify the primary purpose of your presentation. However, presenters often have more than one goal, which means your presentation might have additional, secondary purposes. For example, the primary purpose of a presentation might be to inform an audience about a wildlife preserve and describe it to them. But the secondary purpose might be to raise funds for that preserve. Identifying the primary purpose of a presentation helps you focus the content; however, by acknowledging secondary purposes, you can be prepared to answer or deflect questions until after the presentation so that the primary purpose remains the focus of the presentation.

Figure 3 summarizes the three categories of presentation purposes and their goals.

Figure 3

Purposes for giving presentations

Purpose	Goal	Examples
Informative	Present facts and details	Summary of research findings, status reports, briefings, discussions of products and services
Persuasive	Influence feelings or actions	Recommendation reports, sales presentations, motivational presentations
Demonstrative (Training)	Show how something works and provide practice and feedback	Software demos, process explanations, employee training, seminars and workshops, educational courses

When Theary gives her presentation about the hotel, her primary purpose will be to persuade the people in her audience to book the Outer Island Hotel and Resort for company events. Her secondary purpose will be to convince her audience members to consider visiting the hotel on their next vacation.

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PPT CON-5b Identifying Desired Outcomes

In addition to determining the purpose of a presentation, you should also consider what you hope to achieve in giving your presentation. That means you need to determine the desired outcomes of your presentation—what you want your listeners to know, think, feel, or do after listening to the message. Focusing on the desired outcomes of your presentation forces you to make it more audience-oriented. Just as when you determined the purpose of your presentation, you might find that although you have a primary desired outcome, secondary outcomes might be acceptable as well.

You should be able to concisely express the purpose and desired outcomes of your presentation. Writing down the purpose and desired outcomes helps you decide what to include in the presentation, enabling you to create a more effective presentation. A good statement of your purpose and desired outcomes will also help when you write the introduction and conclusion for your presentation. Consider the following examples of specific purpose statements with specific outcomes:

- **Purpose:** To demonstrate a newly purchased projector that staff members can use for giving presentations to small groups.

Outcome: Staff members will understand how to use the new equipment.

- **Purpose:** To inform department heads at a college about the benefits of a new website where students can receive tutoring.

Outcome: Audience will understand the benefits of the program.

Secondary Purpose: To persuade department heads to recruit tutors for the program.

Secondary Outcome: Department heads will ask their faculty to identify potential tutors.

The desired outcome of Theary's presentation is that the event planners at the companies she visits will book their companies' events at the Outer Island Hotel and Resort.

Figure 4 shows a basic worksheet for helping determine the form, purpose, and outcome of a presentation. This worksheet is filled out with Theary's information.

Figure 4

Form, Purpose, and Outcome worksheet for hotel presentation

Form, Purpose, and Outcome

What form is the presentation?	<input checked="" type="checkbox"/> Real-time	<input type="checkbox"/> Self-running
What is the primary purpose of your presentation? Check one and add specific details.		
<input type="checkbox"/> Inform:		
<input checked="" type="checkbox"/> Persuade: Persuade companies to book their conventions and corporate retreats at Outer Island Hotel.		
<input type="checkbox"/> Demonstrate or train:		
What is the primary desired outcome of your presentation? Specifically, what should the audience know, think, feel, or do after listening to your message?		
The audience will know about all the services and amenities available at Outer Island Hotel and Resort. As a result, they will want to book their company's next convention or corporate retreat at the hotel.		
Does your presentation have a secondary purpose? Check one and add specific details.		
<input type="checkbox"/> Inform:		
<input checked="" type="checkbox"/> Persuade: Persuade audience members to book their next vacation or family reunion at Outer Island Hotel and Resort.		
<input type="checkbox"/> Demonstrate or train:		
<input type="checkbox"/> None		
If there is a secondary purpose, what is the secondary desired outcome?		
Audience members will want to book their next vacation or family reunion at the hotel.		

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PPT CON-6 Analyzing Your Audience's Needs and Expectations

The more you know about your audience, the more you'll be able to adapt your presentation to their needs. By putting yourself in your audience's shoes, you'll be able to visualize them as more than just a group of passive listeners, and you can anticipate what they need and expect from your presentation. Anticipating the needs of your audience also increases the chances that your audience will react favorably to your presentation.

The first step in analyzing your audience is to determine their relationship to you. If you are speaking to your peers, you could adopt a less formal style than if you are speaking to your managers or people who report to you. Also, if you are speaking to people who know you and your credentials, you might be able to present in a more informal, familiar manner than if you are speaking to people who have never met you.

The second step in analyzing your audience is to find out about their demographics.

Demographics (Characteristics that describe your audience.) are characteristics that describe your audience. Some of the demographics that affect your presentations are:

- **Age**—People of different age groups vary in terms of attention span and the way they absorb information. For example, children have shorter attention spans and generally can't sit still as long as adults, so presentations to children should be divided into short sessions interspersed with physical activity.
- **Cultural background**—Each culture has its own expectations for how to write, speak, and communicate, including nonverbal conventions such as gestures and body movement. It is important to remember that cultural differences can occur even in the same country.
- **Expertise**—Audiences with specialized training expect examples that use terms and concepts from their field. Audiences who are unfamiliar with a topic will require more definitions and explanation to understand the presentation.

Insight

Understanding the Needs of an International Audience

If you're presenting to an international audience, whether over the Internet or in person, it is important to understand the different cultural expectations that international audiences may have for your presentation, including expectations for nonverbal communication. These cultural expectations are subtle but powerful, and

you can immediately create a negative impression if you don't understand them. For example, audiences from cultures outside the United States may expect you to speak and dress more formally than you are used to in the United States. In addition, some cultures may take offense at certain topics or jokes.

There are no universal guidelines that would enable you to characterize the needs of all international audiences; however, there are some commonsense recommendations. You should analyze the hand gestures and symbols you use routinely to see if they have different meaning for other cultures. Be cautious about using humor because it is easy to misinterpret. Most importantly, take special care to avoid using cultural stereotypes, even if you think they are positive or well-meaning.

Also avoid using idioms or phrases that might not be widely used outside of your area or country, such as "the cat's out of the bag" or "jump on the bandwagon."

Understanding who your audience is and their needs and expectations helps you adapt the content of your presentation to a particular audience. [Figure 5](#) shows a worksheet that Theary used to analyze the needs and expectations of her audience.

Figure 5
Audience Analysis worksheet for the hotel presentation

<h3>Audience Analysis</h3> <p>Who is your audience? Check all that apply and add details about each.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Peers: <input type="checkbox"/> Managers: <input type="checkbox"/> Employees: <input checked="" type="checkbox"/> Strangers: Decision makers at large companies in the United States who decide where the company will hold off-site meetings. <p>What characteristics do you know about your audience? Check all that apply and add details about each selected characteristic.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Age: Adults probably between ages 25 and 65 <input checked="" type="checkbox"/> Education: Most will be college educated, some will have advanced degrees <input checked="" type="checkbox"/> Cultural background: Varied <input type="checkbox"/> Other: <p>What level of expertise does your audience have with regards to your topic? Add details to describe the expected level of expertise.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Expert: Audience members most likely will have experience booking and attending corporate conventions, seminars, sales meetings, and corporate retreats, and they know what services and amenities they want. <input type="checkbox"/> Intermediate: <input type="checkbox"/> Beginner: Some knowledge <input type="checkbox"/> Complete novice: 	<h3>Audience Analysis, continued</h3> <p>How will your listeners use this information? Check and explain all that apply.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Make decisions: Decide whether to book a corporate event at the hotel <input type="checkbox"/> Perform a task: <input checked="" type="checkbox"/> Form an opinion: Form an opinion about Outer Island Hotel and Resort <input checked="" type="checkbox"/> Increase understanding: Learn about the upgraded services and amenities of the hotel <input type="checkbox"/> Follow a process: <input type="checkbox"/> Other:
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Proskills

Teamwork: Planning Collaborative Presentations

Because much of the work in business and industry is collaborative, it's only natural that some presentations are created and presented by a team of people. These types of presentations are referred to as collaborative presentations and they provide many benefits, including:

- Sharing a greater range of expertise and ideas
- Provoking more discussion due to different presentation styles and a wider range of information being shared
- Providing more people with exposure and the rewards of a task accomplished
- Allowing more people to gain valuable experience in communicating ideas

In addition to creating compelling content, a successful collaborative presentation depends on your group's ability to plan thoroughly and practice together. To ensure a successful group presentation, consider the following as you plan your presentation:

- Involve the whole team in the planning.
- Show respect for the ideas of all team members, and be sensitive to personality and cultural differences among the team members.
- Convey clear time constraints to each speaker and ensure that all speakers are prepared to limit themselves to the time allotted.
- Plan for the transitions between speakers.

In this session you learned how to plan a presentation and to consider the needs and expectations of your audience. In the next session, you will learn about the steps for creating the content of a presentation.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-6 Analyzing Your Audience's Needs and Expectations

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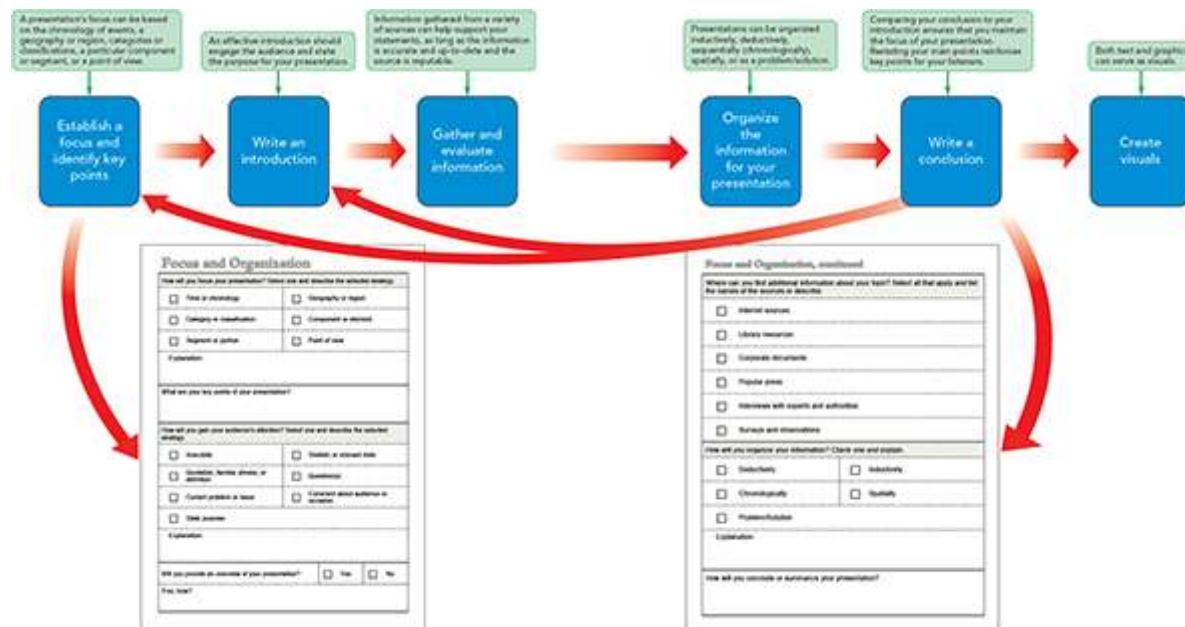
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PPT CON-7 Session 2 Visual Overview: Creating a Presentation



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PPT CON-8 Creating the Presentation

Once you determine the form of the presentation, determine your purpose and outcome, and analyze your audience's needs and expectations, you need to create the content of your presentation. There are multiple steps to creating the content of a presentation. As shown in the [Session 2 Visual Overview](#), to create the presentation's content, you need to identify the main ideas and focus of your presentation, and then develop the introduction, body, and conclusion. Then you can create visual and audio aids that will help your audience understand your content.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-8 Creating the Presentation

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-9 Focusing Your Presentation

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PPT CON-9 Focusing Your Presentation

 One of the biggest challenges presenters face is focusing their presentations by limiting the topic, concentrating on one aspect of it. You should begin by identifying the major points or main ideas that are directly relevant to your listeners' needs and interests, and then focus on those. Some presenters worry that audiences will not understand the material unless every aspect of a topic is explained. If you try to cover everything, you'll give your audience irrelevant information and they'll lose interest as they try to filter out unnecessary details. Focusing on one aspect of a topic is like bringing a picture into focus with a camera—it clarifies your subject and allows you to emphasize interesting details.

Strategies for focusing or limiting your presentation topic are the same as those you would use to create a focus for any written document—focus on a particular time or chronology, geography or region, category, component or element, segment or portion of a procedure, or point of view.

- **Time or chronology**—Limiting a topic by time means you focus on a segment of time, rather than trying to cover the entire history of a topic. *Unfocused*: The history of Egypt from 640 to 2000. *Focused*: The history of Egypt during the Nasser years (1952–1970).
- **Geography or region**—Limiting a topic by geography or region means you look at a topic as it relates to a specific location. *Unfocused*: Fly fishing. *Focused*: Fly fishing in western Colorado.
- **Category or classification**—Limiting a topic by category means you focus on one member of a group or on a limited function. *Unfocused*: Thermometers. *Focused*: Using bimetallic-coil thermometers to control bacteria in restaurant-prepared foods.
- **Component or element**—Limiting a topic by component or element means you focus on one small aspect or part of an organization or problem. *Unfocused*: Business trends. *Focused*: Blending accounting practices and legal services, a converging trend in large businesses.
- **Segment or portion**—Limiting a topic by segment or portion means you focus on one part of a process or procedure. *Unfocused*: Designing, manufacturing, handling, storing, packaging, and transporting of optical filters. *Focused*: Acceptance testing of optical filters.

- **Point of view**—Limiting a topic by point of view means you look at a topic from the perspective of a single group. *Unfocused*: Employee benefits. *Focused*: How school districts can retain their teachers by providing childcare assistance and other nontraditional benefits.

Theary plans to focus her presentation by limiting the topic to focusing on a point of view—making sure she describes the resort so that each audience member understands how it will meet the company's needs.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-10 Identifying Your Key Points

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PPT CON-10 Identifying Your Key Points

Once you have determined your focus, you need to identify the key points of your presentation. To help you continue to design your presentation with the listener in mind, phrase the key points as the conclusions you want your audience to draw from the presentation.

As you identify the key points, order them in a numbered list with the most important idea listed first and the least important point listed last. This will help you maintain the focus and ensure that the most important points receive the most attention. For example, the key points of Theary's presentation about the Outer Island Hotel and Resort are:

1. The hotel was recently completely renovated.
2. The resort has many amenities and services that will appeal to large groups.
3. The hotel will work with the company to create the perfect event.

Once you've established a focus and identified your key points, you need to create the introduction, body, and conclusion of your presentation. Good presentations start with an effective introduction, continue with a well-organized body, and end with a strong conclusion.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-11 Developing an Introduction

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PPT CON-11 Developing an Introduction

The introduction, or opening statement, of a presentation enables you to gain your listeners' attention, establish a relationship with your audience, and preview your key points. The introduction sets the tone for the entire presentation. An inadequate introduction can ruin the rest of your presentation no matter how well you've prepared. Consider these guidelines to avoid common mistakes:

- Don't begin by apologizing about any aspect of your presentation, such as how nervous you are or your lack of preparation. Apologies can cause the audience to lose faith in your credibility as a presenter or expert on your topic.
- Don't use gimmicks to begin your presentation, such as asking the audience to repeat a phrase, singing a song, or ringing a bell. Members of your audience may not know how to respond or will feel uncomfortable.
- Avoid trite, flattering, or phony statements, such as, "Ladies and gentlemen, it is an unfathomable honor to be in your presence." Gaining respect requires treating your audience as your equal.
- Be cautious when using humor. It's difficult to predict how audiences will respond to jokes and other forms of humor. Also, what one person or group finds humorous might offend another person or group.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-11a Gaining Your Audience's Attention

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PPT CON-11a Gaining Your Audience's Attention

The purpose of the introduction is to provide the listeners with an organizational overview of your presentation; however, it is also important to remember that the introduction provides the audience with their first impression of you and your presentation. Even if your audience is interested in your topic, they can be easily distracted, so it's important to create an effective introduction that will immediately grab their attention. A truly effective introduction captures the attention of your audience and establishes a rapport with them. Some effective ways to gain your audience's attention are:

- Share anecdotes.
- Discuss statistics and quantitative data.
- Mention a quotation, familiar phrase, or definition.
- Ask questions.
- Raise a current problem or issue.
- Comment about the audience or occasion.
- State the purpose of the presentation.

Share Anecdotes

Sharing anecdotes (short stories or personal experiences that demonstrate a specific point) is a very effective method of gaining your audience's attention. Anecdotes allow your audience to relate to you as a person and make your topic more relevant. For example, Theary could begin her presentation by describing a recent successful event held at the hotel:

"Last month, Worldwide Phone Systems held their annual sales meeting at Outer Island Hotel and Resort. They needed a room large enough to serve 800 people dinner and with a stage for presenting awards. We were able to remove a moveable wall between our two largest ballrooms and accommodate them. They also wanted to ensure that attendees seated farthest from the stage would be able to clearly see the people on the stage. We provided two 10 foot by 10 foot screens located on either side of the stage so that even someone at the back table could clearly see the stage. Finally, they asked us to arrange outings during the day. We arranged several activities for their attendees including tee times at the resort, kayaking and canoeing tours, a guided tour of the J.N. Ding Darling National Wildlife Refuge, and a tour of Sanibel Historical Museum and Village. The events director at

Worldwide told me that it was the most successful sales meeting they had for the last 10 years."

Discuss Statistics and Quantitative Data

Another way to engage your audience is to discuss interesting statistics and quantitative data relating to the needs of your audience. To be effective, make sure that the statistics and data you use are current, accurate, and easily understood.

In Theary's presentation, she could share statistics and data about the number of sunny days on Sanibel Island.

Mention a Quotation, Familiar Phrase, or Definition

Short quotes, familiar phrases, or definitions are another way to gain your audience's attention. This strategy works because your audience wants to know how the quote, phrase, or definition relates to your topic, and this leads naturally into the rest of your talk. Castle Hotels has been running a national marketing campaign to raise brand awareness, and their slogan has been repeated for months in online, television, radio, and print ads. The slogan is, "You are our number one VIP." Theary could begin by quoting that slogan and emphasizing that it is not just a slogan, it is the way she and the hotel employees will treat each and every guest.

Ask Questions

Asking questions to introduce your topic can be effective if the questions are thought-provoking and the issues are important. This can be especially effective in small group settings or situations where you're attempting to find new ways to approach ideas. Asking audience members to give tentative answers to an informal quiz or questionnaire allows you to adjust your presentation to accommodate their responses.

 Rhetorical questions (questions you don't expect the audience to answer) are especially effective. Rhetorical questions engage the audience right away because the audience members instinctively reply to the question internally.

In her presentation, Theary could emphasize the hotel's dedication to making sure every guest is satisfied by asking the rhetorical question "Have you ever had a disappointing customer service experience?" and then following that statement with examples of how customer service issues have been handled successfully in the past.

Raise a Current Problem or Issue

Another way to grab the attention of your audience is to raise a current problem or unresolved issue. This provides you with an opportunity to suggest a change or a solution to the problem. By defining a problem for your audience, you develop a common ground upon which you can provide insight, examine alternatives, and make recommendations.

In Theary's presentation, she could address the current issue of climate change by describing the hotel's commitment to the environment. For example, new solar panels provide 70% of the hotel's electricity, the hotel has agreements with a local agency to compost food waste, and new, automatic shut-off systems for air conditioners and lights in guest rooms, conference rooms, and common area rest rooms were installed.

Comment about the Audience or Occasion

To show your enthusiasm about the group you're addressing, as well as about your topic, you can make comments about the audience or occasion. If you do this, your comments should be brief and sincere. Referring to the occasion can be as simple as Theary saying, "Thank you so much for allowing me to describe our newly renovated hotel and resort and how we can meet your needs for your next sales meeting, corporate retreat, or convention."

State the Purpose of the Presentation

Simply announcing your purpose works well as an introduction if your audience is already interested in your topic or if your time is limited. Most audiences, however, will appreciate a more creative approach than simply stating, "I'm going to try to convince you that Outer Island Hotel and Resort is the best place to schedule your next event." For example, in Theary's presentation, she might say something like, "I am here to describe our beautiful hotel and location."

Figure 6 summarizes the ways to gain your audience's attention.

Figure 6

Ways to gain your audience's attention

Method	Result
Share anecdotes	Helps audience relate to you as a real person
Discuss statistics and quantitative data	Increases audience interest in topic
Mention a quotation, familiar phrase, or definition	Leads in well to remainder of presentation
Ask questions	Gets audience thinking about topic
Raise a current problem or issue	Prepares audience to consider solutions or recommendations for change
Comment about the audience or occasion	Enables you to show your enthusiasm

Method	Result
State the purpose of the presentation	Works well if audience is already interested

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PPT CON-11b Providing an Overview of Your Presentation

 After you have gained the attention of your audience, you might choose to provide them with an overview of your presentation. Overviews, sometimes called advance organizers or previews, prepare your audience for the points that will follow. They can be very effective for longer presentations or for presentations that cover complex or technical information. Overviews help your audience remember your presentation by providing a road map of how it is organized. Overviews should be brief and simple, stating what you plan to do and in what order. After you've given your audience an overview of your presentation, it's important that you follow that same order.

Once you've created your introduction, you're ready to develop the body of your presentation.

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PPT CON-12 Developing the Body of Your Presentation

 The body of your presentation is where you present pertinent information, supporting evidence, and important details. To develop the body, you need to gather information on your key points, determine the organizational approach, add supporting details and other pertinent information, and provide transitions from one point to the next.

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PPT CON-12a Gathering Information

Most of the time, you'll give presentations on topics about which you're knowledgeable and comfortable. Other times, you might have to give presentations on topics that are new to you. In either case, you'll need to explain the reasoning behind your statements, provide support for claims, present sensible recommendations, and anticipate objections to your statements or conclusions. This means you need to go beyond your personal experience and do in-depth research to provide relevant and up-to-date information, verifiable facts, truthful statistics, and expert testimony (see [Figure 7](#)). Always remember to cite your sources for facts, quotes, and other information.

Figure 7

Gathering information from a variety of sources



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You can find additional information on your topic by consulting the following:

- Internet sources, including blogs, Twitter feeds, recorded webinars, and podcasts—Be sure to verify that the source is credible.
- Library resources—You can access library resources, such as books, encyclopedias, academic journals, government publications, and other reference materials, using the library's computerized catalog, indexes, and professional database services.

- Corporate documents and office correspondence—Since using these materials might violate your company's nondisclosure policy, you might need to obtain your company's permission or get legal clearance to use the information.
- Popular press items from newspapers, radio, TV, the web, and magazines—This information, geared for general audiences, provides large-scale details and personal opinions that may need to be supplemented by additional research.
- Interviews with experts and authorities in the field or other members of your organization—Talking to other people who are knowledgeable about your topic will give you additional insight.
- Surveys and observations—if you do your own interviews, surveys, and observations, be prepared with a list of specific questions, and always be respectful of other people's time.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-12b Evaluating Information

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PPT CON-12b Evaluating Information

 Not all of the information you gather will be of equal value. You must evaluate the information you gather by asking whether it is accurate, up-to-date, and reputable. When evaluating Internet sources in particular, it's important that you ascertain whether the websites you use as sources contain a bias or viewpoint that influences the information, such as a sales pitch.

You should also evaluate whether the information is pertinent to your particular topic. The scope of some topics is so broad, you will need to whittle down the information to only that which serves to clarify or enhance the specific key points of your presentation. Consider whether the information supports your purpose and focus.

For her presentation, Theary collected the following additional information: a list of all the upgrades that were done, a complete list of the activities offered by the resort, the number of rooms and meeting areas available, statistics from the National Oceanic and Atmospheric Administration about the average temperature and number of sunny days on the island, menus from the hotel and area restaurants, and a schedule of the free shuttles to and from the airport.

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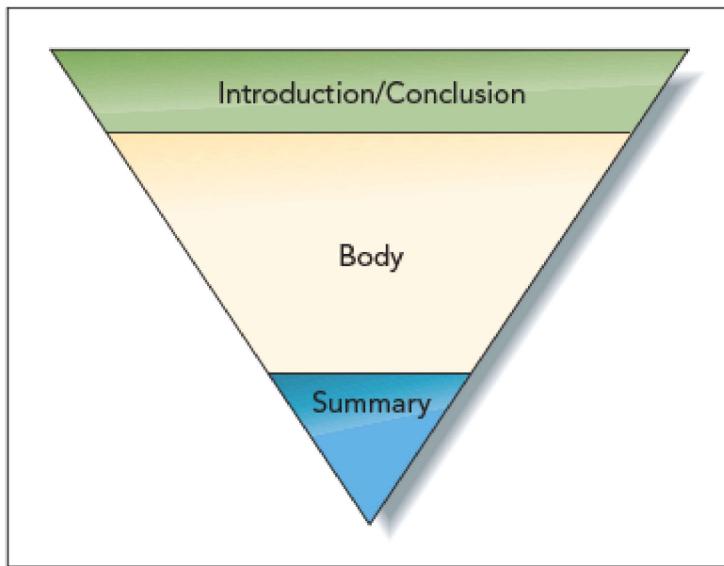
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PPT CON-12c Organizing Your Information

After you have fully researched your topic and evaluated the information you've gathered, you're ready to organize the information in an understandable and logical manner so that your listeners can easily follow your ideas. You should choose an organizational approach for your information based upon the purpose, audience, and situation of each presentation. Sometimes your company or supervisor might ask you to follow a specific organizational pattern or format in giving your presentations. Other times you might be able to choose your own organizational approach. Some common organizational options include deductive, inductive, chronological, spatial, and problem-solution.

Deductive organization (A way of organizing information in which you present your conclusions or solutions first, and then explain the information that led you to your conclusions.) means that you present your conclusions or solutions first, and then explain the information that led you to your conclusions. See **Figure 8**. Deductive organization is the most common pattern used in business because it presents the most important or bottom-line information first.

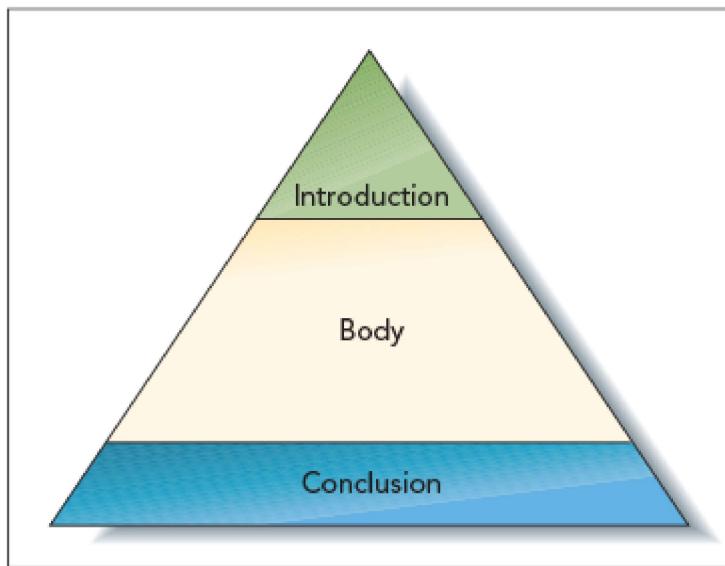
Figure 8
Deductive organization



When you begin with the individual facts and save your conclusions until the end of your presentation, you are using inductive organization (A way of organizing a presentation in which you begin with the individual facts and save your conclusions until the end.) . See **Figure 9**. Inductive organization is useful when your purpose is to persuade your audience to follow an unusual plan of action, or you feel your audience might resist your conclusions.

However, inductively organized presentations can be more difficult to follow because the most important information may come at the end of the presentation.

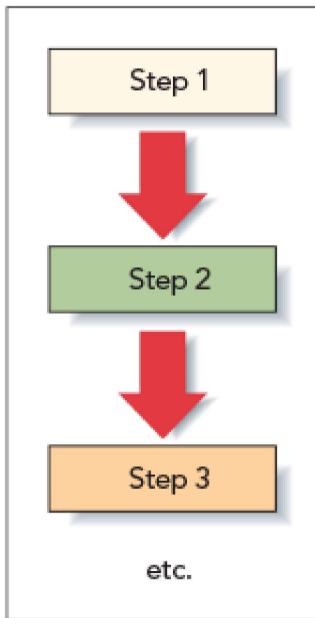
Figure 9
Inductive organization



Organizing Theary's presentation in a deductive manner would mean that Theary would begin by stating that the hotel is the best place in the country to hold an event, and then describe all the amenities and facts about the hotel and the area. If Theary organized her presentation inductively, she would do the opposite. She would start by describing the amenities and facts about the hotel and conclude by stating the hotel is the obvious choice for the next company event.

When you use **sequential** (A presentation organization in which you organize information in a step-by-step fashion; also called chronological organization.) or **chronological organization** (A way of organizing information according to a time sequence; also called sequential organization. Also called sequential organization.), you organize information in a step-by-step fashion or according to a time sequence. See **Figure 10**. Sequential organization works best when you must demonstrate a procedure, train someone to use a piece of equipment, or explain the evolution of a concept. Failing to present sequential information in the proper order can leave your listeners confused and might result in wasting time and resources.

Figure 10
Sequential (chronological) organization

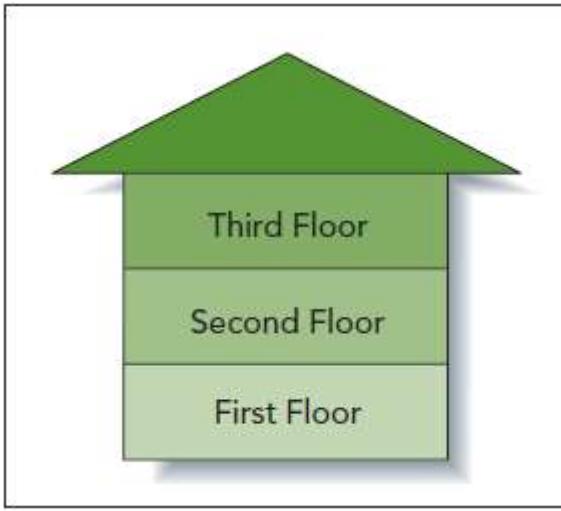


If Theary decided to organize her presentation sequentially, she could describe a typical guest's experience at the hotel from the time they check in through the time they check out.

Spatial organization (A way of organizing information in which you provide a logical and effective order for describing the physical layout of an item or system.) is used to provide a logical and effective order for describing the physical layout of an item or system. See [Figure 11](#).

Figure 11

Spatial organization



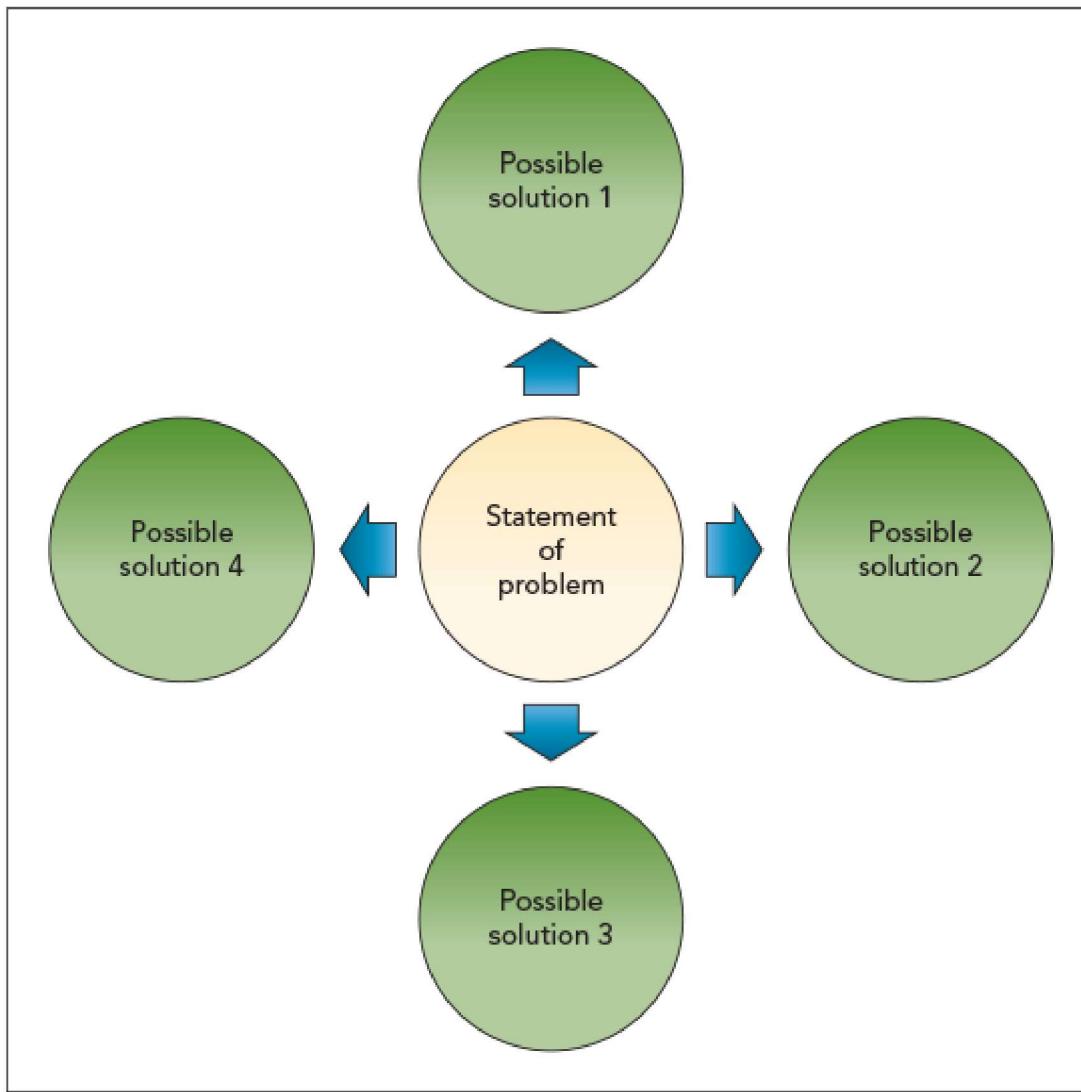
To organize her presentation spatially, Theary would describe the hotel's various areas, such as the guest rooms, the conference rooms, the indoor and outdoor eating areas, the golf course, and so on.

Problem-solution organization (A way of organizing information in which you describe a problem, outline various solutions, and then explain the solution you recommend.) consists of presenting a problem, outlining various solutions to the problem, and then explaining the

solution you recommend. See **Figure 12**. Problem-solution presentations work best for recommending a specific action or solution.

Figure 12

Problem-solving organization



If Theary uses problem-solving organization in her presentation, she would present the problem—the company's need for a location for their event—and then recommend her solution—that they book their event at Outer Island Hotel and Resort because it will meet all of their needs.

Figure 13 summarizes the ways you can organize a presentation.

Figure 13

Ways to organize a presentation

Organizational Pattern	Explanation of Pattern
Deductive	Present conclusions or solutions first
Inductive	Present conclusions or solutions last
Sequential (Chronological)	Order by sequence or time
Spatial	Order by space or position
Problem/Solution	Present problem and various solutions, then recommend solution

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PPT CON-12d Developing Your Conclusion

Conclusions are valuable because they allow you to restate your key points, thus helping your listeners remember important information from your presentation. You can also suggest appropriate actions and recommend further resources. The conclusion is the last thing your audience hears and sees, and will likely stay with them longer than individual points you made—if it's effective. Therefore, you should give the same amount of attention and effort to developing the conclusion as you did to your introduction.

The following suggestions will help you create an effective conclusion:

- Use a clear transition to move into your conclusion. This will signal your audience that you're moving from the body of your presentation to the closing statements. Avoid ending with a trite statement like "I see my time is up, so I'll stop here," which sends a general message to your audience that you did not develop a conclusion or prepare adequately to present all the relevant information in the amount of time available.
- Keep your conclusion short and simple. Audiences appreciate speakers who keep their presentations within the allotted time limit.
- Make sure the conclusion reiterates only the central points or essential message of your presentation. Don't introduce new ideas; simply remind your audience why they should care about your topic. Audiences won't appreciate a rehash of your entire presentation.
- Relate your conclusion to your introduction. Consider writing your conclusion at the same time you write your introduction to make sure that they both provide the same focus. Whenever you write your conclusion, compare it to your introduction to make sure they are complementary.
- If your purpose was to persuade your audience to take a specific action, use your conclusion to suggest what the audience should do now.
- If possible, suggest where your audience can find additional resources by providing website addresses, email addresses, phone numbers, or physical addresses.

Theary could conclude her presentation by stating, "You have many options when choosing the location of your next corporate event. I hope I have convinced you that the beautiful Outer Island Hotel and Resort on Sanibel Island is the place you should choose."

Figure 14 shows a worksheet Theory used to determine the focus and organization for her presentation.

Figure 14

Focus and Organization worksheet for hotel presentation

Focus and Organization <p>How will you focus your presentation? Select one and describe the selected strategy.</p> <table border="1"> <tr> <td><input type="checkbox"/> Time or chronology</td> <td><input type="checkbox"/> Geography or region</td> </tr> <tr> <td><input type="checkbox"/> Category or classification</td> <td><input type="checkbox"/> Component or element</td> </tr> <tr> <td><input type="checkbox"/> Segment or portion</td> <td><input checked="" type="checkbox"/> Point of view</td> </tr> </table> <p>Explanation: Although the hotel has many services and amenities for all travelers, the emphasis will be on the advantages and usefulness to a corporate audience.</p> <p>What are your key points of your presentation? The new renovation and upgrades, excellent customer service, and the business services available</p> <p>How will you gain your audience's attention? Select one and describe the selected strategy.</p> <table border="1"> <tr> <td><input type="checkbox"/> Anecdote</td> <td><input type="checkbox"/> Statistic or relevant data</td> </tr> <tr> <td><input type="checkbox"/> Quotation, familiar phrase, or definition</td> <td><input type="checkbox"/> Question(s)</td> </tr> <tr> <td><input type="checkbox"/> Current problem or issue</td> <td><input checked="" type="checkbox"/> Comment about audience or occasion</td> </tr> <tr> <td><input type="checkbox"/> State purpose</td> <td></td> </tr> </table> <p>Explanation: Be enthusiastic while introducing self and introducing the hotel so that the audience immediately understands that the hotel is a good solution for where to book their next event!</p> <p>Will you provide an overview of your presentation? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>If so, how?</p>		<input type="checkbox"/> Time or chronology	<input type="checkbox"/> Geography or region	<input type="checkbox"/> Category or classification	<input type="checkbox"/> Component or element	<input type="checkbox"/> Segment or portion	<input checked="" type="checkbox"/> Point of view	<input type="checkbox"/> Anecdote	<input type="checkbox"/> Statistic or relevant data	<input type="checkbox"/> Quotation, familiar phrase, or definition	<input type="checkbox"/> Question(s)	<input type="checkbox"/> Current problem or issue	<input checked="" type="checkbox"/> Comment about audience or occasion	<input type="checkbox"/> State purpose		Focus and Organization, continued <p>Where can you find additional information about your topic? Select all that apply and list the names of the sources or describe.</p> <table border="1"> <tr> <td><input checked="" type="checkbox"/> Internet sources: collect good reviews about the hotel and the area</td> </tr> <tr> <td><input type="checkbox"/> Library resources:</td> </tr> <tr> <td><input checked="" type="checkbox"/> Corporate documents: specific information about the renovations</td> </tr> <tr> <td><input checked="" type="checkbox"/> Popular press: locate good reviews of the purchase of the hotel by Castle Hotels and the renovations</td> </tr> <tr> <td><input type="checkbox"/> Interviewers with experts and authorities</td> </tr> <tr> <td><input checked="" type="checkbox"/> Surveys and observations: responses from survey cards filled out by recent guests at the hotel</td> </tr> </table> <p>How will you organize your information? Check one and explain.</p> <table border="1"> <tr> <td><input type="checkbox"/> Deductively</td> <td><input type="checkbox"/> Inductively</td> </tr> <tr> <td><input type="checkbox"/> Chronologically</td> <td><input checked="" type="checkbox"/> Spatially</td> </tr> <tr> <td><input type="checkbox"/> Problem/Solution</td> <td></td> </tr> </table> <p>Explanation: Describe the physical hotel space—the guest rooms, the conference spaces, the restaurants and catering services, including the beachside bistro, the business center, the amenities including the private beach, pools, golf course, tennis courts, salon, spa, and fitness center.</p> <p>How will you conclude or summarize your presentation? Reiterate how nice the renovated hotel is, how satisfied guests have been, and make sure all contact information is posted and available in handouts.</p>	<input checked="" type="checkbox"/> Internet sources: collect good reviews about the hotel and the area	<input type="checkbox"/> Library resources:	<input checked="" type="checkbox"/> Corporate documents: specific information about the renovations	<input checked="" type="checkbox"/> Popular press: locate good reviews of the purchase of the hotel by Castle Hotels and the renovations	<input type="checkbox"/> Interviewers with experts and authorities	<input checked="" type="checkbox"/> Surveys and observations: responses from survey cards filled out by recent guests at the hotel	<input type="checkbox"/> Deductively	<input type="checkbox"/> Inductively	<input type="checkbox"/> Chronologically	<input checked="" type="checkbox"/> Spatially	<input type="checkbox"/> Problem/Solution	
<input type="checkbox"/> Time or chronology	<input type="checkbox"/> Geography or region																											
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<input type="checkbox"/> Problem/Solution																												

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-12d Developing Your Conclusion

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13 Creating Visuals

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PPT CON-13 Creating Visuals

Once you have written the content of your presentation, you can create your visuals. As you create your visuals, remember that they are intended to clarify your points, not contain the full content of your presentation. The exception to this is when you are creating a self-running or pre-recorded presentation that users can view on their own. Even then, you need to remember that you are creating a presentation, not a document, so the information should be communicated in a creative manner, not just via long bulleted lists.

Using visuals to supplement your presentation does the following:

- Increases the listeners' understanding—Visuals are especially helpful in explaining a difficult concept, displaying data, and illustrating the steps in a process.
- Helps listeners remember information—Audiences will remember information longer when visuals highlight or exemplify the main points, review conclusions, and explain recommendations.
- Adds credibility to the presentation—Speakers who use visuals in their presentation are judged by their audiences as more professional and better prepared.
- Stimulates and maintains the listeners' attention—It's much more interesting to see how something functions, rather than just hear about it.

The primary thing to remember is that the visuals are supposed to enhance the audience's understanding and help keep their attention. Visuals shouldn't draw attention to themselves in such a way as to distract from your main points.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13 Creating Visuals

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13a Using Text as Visuals

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PPT CON-13a Using Text as Visuals

When you use text as visuals, you allow your audience to absorb the information you are conveying by reading as well as listening. This can help audience members retain the information presented. Text can be formatted as bulleted lists or treated like a graphic.

A common pitfall for presenters is to use too much text. You don't want your presentation to turn into a bedtime story with you reading all the words on your visual as the audience falls asleep. Therefore, if you use bulleted lists, keep the bullet points short. Bullet points should be brief descriptions of your main points, giving your audience a broad overview of what you will be discussing and serving as reminders to help you remember what you want to say.

 Instead of creating a bulleted list, one alternative is to display key words in a decorative, large font. You could also use relevant images as the bullets, or use a photo of a person accompanied by dialog balloons, like those in a drawn comic, that contain the text you want to display. Compare the four visuals shown in [Figure 15](#). The text in the first visual is clear enough, but the second is visually more interesting. The third visual uses graphical bullets that relate to the text in each bullet point, and the fourth eliminates text completely and just uses images.

Figure 15

A simple bulleted list and alternatives

<h3>Hybrid Automobiles</h3> <ul style="list-style-type: none">• Better gas mileage• Reduced emissions• Possible tax breaks	<h3>Hybrid Automobiles</h3> <div style="background-color: #6aa84f; color: white; padding: 5px; border-radius: 5px; text-align: center;">Better gas mileage</div> <div style="background-color: #6aa84f; color: white; padding: 5px; border-radius: 5px; text-align: center;">Reduced emissions</div> <div style="background-color: #6aa84f; color: white; padding: 5px; border-radius: 5px; text-align: center;">Possible tax breaks</div>
<h3>Hybrid Automobiles</h3> <div style="display: flex; justify-content: space-around; align-items: flex-start;"><div style="text-align: center;"> Better gas mileage</div><div style="text-align: center;"> Reduced emissions</div><div style="text-align: center;"> Possible tax breaks</div></div>	   <h3>Hybrid Automobiles</h3>

microstock3D/Shutterstock.com; romvo/Shutterstock.com

microstock3D/ Shutterstock.com; romvo/ Shutterstock.com

When you use text as a visual, keep in mind the following:

- If you are creating a visual that you will display to an audience while you are speaking in front of them, follow the 7x7 Rule, which says that when you display bulleted lists, use no more than seven bullet points per visual, with no more than seven words per bullet. Some presenters restrict themselves to 4x4—no more than four bullet points per visual or page with no more than four words per bullet.
- Keep phrases parallel. For example, if one bulleted item starts with a verb (such as “Summarize”), the other bulleted items should also start with a verb (such as “Include,” “List,” or “Review”).
- Use basic, plain fonts in a size large enough to be read from the back of the room. Only use decorative fonts for a single word or a few related words for maximum impact.
- Use dark-colored text on a light or white background to make it easy for the audience to quickly read the content. Do not layer text on top of a busy background graphic because the text will be difficult to read and the graphic will compete with the text for the audience’s attention.

- Proofread your presentations. One sure way to reduce your credibility as a presenter is to have typographical errors in your presentation. It is especially important to double-check the spelling of proper names.

In her presentation, Theary could list facts about the hotel, such as the number of guest rooms, the square footage of meeting space available, the number of restaurants on site, and so on, in a bulleted list.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13a Using Text as Visuals

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13b Using Graphics as Visuals

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PPT CON-13b Using Graphics as Visuals

You can help your listeners comprehend and retain the ideas from your presentation by supplementing it with effective graphics. A graphic (A picture, shape, design, graph or chart, diagram, or video.) is a picture, shape, design, graph or chart, diagram, or video. The old adage “A picture is worth a thousand words” especially applies to presentations because listeners understand ideas more quickly when they can see and hear what you’re talking about.

You can choose from many types of visuals for your presentations: tables (text and numerical), graphs and charts (such as bar, line, pie, organizational, and flow), illustrations (such as drawings, diagrams, maps, and photographs), and video. Selecting appropriate visuals for your purpose is a matter of knowing the strengths and weaknesses of the types of visuals. For example, if you want your audience to know facts and figures, a table might be sufficient; however, if you want your audience to make a particular judgment about the data, then a bar graph, line graph, or pie chart might be better. If you want to show processes and procedures, diagrams are better than photographs.

In Theary's presentation, she might want to present data describing the average monthly temperatures on the island and the number of rainy days they have each month. She could read a summary of the numbers, as shown in [Figure 16](#).

Figure 16

Temperature and rainy day data as a presenter would read it

“The average high temperature on Sanibel Island in the winter is 79 and the average low temperature is 59. In the summer, the average high temperature is 90 and the average low temperature is 72. Most months, we have only three to five days with rain. In the summer, we do have more days with rain—about 15 per month. But it usually rains for about an hour in the late afternoon.”

Source: National Oceanic and Atmospheric Administration

However, this is not the most interesting way of communicating the data. By using visuals, Theary can present the same data in a format that's easier to understand, and more interesting. For example, she could present the data in tabular format, as shown in [Figure 17](#).

Figure 17

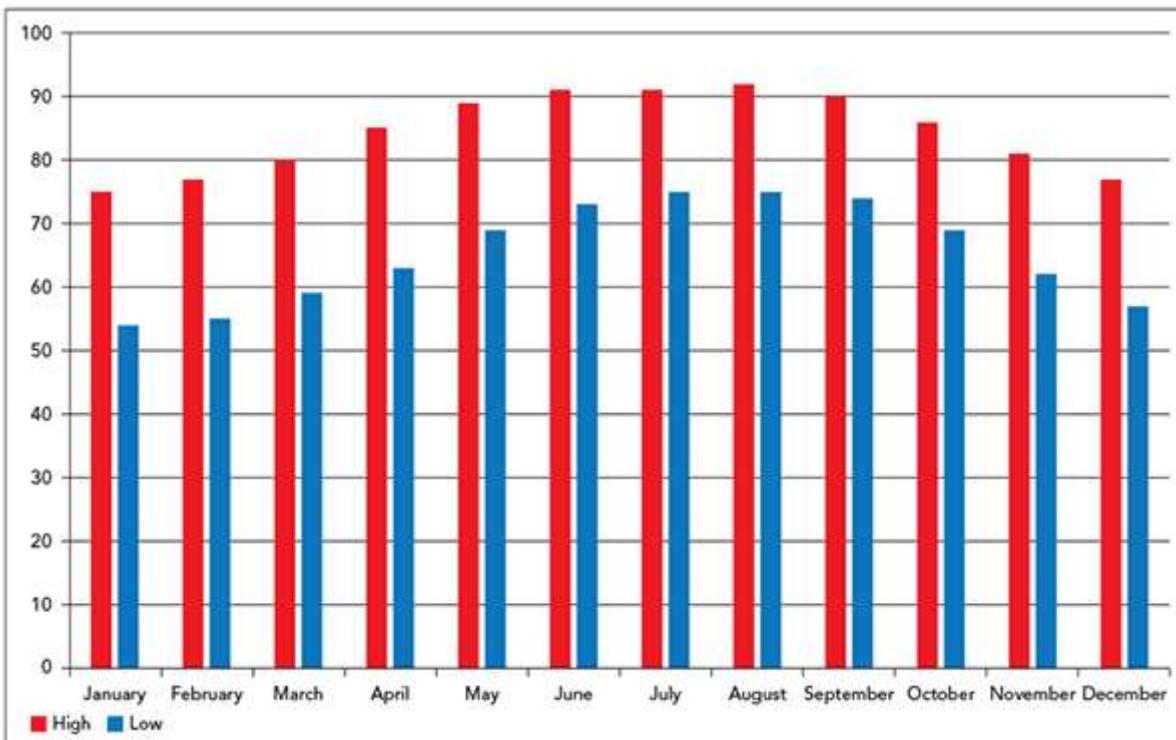
Temperature and rainy day data in tabular format

High	Low	Rainy	Days
January	75	54	3
February	77	55	3
March	80	59	4
April	85	63	3
May	89	69	5
June	91	73	13
July	91	75	15
August	92	75	15
September	90	74	12
October	86	69	5
November	81	62	3
December	77	57	3

Source: National Oceanic and Atmospheric Administration

Although presenting the data in this manner does allow the audience members to read and absorb the numbers as Theary is speaking, some people can't visualize what this means. Tables are good for showing exact numbers, but they are not as good for showing trends or for illustrating how one number compares to another. To do this, Theary could create a column chart to show the temperature data, as shown in [Figure 18](#).

Figure 18**Temperature data in a column chart**



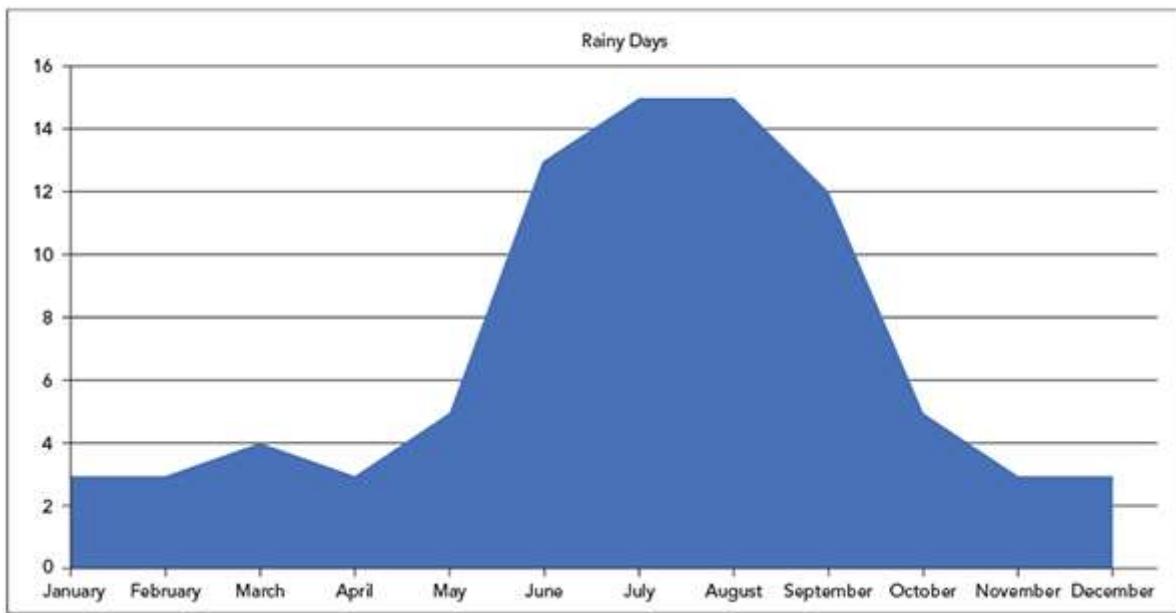
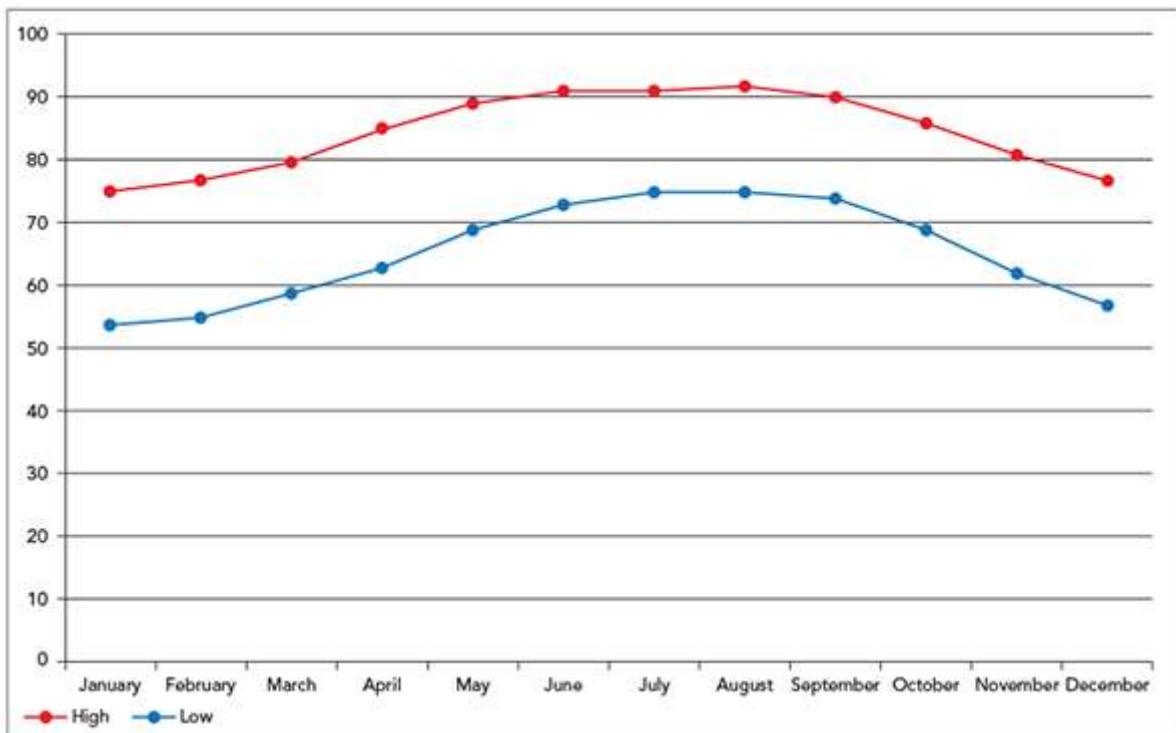
Source: National Oceanic and Atmospheric Administration

Column and bar graphs (graphs that use horizontal or vertical bars to represent specific values) are useful for comparing the value of one item to another over a period of time or a range of dates or values. A column chart could be a good choice to show the number of days with rain each month. But using a column chart for the average temperature data puts more emphasis on comparing the average high and low temperature each month.

Theary doesn't think the column chart is the best way to communicate the temperature data. Instead, she will use a line chart with two lines—one to show the average high temperatures and one to show the average low temperatures. For the number of days with rain, she will use an area chart. See [Figure 19](#).

Figure 19

Temperature data in a line chart and rainy day data in an area chart



Source: National Oceanic and Atmospheric Administration

The line chart gives a clear picture of the temperatures. The area chart conveys a sense of volume. Theary plans to use both charts as visuals during her presentation. She also plans to include photos showing the hotel's private beach on a beautiful sunny day, the golf course, the wildlife preserve on the island, and people paddleboarding and kayaking. She is considering showing a video of very short clips of happy people engaged in various activities at the resort.

Proskills

Decision Making: Accessible Presentations

Graphics-based visuals may not be accessible to viewers of your presentation who require assistive technologies that read the contents. With any non-text visuals, ensure that they have alternative text. Alternative text, also called alt text, is descriptive text added to an object. The assistive reading device will read the alt text to the audience member, so it should describe the graphic in enough detail that the audience member will be able to understand without seeing it. For example, if you are including a chart, describe the chart type, the labels, and the key details of the chart. Presentation software, including PowerPoint, have features that can be used to check accessibility. It will alert you to any graphics that do not contain alt text, as well as enable you to check the reading order of slide content to ensure that the assistive reader will present the information in the correct order.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-13b Using Graphics as Visuals

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-14 Creating Handouts

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PPT CON-14 Creating Handouts

Handouts (A printed document, such as a printed version of your presentation or other informative document, that you give to your audience before, during, or after your presentation.) are documents you give to your audience before, during, or after your presentation and can be printed to distribute to a live audience, or made available digitally to participants in a webinar. Handouts can be a version of your presentation, but they can also be brochures, an instruction manual, booklets, or anything you think will help the audience remember your key points. The information in handouts should complement, rather than compete with, the information contained in your presentation.

It's important to keep your handouts simple and easy to read. Begin by considering the overall design or shape of the page. Your audience is more apt to read your handout if it looks uncluttered and approachable. You can do this by providing ample margins, creating adequate white space, and using prominent headings.

Insight

Distributing Handouts

The decision of when to distribute handouts depends on how you want the audience to use them. If you are presenting complex information about which the audience will probably need to take notes, you should make the handouts available at the start of your presentation. If you want the audience's undivided attention while you are speaking and your handouts will serve simply as a reminder of your key points, distribute them after your presentation.

Theary has new brochures for corporate clients that describe all the services and amenities the hotel and resort can offer the event organizer and the guests at corporate events. She feels these will be more beneficial as handouts than a printed version of her presentation. She will distribute them at the end of her presentation.

After developing the content of a presentation and creating supporting visuals, you can begin to prepare to deliver your presentation. You will learn how to prepare for delivering a presentation in the next session.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-14 Creating Handouts

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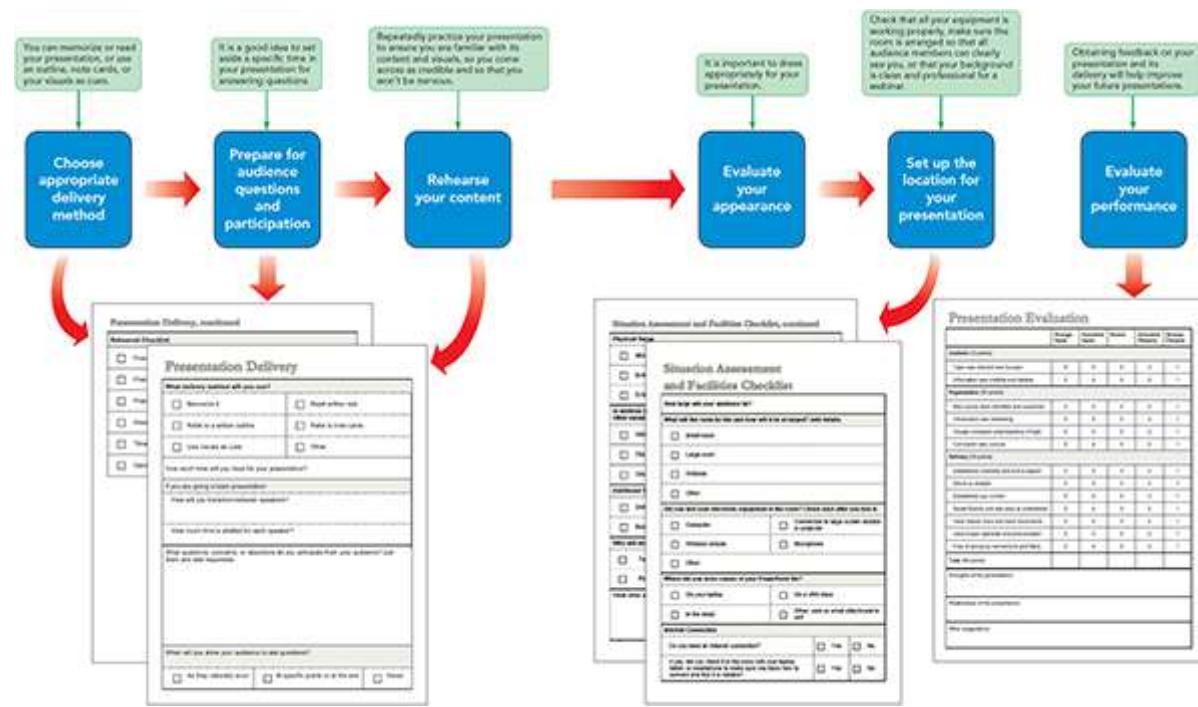
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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-15 Session 3 Visual Overview: Delivering a Presentation

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PPT CON-15 Session 3 Visual Overview: Delivering a Presentation



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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-16 Preparing for the Delivery of an Oral Presentation

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PPT CON-16 Preparing for the Delivery of an Oral Presentation

If you need to give an oral presentation, planning and creating the content of your presentation and creating your visuals are only part of the necessary preparation. In order to give a successful presentation, you need to prepare your delivery. The best oral presentations are prepared well in advance. As shown in the [Session 3 Visual Overview](#), the first step in preparing is to choose a delivery method.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-16 Preparing for the Delivery of an Oral Presentation

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PPT CON-17 Choosing a Delivery Method

After you have created the content of your presentation, you need to decide if you want to memorize it exactly, read it word for word, or review it thoroughly so that glancing at keywords or your visuals is enough of a trigger to indicate which information to present at a given point in your talk.

Some presenters like to write their entire presentation out, word for word, and then memorize it so they can recite the presentation to the audience from memory. If you've never given a presentation before, this might be the best approach. If you are using presentation media, you can also use your visuals as reminders of the points you want to make. This works well for speakers who are comfortable speaking in front of an audience and who know their topic very well.

You could read your written presentation word for word, if necessary. This is not the most engaging method of presenting, however, because you may tend to keep your head down and your voice low. It is better if you can maintain eye contact with your audience and use good posture so that your voice is loud and clear.

Written or memorized presentations don't leave a lot to chance, so they work well in formal settings when you must stick to a topic and stay on schedule. They're also helpful if you think you'll forget what you prepared, or become nervous and tongue-tied as a result of your inexperience with the topic or with giving presentations. However, once you've memorized your presentation, it's not easy to alter it in response to changes in time limits or audience questions. Perhaps the biggest drawback to written or memorized presentations is that it's difficult to sound natural while reading your presentation or reciting it from memory, causing your listeners to lose interest.

Another delivery approach is to create an outline on paper or notecards that you can use to deliver your presentation without memorization. This type of delivery allows you to have a more natural-sounding presentation and the ability to adapt it for audience questions or participation. You still need to thoroughly review your notes to avoid leaving out crucial information, lacking precision when explaining your ideas, or stumbling because you are nervous or unfamiliar with the material. Having a paper backup is crucial if the presentation equipment fails.

Insight

Giving an Impromptu Presentation

Impromptu presentations involve speaking without notes, an outline, or memorized text. Impromptu presentations work best when you're in the following situations:

- Extremely familiar with your topic and audience
- Speaking to a small, intimate group, or in your office setting
- More interested in getting the views of your audience than in persuading them or giving them specific information

Generally, you should be wary of impromptu presentations because they leave too much to chance. Speaking without notes may result in taking too much time, saying something that offends your audience, or appearing unorganized. If you think you might be asked to give an impromptu presentation, jot down some notes beforehand so you'll be prepared.

Theary will prepare her oral delivery and memorize it. She knows her material well, so she plans to use her visuals as cues rather than written notes.

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-18 Preparing for Audience Interaction

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PPT CON-18 Preparing for Audience Interaction

Allowing your audience to ask questions or actively participate in your presentation by offering their own ideas makes the presentation more personal for your audience. This also helps to keep them interested.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-18 Preparing for Audience Interaction

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PPT CON-18a Anticipating Audience Questions

You need to decide whether you want your audience to have an opportunity to ask questions or actively participate in your presentation. You should welcome the idea of questions from the audience, rather than trying to avoid them (see [Figure 20](#)). The absence of questions may indicate that your audience had no interest in what you said or that you spoke for too long. Adopting the attitude that interested listeners will have questions enables you to anticipate and prepare for the questions your audience will ask.

Figure 20

Interested listeners have questions



iStock.com/Nicola Katie

[iStock.com/Nicola Katie](#)

If you plan to invite your audience to ask questions, you need to decide when you want this to happen. The size of your audience and the formality of the presentation might affect this decision. For example, four or five co-workers in a small conference room or webinar would probably expect to be able to interrupt your presentation and ask questions or express their own views, whereas a large audience would not. Webinar software often enables your audience members to raise their hands virtually to indicate that they have a question. This function can be disabled if you do not plan on taking questions.

Allowing people to ask questions freely during your presentation means that the questions will be relevant and the answers will make sense to all members of the audience. If you allow this, keep an eye on the time and be prepared to halt questions if you need to. To allow you a little more control, you can build time for questions into your presentation as you transition from one section to another. Some speakers rely on a colleague to monitor questioners and keep timing so that they can stay focused.

If you allow questions during the presentation, the audience may bring up topics that will be covered later in your presentation. To keep your presentation focused, explain that the question will be addressed later, and then make a note to yourself to restate the question at the appropriate point during the presentation.

You can also ask your audience to hold all questions until the end of your presentation. If you do this, you will have more control over the time. However, people might forget their questions by the end of the presentation, and other audience members might not pay any attention at all to a question about something you discussed 30 minutes earlier. If delivering a webinar, the chat feature can be used by the audience to pose questions that you can answer when it's appropriate.

If you decide to open the presentation to questions, you should prepare a few that you can pose in case no one responds when you invite questions. You can start with "I've often been asked..." or "A question that comes up frequently is..." This can be especially helpful if you build in time at the end of your presentation for answering questions, but no one has any.

When preparing for questions, keep in mind the following:

- Announce your plan for handling questions at the beginning of your presentation. If you don't plan to allow questions during your presentation, perhaps let people know they can approach you later.
- Repeat questions to make sure everyone in the audience hears them.
- If you don't understand a question, ask the questioner to rephrase it.
- Be prepared to answer questions about information in your presentation that is new, controversial, or unexpected.
- If you can't answer a question, admit it, indicate you will find out the answer and report back to the group, and then move on.
- If one person is completely confused and asks too many questions, especially questions that most of the audience already know the answer to, ask this person to talk to you after the presentation so that the focus of your presentation doesn't get derailed.

- Don't be defensive about hostile questions. Treat every person's question as important, and respond courteously.
- Keep your answers brief. If you need additional time to respond to a question, arrange for it after your presentation.
- Be prepared to end a question-and-answer session; for example, state, "We have time for one more question."
- Consider offering to answer questions after the session, or provide your contact information and invite people to send you questions.
- Consider practicing your presentation in front of someone whose experience level with your topic matches your audience's. Listening to their questions may help you anticipate questions your audience could raise, and help you shape and clarify your content.

Theary anticipates that during her presentation audience members might have questions such as, "What is the discounted rate for guest rooms if we book our event at the hotel?" and "If we arrange an outdoor activity for our attendees and it rains, what can we offer our group instead?"

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-18a Anticipating Audience Questions

Book Title: New Perspectives Collection, Microsoft 365

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-18b Preparing for Audience Participation

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PPT CON-18b Preparing for Audience Participation

 If you involve your audience in your presentation, they will pay closer attention to what you have to say. For example, an easy way to get the audience to participate is to start with a question and invite responses, or to stop partway through to discuss a particularly important point. You can also allow audience members to answer others' questions, contribute their own ideas, or ask for volunteers to help with a demonstration. Alternatively, you could ask audience members to give answers to an informal quiz or questionnaire, and then adjust your presentation to accommodate their responses. Allowing the audience to actively participate in your presentation can be especially effective in small group settings or situations where you're attempting to find new ways to approach ideas.

If you decide to allow your audience to participate in your presentation, you need to take extra precautions to avoid losing control of your presentation. Here are some tips to help you handle audience participation:

- Be prepared with tactful ways to interrupt a participant who monopolizes the time. If necessary, you can simply state, "You have some interesting points, but I want to give others a chance to comment before we move on."
- State a limit on the length of each response (such as 30 seconds) or the number of responses.
- Be prepared to halt comments that are taking too much time by saying something such as "These are great comments, but I'm afraid I need to move on as we have a limited amount of time."
- If you are inexperienced with handling audience participation, consider allowing it only at the end of your presentation.

During her presentation, Theary will ask members of the audience to relate their good and bad experiences when staying at hotels.

Now that you've determined how you want to deliver your presentation and you're prepared to interact with your audience, it's time to practice delivering the presentation.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-18b Preparing for Audience Participation

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19 Rehearsing the Presentation

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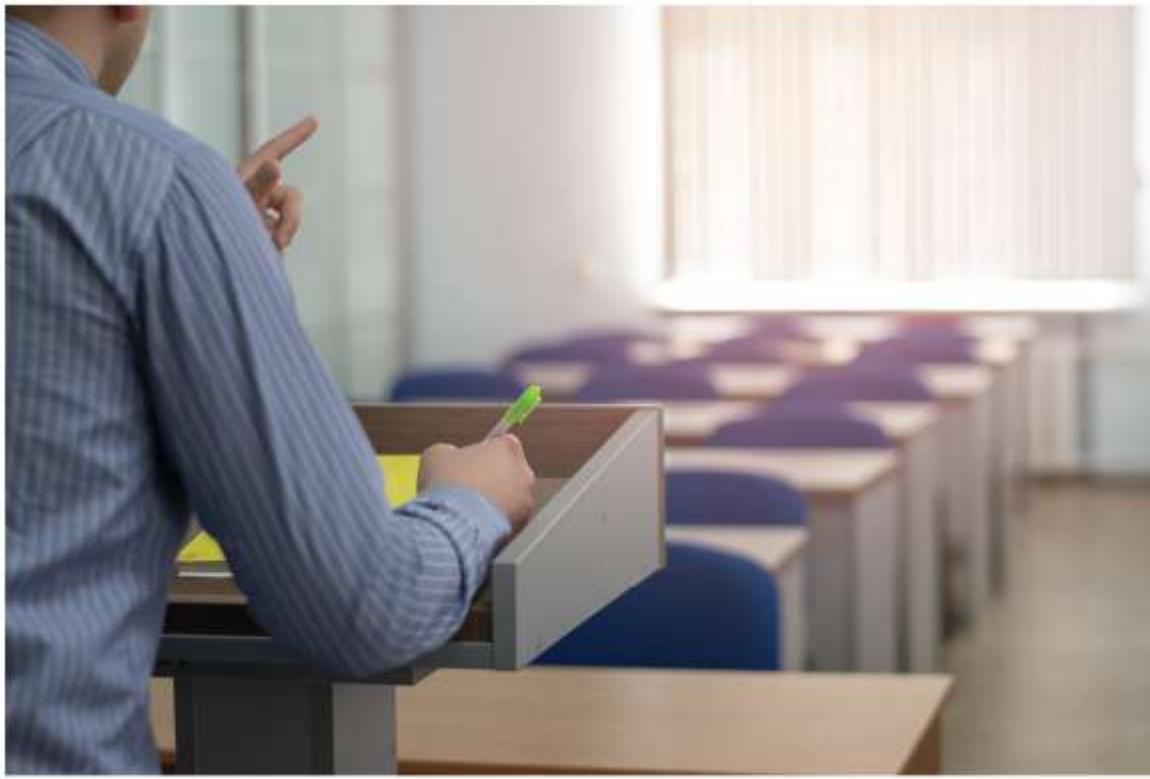
PPT CON-19 Rehearsing the Presentation

Once the presentation content has been created, enhanced, and perfected, and you have determined your delivery method, it is time to prepare you, the presenter. Even the most knowledgeable speakers rehearse to ensure they know how the topics flow, what the main points are, how much time to spend on each point, and where to place emphasis.

Presenters who try to stand up and “wing it” in front of a crowd usually reveal this amateur approach the moment they start speaking—by looking down at their notes, rambling off topic, losing track of what they are saying, or turning their backs on the audience frequently to read information displayed on-screen. To avoid this, you need to rehearse your presentation (see **Figure 21**).

Figure 21

Confidence comes with practice



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 Begin by simply going over the key points of the presentation in your mind. Then rehearse your presentation in private until you are comfortable with the content. Next, practice in front of a few close friends so that they can offer critiques and you can get a feel for what it will be like speaking to an audience. Pay special attention to what your friends

say about key aspects of your presentation, such as your introduction, main points, and conclusion. Then, rehearse your presentation again.

During your rehearsals, practice using your visuals to support your points. Know when to pause for a moment to let your audience absorb a visual, and know when to switch to the next visual. Also, time your presentation to make sure it is the correct length. Pay attention to the timing as you are speaking so that you know approximately how much time you have left by where you are in the presentation.

Finally, if you have a video camera, you can record yourself and then review the video. Watching video evidence of your performance often reveals weaknesses that you don't want your audience to see or that your friends or family may be unwilling or unable to identify.

As you rehearse, you should remember to focus on the following areas:

- Connecting to your audience
- Being aware of your body language
- Establishing eye contact
- Speaking in a pleasant, natural, confident voice
- Using proper grammar and pronunciation
- Avoiding fillers

Insight

Overcoming Nervousness

Just thinking about speaking in front of other people may cause your heart to beat faster and your palms to sweat. You aren't alone. Feeling nervous about giving a presentation is a natural reaction. But you don't need to let nervousness interfere with your giving a successful presentation. Being nervous is not all bad. It means your adrenaline is flowing, and you'll have more energy and vitality for your presentation. In most instances, your nervousness will pass once you begin speaking. Sometimes, however, nervousness arises from feelings of inadequacy or from worrying about problems that could occur during a presentation. The most effective way to overcome your nervousness and deliver a smooth presentation is to carefully plan and prepare your presentation, and then to practice, practice, practice.

Experienced public speakers have learned several means of overcoming nervousness:

- Think positively about your presentation. Be optimistic and enthusiastic about your opportunity to gain experience. Visualize yourself as calm and confident.

- Work with your nervousness. Realize that some nervousness is normal and will help make your presentation better. Remember, your audience isn't nearly as concerned about your nervousness as you are.
- Give yourself plenty of time before your presentation. Devote a few minutes beforehand to relax and review your presentation notes.
- Start by looking at your audience and smiling. Then take a few slow breaths to calm yourself before you begin to speak.
- Don't expect everything to be perfect. Have backup plans in case something goes wrong, and be prepared to handle problems with grace and a sense of humor.
- Think about why your audience is there—to learn something from you. When you focus your mind on meeting the needs of your audience, you begin to forget about yourself and how the audience might respond to you.
- Observe other presenters. Make a list of the things they do that you like, and try to implement them in your own presentations. Likewise, note any annoying mannerisms or speech patterns so that you don't duplicate them in your presentation.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19 Rehearsing the Presentation

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19a Connecting to Your Audience

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PPT CON-19a Connecting to Your Audience

How an audience perceives a speaker can sometimes be more important than what the speaker says; therefore, it is important to establish a connection with your audience. Begin by introducing yourself and describing your credentials for speaking on your topic. Being aware of your demeanor—your body language, how often you make eye contact, and how you speak—will help you build a rapport with the audience. You often know if you have made a connection with your audience by their behavior and expressions. If your message is getting across, they will instinctively affirm what you're saying by returning your gaze, nodding their heads, or smiling. In [Figure 22](#), the audience is smiling, nodding, and appears engaged with the presenter. If your message is not getting across and you see confused, puzzled, or frustrated expressions, you can make adjustments accordingly. This can be difficult to gauge in a webinar, but you should deliver your online presentations as if you can see the audience, and make eye contact with the camera.

Figure 22

Establish a connection with your audience



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Being Aware of Your Body Language

Nonverbal communication is the way you convey a message without saying a word. Most nonverbal communication deals with how you use your body when interacting with people—

how you look, stand, and move—in other words, your body language. In your everyday life, your body language is unconscious. However, by becoming aware of your body language, you can use it consciously to help you communicate more effectively.

Start by becoming aware of your posture. Refrain from slouching, as your audience may interpret this to mean that you don't care or you're insecure.

Be aware of your hand movements as you speak. The best position for your hands is to place them comfortably by your side, in a relaxed position. As you talk, it's fine to use hand gestures to help make a point, but be careful not to overdo it. Informal presentations lend themselves to more gestures and movement than do formal presentations where you're standing in front of a microphone on a podium. But giving a formal presentation doesn't mean you should hide behind the lectern or behave like a robot. Even formal presentations allow for gestures that are purposeful, spontaneous, and natural.

It is important to recognize your unique mannerisms (recurring or unnatural movements of your voice or body) that can be annoying, such as raising your voice and eyebrows as if you are talking to children; playing with your car keys, a pen, or equipment; or fidgeting, rocking, and pacing. All of these mannerisms can communicate nervousness. If they are pervasive, they will detract from your presentation because your audience will start paying attention to your mannerisms instead of to your topic. Consider asking a friend whether your gestures are distracting, and then practice speaking without them.

Resist the temptation to glance at your watch or cell phone; you don't want to send a signal that you'd rather be someplace else or that you are anxious to have the presentation completed.

Establishing Eye Contact

One of the most common mistakes presenters make is failing to establish eye contact with their audience. Speakers who keep their eyes on their notes, stare at their visuals, or look out over the heads of their audience create an emotional distance between themselves and their listeners. A better method is to look directly at your listeners or at the camera, even if you have to pause to look up. Smiling and making eye contact sends the message that you want to connect and that you can be trusted (see [Figure 23](#)).

Figure 23

Establish eye contact



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To establish eye contact in an in-person presentation, look at individuals; do not just scan the audience. Focus on a particular member of the audience for just a second or two, then move on to someone else until you eventually get to most of the people in the audience or, if the audience is large, to most parts of the presentation room. Do not focus exclusively on one or two members of the audience because that will likely make those people feel uncomfortable.

Speaking in a Pleasant, Natural, Confident Voice

 The best presentations are those in which the presenter appears confident and speaks naturally in a conversational manner. No one enjoys a presentation when the speaker drones on endlessly in a monotone voice. When delivering your presentation, speak with enthusiasm, with authority, and with a smile. When you project your voice with energy, passion, and confidence, your audience will automatically pay more attention to you. However, be careful not to overdo it. Speaking too loudly or using an overly confident or arrogant tone will quickly turn off an audience and make them stop listening altogether.

Also, try to avoid raising the tone of your voice at the end of statements as if you were asking a question. This is sometimes referred to as uptalking or upspeaking. If you make statements that sound as if you are asking a question, you will sound less confident and knowledgeable.

Using Proper Grammar and Pronunciation

One of the best ways to be seen as a credible speaker is to use proper grammar and pronunciation. To assure you're pronouncing a word correctly, check its pronunciation in a dictionary. Make sure you are using the correct pronouns. For example, many people misuse "me," I,", and "myself." Consider whether you would say "this is a picture of I" or "this

is a picture of me.” You then know that you would say “this is a picture of Pat and me,” not “this is a picture of Pat and I.” Also, avoid using “myself” when you mean “me.” Myself is reflexive, meaning that it refers to something you do to yourself. Many people say “You can ask myself,” but that is impossible—only you can ask yourself. The correct grammar is “You can ask me.”

Avoiding Fillers

Fillers consist of sounds, words, and phrases such as *um*, *ah*, *like*, and other breaks in speech that dilute a speaker’s message. Fillers don’t add any value, yet add length to sentences. At best, they can make you sound unprofessional. At worst, they can distract your audience and make your message incomprehensible.

Theary used the worksheet shown in **Figure 24** to help her when practicing the delivery of her presentation. Note that she still needs to practice in front of others to get their feedback.

Figure 24

Presentation Delivery worksheet for the hotel presentation

<p>Presentation Delivery</p> <p>What delivery method will you use?</p> <table border="1" style="margin-left: 20px;"> <tr> <td><input type="checkbox"/> Memorize it</td> <td><input type="checkbox"/> Read written text</td> </tr> <tr> <td><input type="checkbox"/> Refer to a written outline</td> <td><input checked="" type="checkbox"/> Refer to note cards</td> </tr> <tr> <td><input checked="" type="checkbox"/> Use visuals as cues</td> <td><input type="checkbox"/> Other</td> </tr> </table> <p>How much time will you have for your presentation? 30 minutes</p> <p>If you are giving a team presentation: N/A</p> <p>How will you transition between speakers?</p> <p>How much time is allotted for each speaker?</p> <p>What questions, concerns, or objections do you anticipate from your audience? List them and add responses.</p> <p>Are there discounts for a large number of attendees?</p> <p>Do you offer shuttles to the airport and restaurants?</p> <p>Is there a free continental breakfast?</p> <p>What business services are available?</p> <p>Is there a common area or a gathering area where attendees could get together outside of the formal meetings?</p> <p>When will you allow your audience to ask questions?</p> <table border="1" style="margin-left: 20px;"> <tr> <td><input type="checkbox"/> As they naturally occur</td> <td><input checked="" type="checkbox"/> At specific points or at the end</td> <td><input type="checkbox"/> Never</td> </tr> </table>	<input type="checkbox"/> Memorize it	<input type="checkbox"/> Read written text	<input type="checkbox"/> Refer to a written outline	<input checked="" type="checkbox"/> Refer to note cards	<input checked="" type="checkbox"/> Use visuals as cues	<input type="checkbox"/> Other	<input type="checkbox"/> As they naturally occur	<input checked="" type="checkbox"/> At specific points or at the end	<input type="checkbox"/> Never	<p>Presentation Delivery, continued</p> <p>Rehearsal Checklist</p> <table border="1" style="margin-left: 20px;"> <tr> <td><input checked="" type="checkbox"/> Practiced presentation in private</td> </tr> <tr> <td><input checked="" type="checkbox"/> Practiced presentation in front of friends or sample audience</td> </tr> <tr> <td><input checked="" type="checkbox"/> Practiced with presentation tools (PowerPoint file, pros, etc.)</td> </tr> <tr> <td><input checked="" type="checkbox"/> Asked friends for suggestions and feedback on presentation</td> </tr> <tr> <td><input checked="" type="checkbox"/> Timed your presentation. Time in minutes: 25</td> </tr> <tr> <td><input checked="" type="checkbox"/> Gave particular attention to introduction, main points, and conclusion</td> </tr> </table>	<input checked="" type="checkbox"/> Practiced presentation in private	<input checked="" type="checkbox"/> Practiced presentation in front of friends or sample audience	<input checked="" type="checkbox"/> Practiced with presentation tools (PowerPoint file, pros, etc.)	<input checked="" type="checkbox"/> Asked friends for suggestions and feedback on presentation	<input checked="" type="checkbox"/> Timed your presentation. Time in minutes: 25	<input checked="" type="checkbox"/> Gave particular attention to introduction, main points, and conclusion
<input type="checkbox"/> Memorize it	<input type="checkbox"/> Read written text															
<input type="checkbox"/> Refer to a written outline	<input checked="" type="checkbox"/> Refer to note cards															
<input checked="" type="checkbox"/> Use visuals as cues	<input type="checkbox"/> Other															
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<input checked="" type="checkbox"/> Asked friends for suggestions and feedback on presentation																
<input checked="" type="checkbox"/> Timed your presentation. Time in minutes: 25																
<input checked="" type="checkbox"/> Gave particular attention to introduction, main points, and conclusion																

Proskills

Verbal Communication: Avoiding Business Jargon

Business jargon has crept into our everyday language more and more over the past several years, to the point that many expressions are cliché. As you prepare your delivery, avoid using business jargon. For example, avoid saying things like “in my wheelhouse,” “leverage our content,” “using all our available bandwidth,” “drill down to the solution,” and “we need a hard stop here.” Think about what you’re trying to

say and break it down into its simplest, most direct terms. If your audience is used to hearing business jargon, they'll tune out your message because they've heard it all before. If your audience is not used to hearing business jargon, they'll spend most of their time trying to figure out what exactly you're trying to tell them. And if your audience is spending time figuring out what you just said, they are no longer listening to what you are currently saying. After you prepare your oral delivery, go back through and replace any jargon with simple direct language that anyone could understand.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19a Connecting to Your Audience

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19b Referring to Visuals during Your Presentation

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PPT CON-19b Referring to Visuals during Your Presentation

As you rehearse your presentation, you'll need to plan how to manage and present your visuals so they effectively support your content. Follow these simple guidelines for effectively using visuals when giving your presentation:

- Introduce and interpret the visual. Explain to your audience what they should be looking at in the visual and point to what is important.
- If the visual is text, don't read it word for word; use it as a cue for what you want to say next.
- In a real-time presentation, stand to the side, not in front, of the visuals and avoid turning your back on your audience as you refer to a visual. Practice how you will introduce visuals in a webinar, and consider whether they will be handheld or embedded into your presentation.
- Display the visual as you discuss it and remove the visual after you're through discussing it. Don't let your visuals get ahead of or behind your verbal presentation.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-19b Referring to Visuals during Your Presentation

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-20 Evaluating Your Appearance

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PPT CON-20 Evaluating Your Appearance

Before a single word is spoken in a presentation, the audience sizes up the way the presenter looks. Your appearance creates your audience's first impression of you, so make sure your dress and grooming contribute to the total impression you want to convey to your audience. You want to make sure you look professional and competent. Dress appropriately for the situation, and in a manner that doesn't detract from your presentation. For example, for a formal presentation, you should wear business attire. Consider your audience and situation, but always make sure your appearance is neat, clean, and well-coordinated, and that you choose appropriate clothing. For example, the presenters shown in [Figure 25](#) are appropriately dressed to speak in a professional setting. Even if you are delivering a webinar, dress in a complete outfit (including shoes) in case you have to stand or move at any point.

Figure 25

Dress appropriately



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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21 Setting up for Your Presentation

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PPT CON-21 Setting up for Your Presentation

It's important to include the setup, or physical arrangements, for your presentation as a critical element of preparation. Even the best-planned and practiced presentation can fail if your audience can't see or hear your presentation, or if they're uncomfortable. You've probably attended a presentation where the speaker stepped up to the microphone only to find that it wasn't turned on. Or, the speaker tried to start a PowerPoint presentation but nothing appeared on the screen or it was displayed incorrectly.

Much of the embarrassment and lost time can be prevented if you plan ahead. Make sure the equipment works and make sure you know how to use it, especially if it works differently from equipment with which you are familiar. Of course, there are some things over which you have no control. For example, if you're giving your presentation as part of a professional conference, you can't control whether the room you're assigned is the right size for your audience. You often can't control what projection systems are available, the thermostat setting in the room, or the quality of the sound system. But you can control many of the factors that could interfere with or enhance the success of your presentation, if you consider them in advance.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21 Setting up for Your Presentation

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21a Preparing Copies of Your Content

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PPT CON-21a Preparing Copies of Your Content

Electronic storage can be damaged or files erased, and physical handouts and posters can be accidentally destroyed, for example, by getting wet. Therefore, it's always a good idea to have backups or copies of your visuals. You should do this even if you have sent a copy of your visuals to the person hosting or coordinating the conference or will be presenting using your own laptop or device.

If you prepared a presentation file, you should make backups of the file on a portable storage device, such as a USB drive. If you are traveling on a plane, consider carrying a copy of your presentation in your carry-on bag and another copy in your checked bags. In addition, send a copy of the presentation via email to yourself and a colleague on an email service that you can access via the web, or store a copy of the presentation file in the cloud, such as on Microsoft OneDrive, where you can easily retrieve it if necessary.

If you have handouts or posters, consider making extra copies of them and storing them separately from the original versions. This might not be possible in the case of posters, but you could take photos of the posters and bring your camera or storage card with you so that you could recreate the posters if something happens to the originals.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21a Preparing Copies of Your Content

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21b Assessing the Technology and Staff Available

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PPT CON-21b Assessing the Technology and Staff Available

i You need to think about the technology you will be using. Check with your host or the presentation organizer ahead of time to make sure you know the type of equipment that will be available in the presentation room or what app you will be using for a webinar. If you are planning to use presentation software such as PowerPoint, you need to make sure the presentation is sent to whomever will be delivering the presentation. If you need to access the Internet during your presentation, obtain the password, if needed, and make sure you test the connection. If you have posters that need to be displayed, make sure an easel or place to mount the posters is available as well as thumbtacks or adhesive. If you want to take notes that people can see, make sure there are markers and a whiteboard available.

Whether you are presenting in person or in a webinar, verify that the presentation tools you need are available and that your presentation software is loaded and has access to your presentation. If using your own computer or device, make sure it is charged ahead of time (see [Figure 26](#)). Then open the presentation file and start the presentation to make sure that it will be displayed correctly. Make sure that each visual is displayed as you expect it to be. Do this well in advance of the time you are scheduled to give your presentation.

Figure 26

Setting up for an in-person presentation



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[pook_jun/ Shutterstock.com](#)

If you will be provided with a computer or projection device, rather than you using your own, take the time to familiarize yourself with that equipment and make sure you know exactly which folder your presentation is stored in. Consider bringing your own laptop or device as a backup just in case the one provided to you doesn't display the presentation file correctly.

Even with the most carefully laid plans, unexpected problems can come up. If you are giving a presentation at a large facility, such as in a conference room at a hotel, make sure you know how to contact the appropriate staff in case you have technical or other problems.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21b Assessing the Technology and Staff Available

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21c Becoming Familiar with the Setup

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PPT CON-21c Becoming Familiar with the Setup

For an in-person presentation, it's helpful to know the size and shape of the room where your presentation will occur and the seating arrangement. The setting for a presentation can affect audience expectations and, therefore, will dictate the appropriate level of formality. A small conference room with a round table and moveable chairs would call for a much more informal presentation than a large lecture hall with fixed seating. If you wish to make changes to the room setup, such as adjusting the lighting or temperature, or moving chairs, be sure to ask the staff at the venue.

For a webinar, find out ahead of time what format the presentation will be in. Will the audience be able to see you the entire time as well as your presentation? Will you be able to see audience members? Will the chat or "raise hand" features be enabled? If so, will someone be monitoring them?

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21c Becoming Familiar with the Setup

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21d Identifying Other Needed Supplies

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PPT CON-21d Identifying Other Needed Supplies

In addition to your presentation visuals, you should make sure that you have any other supplies that you need. For example, make sure you have chargers for devices with rechargeable batteries and power cords and extension cords. If you need them, make sure a whiteboard or flip chart is available. You should also have pen and paper in case you need to take notes.

If you are going to have handouts, make sure you have enough copies for all your audience members. Even if you don't plan to pass out business cards to everyone in the room, make sure you have some with you in case someone asks for one.

Finally, it's also a good idea to have a glass of water or water bottle available in case your throat or lips get dry.

Figure 27 shows a worksheet Theory used to assess the situation and facilities for this and other presentations.

Figure 27

Situation Assessment and Facilities Checklist worksheet for the hotel presentation

Situation Assessment and Facilities Checklist		Situation Assessment and Facilities Checklist, continued	
How large will your audience be? 2-15 people			
What will the room be like and how will it be arranged? Add details.			
<input checked="" type="checkbox"/> Small room: conference room on site at company <input type="checkbox"/> Large room: <input type="checkbox"/> Webinar: <input type="checkbox"/> Other:		<input type="checkbox"/> Microphone height OK, if applicable <input checked="" type="checkbox"/> Extension cords available if you need them <input checked="" type="checkbox"/> Extension cords and other wires out of the way	
Did you test your electronic equipment in the room? Check each after you test it.		Is in addition to your PowerPoint file, laptop, and projection equipment, do you have other equipment available to use?	
<input checked="" type="checkbox"/> Computer <input checked="" type="checkbox"/> Connection to large screen monitor or projector <input checked="" type="checkbox"/> Wireless remote <input type="checkbox"/> Microphone <input type="checkbox"/> Other:		<input type="checkbox"/> Whiteboard <input type="checkbox"/> White board markers and eraser <input type="checkbox"/> Flip chart <input type="checkbox"/> Permanent marker <input type="checkbox"/> Other:	
Where did you store copies of your PowerPoint file?		Additional Supplies	
<input checked="" type="checkbox"/> On your laptop <input checked="" type="checkbox"/> On a USB drive <input checked="" type="checkbox"/> In the cloud <input checked="" type="checkbox"/> Other: sent as email attachment to self		<input checked="" type="checkbox"/> Drinking water <input type="checkbox"/> Paper and pen <input checked="" type="checkbox"/> Business cards <input checked="" type="checkbox"/> Other: brochures	
Internet Connection		Who will assist you with the equipment and other situational aspects?	
Do you need an Internet connection? <small>If yes, did you check it in the room with your laptop, tablet, or smartphone to make sure you know how to connect and that it is reliable?</small>		<input checked="" type="checkbox"/> Technical support staff <input type="checkbox"/> Friend or colleague <input type="checkbox"/> Room monitor <input checked="" type="checkbox"/> Other: designated person at each company	
		What other aspects must you consider for your presentation? <small>Note:</small>	

For her presentation, Theary will most likely have technical support from each company's IT staff. Remember, she will be traveling from one company to another. This means she will not be able to change the arrangement of chairs in the various conference rooms she will be presenting in. She will not be able to adjust the room temperature. And she will not be able to access the room in which she will be speaking ahead of time to become familiar with its setup. She will arrive at each company 30 minutes before the time for her meeting so that she can connect her laptop to a large screen monitor or to her projector and check to make sure that her presentation file will be displayed correctly. She will not be using a whiteboard, posters, or a flip chart.

Theary feels confident that she has done everything possible to prepare for her presentation.

Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-21d Identifying Other Needed Supplies

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Chapter Concepts: Planning, Developing, and Giving a Presentation: PPT CON-22 Evaluating Your Performance

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PPT CON-22 Evaluating Your Performance

 An important step in any presentation (and the step that is most often left out) is to review your performance after it is over to determine how you can improve your next presentation. Evaluating your performance and setting goals for improvement ensures that your next presentation will be even better than your last one. After you give your oral presentation, you can also ask your audience to evaluate your presentation. Having written feedback or a numerical score for each aspect of your presentation can be especially helpful in highlighting where you have room for improvement.

You can evaluate your own performance or ask friends or audience members to evaluate your presentation. Theary plans to ask her staff, other managers at the hotel, and her supervisor to evaluate her presentation using the Presentation Evaluation sheet shown in [Figure 28](#).

Figure 28

Presentation Evaluation worksheet

Presentation Evaluation

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Content (10 points)					
Topic was relevant and focused	5	4	3	2	1
Information was credible and reliable	5	4	3	2	1
Organization (20 points)					
Main points were identified and supported	5	4	3	2	1
Introduction was interesting	5	4	3	2	1
Visuals increased understanding of topic	5	4	3	2	1
Conclusion was concise	5	4	3	2	1
Delivery (35 points)					
Established credibility and built a rapport	5	4	3	2	1
Stood up straight	5	4	3	2	1
Established eye contact	5	4	3	2	1
Spoke fluently and was easy to understand	5	4	3	2	1
Used natural voice and hand movements	5	4	3	2	1
Used proper grammar and pronunciation	5	4	3	2	1
Free of annoying mannerisms and fillers	5	4	3	2	1
Total (65 points)					
Strengths of the presentation:					
Weaknesses of the presentation:					
Other suggestions:					

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Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 1 Quick Check

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Review Session 1 Quick Check

1. Describe the difference between a presentation and presentation media.
2. What are the three stages of developing a presentation?
3. List the three categories of presentation purposes.
4. Give an example of each category of presentation purpose.
5. Why is it important to focus on the desired outcomes of a presentation?
6. List three examples of audience demographics.

Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 1 Quick Check

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Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 2 Quick Check

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Review Session 2 Quick Check

1. List at least three methods for focusing your topic.
2. Why is it a good idea to order your key points in a numbered list with the most important idea listed first and the least important point listed last?
3. List at least three ways to gain your audience's attention.
4. What is the difference between organizing your presentation deductively and inductively?
5. Why are conclusions important?
6. If you use bulleted lists as visuals, what is a good rule of thumb for how much text should be shown at one time?
7. What is a graphic?
8. What is a handout?

Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 2 Quick Check

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Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 3 Quick Check

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Review Session 3 Quick Check

1. What is a good approach for delivering a presentation if you are not used to giving them?
2. What is one benefit of allowing audience members to ask questions during a presentation at the point when questions occur to them?
3. Name three reasons why you should rehearse your presentation.
4. Why is being aware of your body language helpful when giving presentations?
5. What are fillers and why should you avoid them?
6. Why should you create backups or copies of your visuals?
7. If you will be using a computer and projector or large screen monitor to display a presentation file, what should you do when you arrive at the facility where you will be giving your presentation?
8. Why is it useful to evaluate your performance?

Chapter Concepts: Planning, Developing, and Giving a Presentation: Review Session 3 Quick Check

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PowerPoint Module 1

Creating a Presentation

Presenting Information about an Insurance Company

- Chapter Introduction
- PPT 1-1 Session 1.1 Visual Overview: The PowerPoint Window
- PPT 1-2 Planning a Presentation
- PPT 1-3 Starting PowerPoint and Creating a New Presentation
 - PPT 1-3a Working in Touch Mode
- PPT 1-4 Creating a Title Slide
- PPT 1-5 Saving and Editing a Presentation
- PPT 1-6 Adding New Slides
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 - PPT 1-7a Creating a Bulleted List
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- PPT 1-8 Formatting Text
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- PPT 1-26 [Review](#)
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Chapter 1: Creating a Presentation Chapter Introduction
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Chapter Introduction

Objectives

Session 1.1

- Plan and create a new presentation
- Create a title slide and slides with lists
- Edit and format text
- Move and copy text
- Duplicate, rearrange, and delete slides
- Change the theme and theme variant
- Close a presentation

Session 1.2

- Open an existing presentation
- Insert and crop photos
- Resize and move objects
- Modify photo compression options
- Convert a list to a SmartArt diagram
- Create speaker notes
- Check the spelling
- Run a slide show
- Print slides, handouts, speaker notes, and the outline

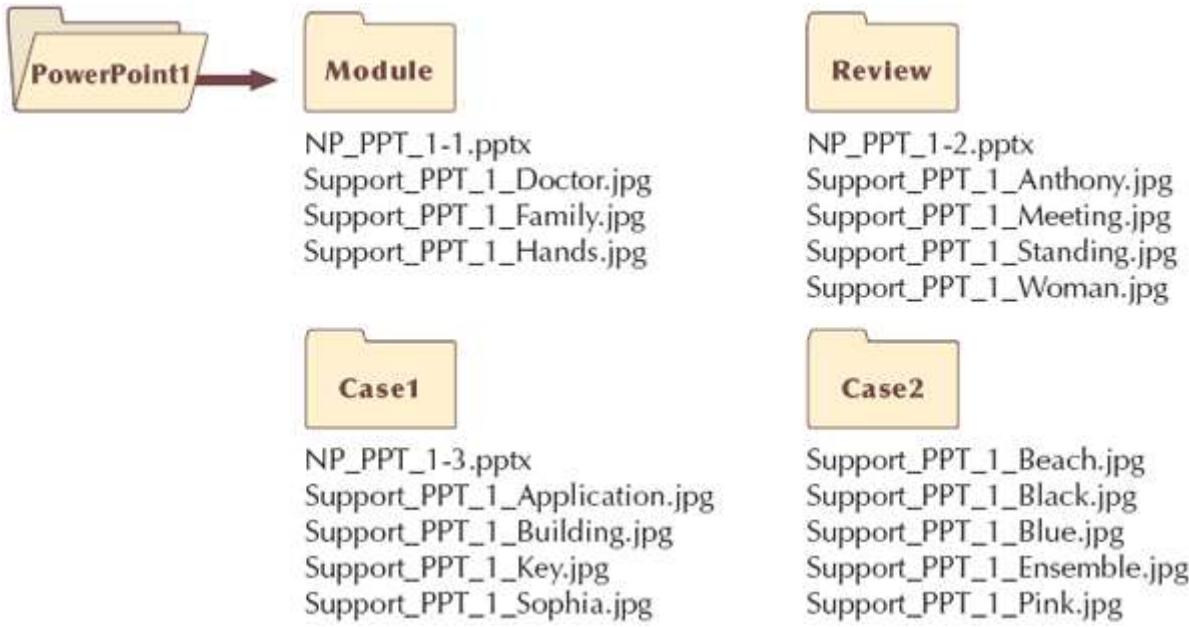
Case: Southwest Insurance Company

Southwest Insurance Company is an insurance company with offices all over the American Southwest, including one in Houston, Texas. Anthony Scorsone, a sales manager in the

Houston office, recently hired you as his assistant. Anthony frequently visits companies to try to convince them to offer insurance plans from Southwest Insurance Company to their employees. Many businesses have opened offices in the Houston area over the past several years. Anthony wants to use a PowerPoint presentation when he visits these businesses. He asks you to prepare a presentation to which he will later add data and cost information.

Microsoft PowerPoint (A full-featured presentation app that lets you produce professional-looking presentation files and then deliver them to an audience; also called **PowerPoint**.) (or simply **PowerPoint** (A full-featured presentation app that lets you produce professional-looking presentation files and then deliver them to an audience; also called **Microsoft PowerPoint 2019**.)) is a complete presentation app that lets you produce professional-looking presentation files and then deliver them to an audience. In this module, you'll use PowerPoint to create a file that includes text, graphics, and speaker notes. Anthony can use the presentation as a starting point for his more comprehensive sales pitch. Before you give the presentation to Anthony, you'll check the spelling, run the slide show to evaluate it, and print the file.

Starting Data Files



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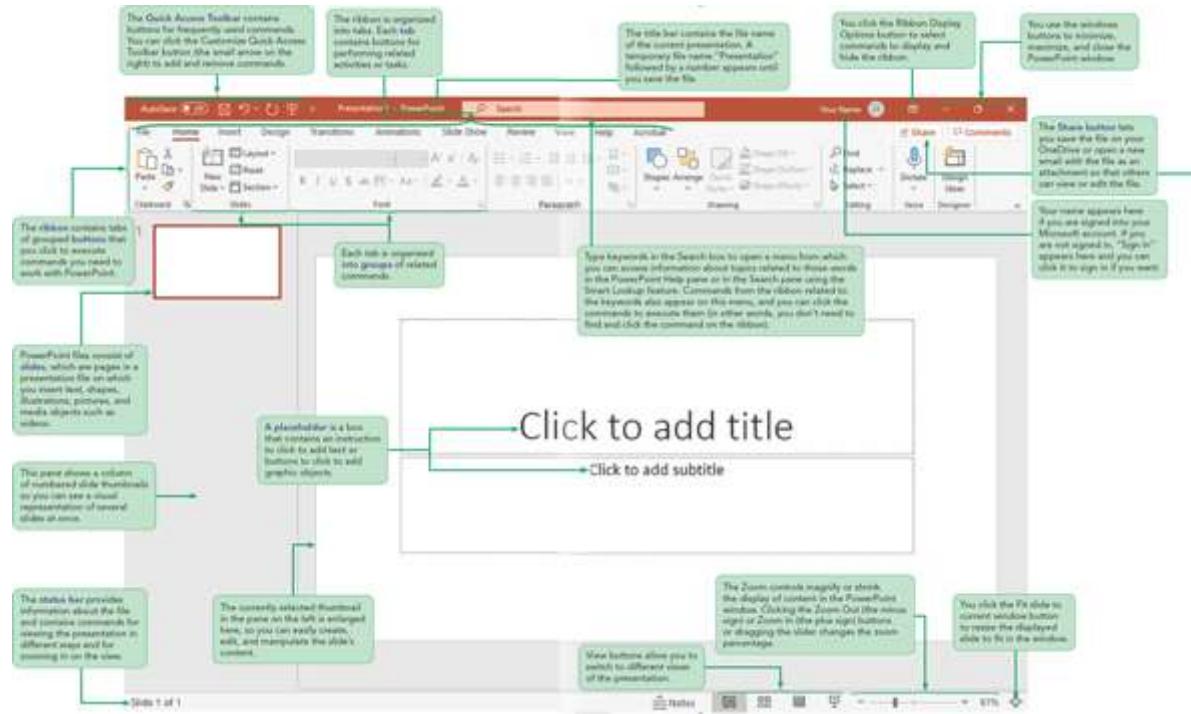
Chapter 1: Creating a Presentation: PPT 1-1 Session 1.1 Visual Overview: The PowerPoint Window

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PPT 1-1 Session 1.1 Visual Overview: The PowerPoint Window



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Chapter 1: Creating a Presentation: PPT 1-2 Planning a Presentation

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PPT 1-2 Planning a Presentation

A **presentation** (A PowerPoint document that lets you create and deliver a dynamic, professional-looking message to an audience in the form of a slide show.) is a talk, formal lecture, or prepared file in which the person speaking or the person who prepared the file wants to communicate with an audience to explain new concepts or ideas, sell a product or service, entertain, or train the audience in a new skill or technique, or any of a wide variety of other topics.

Most people find it helpful to use **presentation media** (Visual and audio aids that support key points and engage the audience's attention.)—visual and audio aids that support key points and engage the audience's attention. PowerPoint is one of the most commonly used tools for creating effective presentation media. The features of PowerPoint make it easy to incorporate text with photos, drawings, music, and video to illustrate key points of a presentation.

Proskills

Verbal Communication: Planning a Presentation

Answering a few key questions will help you create a presentation using appropriate presentation media that successfully delivers its message or motivates the audience to take an action.

- What is the purpose of your presentation? Consider the action or response you want your audience to have. Do you want them to buy something, follow instructions, or make a decision?
- Who is your audience? Think about the needs and interests of your audience as well as any decisions they will make because of what you have to say. What you choose to say to your audience must be relevant to their needs, interests, and decisions.
- How will you ensure members of your audience with visual or hearing impairments will be able to experience your presentation?
- What are the main points of your presentation? Identify the information your audience will find most relevant.

- What presentation media will help your audience absorb the information and remember it later? Do you need lists, photos, charts, and/or tables?
- What is the format for your presentation? Will you deliver the presentation orally or will you create a presentation file for people to view on their own?
- How much time do you have for the presentation? Keep that in mind as you prepare the presentation content so that you have enough time to present all of your key points. Practicing your presentation out loud will help you determine the timing.
- Consider whether distributing handouts will help your audience follow along with your presentation or steal their attention when you want them to be focused on you during the presentation.

Before you create a presentation, you should spend some time planning its content. The purpose of Anthony's presentation is to convince businesses to offer Southwest Insurance Company plans to their employees. His audience will be members of Human Resource departments or Boards of Directors. Anthony will use PowerPoint to display lists and graphics to help make his message clear. He plans to deliver his presentation orally to small groups of people in conference rooms at each business, and his presentation will be about 10 minutes long. He will not distribute anything before speaking because he wants the audience's full attention to be on him at the beginning of his presentation. He plans to distribute informational handouts with specific details about the insurance plans available at an appropriate point during the presentation. After the presentation is over and he has answered all of his audience's questions, he will distribute business cards with his contact information.

Once you know what you want to say, you can prepare the presentation media to help communicate your ideas.

Chapter 1: Creating a Presentation: PPT 1-2 Planning a Presentation

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PPT 1-3 Starting PowerPoint and Creating a New Presentation

PowerPoint is a tool you can use to create and display visual and audio aids on slides to help clarify the points you want to make in your presentation. You also can use PowerPoint to create a presentation that people view on their own without you.

When PowerPoint starts, Backstage view appears, showing the Home screen. **Backstage view** ([The view that contains commands that let you manage the file and program settings.](#)) is the view that contains commands that allow you to manage the file and program settings. When you first start PowerPoint, the actions available to you in Backstage view are to create a new PowerPoint file, open an existing PowerPoint file, view your Account settings, submit feedback to Microsoft, and open the PowerPoint Options dialog box to change app settings.

You'll start PowerPoint now.

To start PowerPoint:

1.

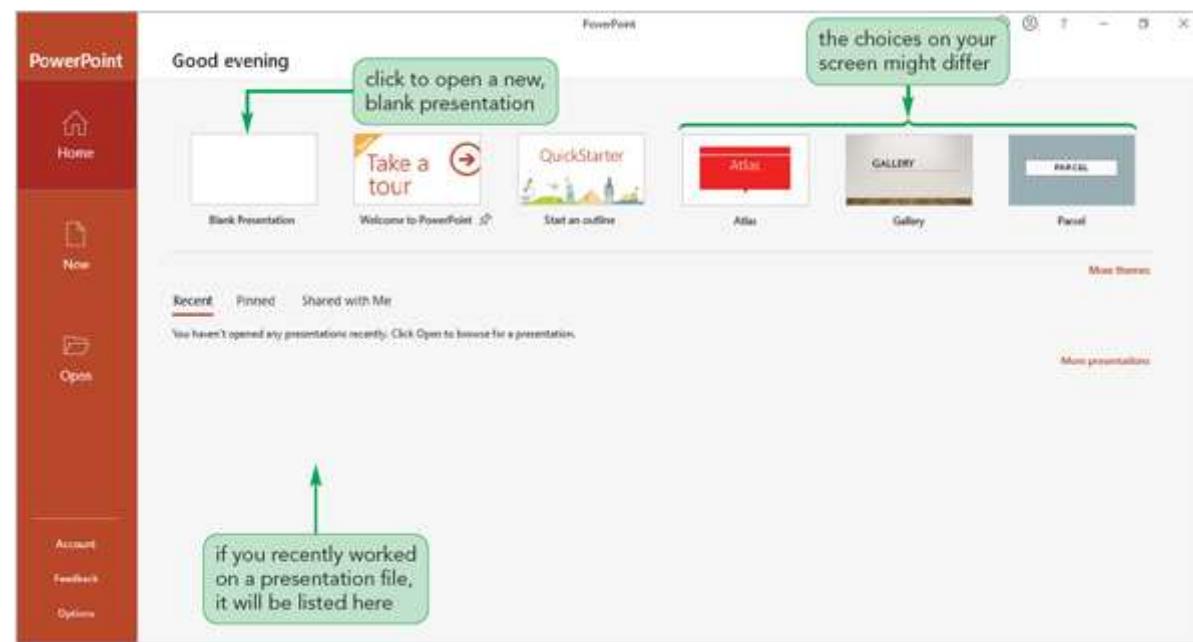
 On the Windows taskbar, click the **Start** button  . The Start menu opens.

2.

On the Start menu, scroll the list of apps on the left, and then click **PowerPoint**. PowerPoint starts and displays the Home screen in Backstage view. Options for creating new presentations appear in a row at the top of the screen, and if you have recently viewed PowerPoint files, they appear below this row. See [Figure 1-1](#).

Figure 1-1

Home screen in Backstage view



3.

- i** Click **Blank Presentation**. Backstage view closes and a new presentation window appears. The temporary filename “Presentation1” appears in the title bar. There is only one slide in the new presentation—Slide 1.

Trouble? If you do not see the area on the ribbon that contains buttons and you see only the ribbon tab names, click the Home tab to expand the ribbon and display the commands, and then in the bottom-right corner of the ribbon, click the Pin the ribbon button  .

Trouble? If the window does not appear maximized, click the Maximize button  in the upper-right corner.

Because you just started PowerPoint, you clicked Blank presentation on the Home screen. If PowerPoint was already running and you wanted to create a new, blank presentation, you would click the File tab, click New in the navigation pane, and then click Blank Presentation on the New screen in Backstage view.

Insight

Using QuickStarter

QuickStarter is a feature in PowerPoint that creates slide titles based on a topic you enter. To use QuickStarter when you first start PowerPoint, click QuickStarter on the Home screen. If you already are using PowerPoint, click the File tab, click New, and then click QuickStarter on the New screen. The Search here to get started window

opens. (The first time you use this feature, the Welcome to PowerPoint QuickStarter window appears. Click Get started to open the Search here to get started window. Also, if the Intelligent Services for Your Work window opens, click Turn On to start using the feature.) Type a topic in the Search box, and then click Search. Suggested presentation ideas appear in the window. Click the one you want to use to display starter slides in the window. If you do not want to include one of the starter slides, click it to deselect it. Click Next to open the Pick a look window, in which you select a theme. Finally, click Create to generate a presentation containing the starter slides. Some presentations created using QuickStarter will also include slides with additional information based on your search topic or provide a list of suggested related topics that you can use to search for more information.

When you create a new presentation, it appears in Normal view. [Normal view \(In PowerPoint, the view in which the selected slide appears enlarged so you can add and manipulate objects on the slide, and thumbnails of the slides in the presentation appear in a pane on the left.\)](#) is the view in which the selected slide appears enlarged so you can add and manipulate objects on the slide, and thumbnails of all the slides in the presentation appear in the pane on the left. A [thumbnail \(A reduced-size version of a larger graphic image.\)](#) is a reduced-size version of a larger graphic image. In this case, each thumbnail represents a slide in the presentation. The Home tab on the ribbon is selected when you first open or create a presentation. The [Session 1.1 Visual Overview](#) identifies elements of the PowerPoint window.

Chapter 1: Creating a Presentation: PPT 1-3 Starting PowerPoint and Creating a New Presentation

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Chapter 1: Creating a Presentation: PPT 1-3a Working in Touch Mode

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PPT 1-3a Working in Touch Mode

In Office 2019, you can work with a mouse or, if you have a touch screen, you can work in Touch Mode. In Touch Mode (The interface that makes it easier to interact with a computer touchscreen using your finger instead of a mouse pointer; the ribbon increases in height, the buttons are larger, and more space appears around buttons so you can more easily use your finger or stylus to tap screen elements.), the ribbon increases in height, the buttons are larger, and more space appears around buttons so you can more easily use your finger or stylus to tap screen elements. Also, in the placeholders on the slide, “Double tap” replaces the instruction telling you to “Click.” Note that the figures in this text show the screen with Mouse Mode on. You’ll switch to Touch Mode and then back to Mouse Mode now.

Note: The following steps assume that you are using a mouse. If instead you are using a touch device, please read these steps, but don’t complete them, to continue working in Touch Mode.

To switch between Touch Mode and Mouse Mode:

1.

On the Quick Access Toolbar, click the **Customize Quick Access Toolbar** button . A menu opens. The Touch/Mouse Mode command near the bottom of the menu does not have a checkmark next to it.

Trouble? If the Touch/Mouse Mode command has a checkmark next to it, press the Esc key to close the menu, and then skip **Step 2**.

2.

On the menu, click **Touch/Mouse Mode**. The menu closes, and the Touch/Mouse Mode button appears on the Quick Access Toolbar.

3.

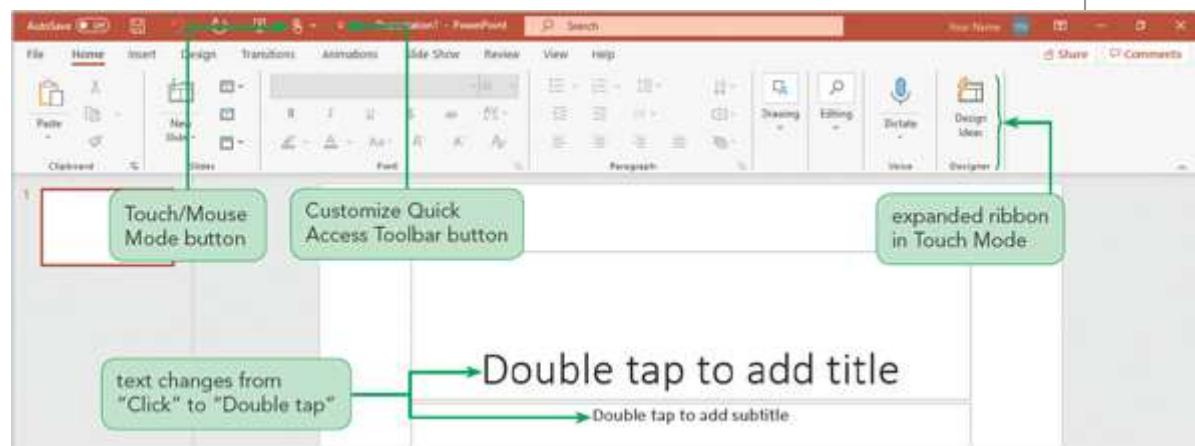
On the Quick Access Toolbar, click the **Touch/Mouse Mode** button . A menu opens listing Mouse and Touch. The icon next to Mouse is shaded to indicate it is selected.

Trouble? If the icon next to Touch is shaded, press ESC to close the menu and skip **Step 4**.

4.

On the menu, click **Touch**. The menu closes, and the ribbon increases in height so that there is more space around each button on the ribbon. Notice that the instructions in the placeholders on the slide changed by replacing the instruction to “Click” with the instruction to “Double tap.” See [Figure 1-2](#). Now you’ll change back to Mouse Mode.

Figure 1-2
PowerPoint window with Touch Mode active



Trouble? If you are working with a touch screen and want to use Touch Mode, skip [Steps 5 and 6](#).

5.

Click the **Touch/Mouse Mode** button  , and then click **Mouse**. The ribbon and the instructions change back to Mouse Mode defaults, as shown in the [Session 1.1 Visual Overview](#).

6.

Click the **Customize Quick Access Toolbar** button  , and then click **Touch/Mouse Mode** to deselect this option and remove the checkmark. The Touch/Mouse Mode button disappears from the Quick Access Toolbar.

Chapter 1: Creating a Presentation: PPT 1-4 Creating a Title Slide

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PPT 1-4 Creating a Title Slide

The **title slide** (The first slide in a presentation, usually containing the presentation title and other identifying information, such as the presenter's or the company's name; Title Slide is the default layout that appears when you create a new presentation.) is the first slide in a presentation. It usually contains the presentation title and other identifying information, such as a company name or logo, a company's slogan, or the presenter's name. The **font** (A set of letters, numbers, and symbols that all have the same style and appearance.) —a set of letters, numbers, and symbols that all have the same style and appearance—used in the title and subtitle may be the same or may be different fonts that complement each other.

The title slide contains two objects called text placeholders. A **text placeholder** (A placeholder designed to contain text.) is a placeholder designed to contain text and that contains a prompt that instructs you to click to add text and might describe the purpose of the placeholder. The large placeholder on the title slide is for the presentation title. The small placeholder is for a subtitle. Once you enter text into a text placeholder, the instructional text disappears and it becomes an object called a text box. A **text box** (In Word, Excel, and PowerPoint, an object that contains text.) is an object that contains text.

When you click in the placeholder, the insertion point appears. The **insertion point** (A blinking vertical line that appears when you click in a paragraph, cell or text box; indicating where new text or an object will be inserted.) is a blinking vertical line that indicates where new text will be inserted. Also, a new tab, the Shape Format tab, appears on the ribbon. This tab is a contextual tab. A **contextual tab** (A tab that appears only in context—that is, when a particular type of object is selected or is active—and contains commands for modifying that object.) appears only in context—that is, when a particular type of object is selected or is active—and contains commands for modifying that object.

You'll add a title and subtitle for Anthony's presentation now. Anthony wants the title slide to contain the company name and slogan.

To add the company name and slogan to the title slide:

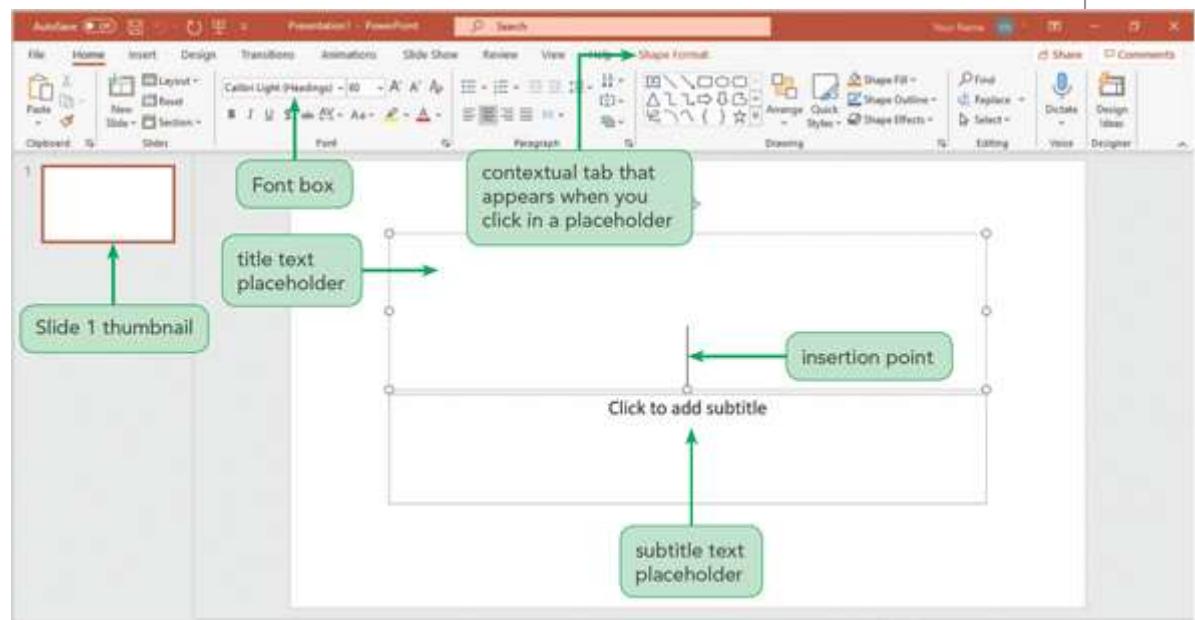
1.

On **Slide 1**, move the pointer to position it in the title text placeholder (where it says "Click to add title") so that the pointer changes to the I-beam pointer , and then click. The insertion point replaces the placeholder text, and the Shape Format contextual tab appears as the rightmost tab on the ribbon. Note

that in the Font group on the Home tab, the Font box identifies the title font as Calibri Light (Headings). See [Figure 1-3](#).

Figure 1-3

Title text placeholder after clicking in it



2.

- i** Type **Southwest Insurance Corp** in the placeholder. The placeholder is now a text box.

3.

Click a blank area of the slide. The border of the text box disappears, and the Shape Format tab no longer appears on the ribbon.

4.

Click in the subtitle text placeholder (where it says "Click to add subtitle"), and then type **Best in Health Care Since 1990** in the placeholder. Notice in the Font group that the subtitle font is Calibri (Body), a font that works well with the Calibri Light font used in the title text.

5.

Click a blank area of the slide.

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Chapter 1: Creating a Presentation: PPT 1-5 Saving and Editing a Presentation

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PPT 1-5 Saving and Editing a Presentation

Once you have created a presentation, you should name and save the presentation file. You can save the file on a hard drive or a network drive, on an external drive such as a USB drive, or to your account on OneDrive, Microsoft's free online storage area.

To save the presentation for the first time:

1.

On the Quick Access Toolbar, point to the **Save** button  . A box called a ScreenTip appears. A **ScreenTip** (A label that appears when you point to a button or object, that may include the name, purpose, or keyboard shortcut for the object; may also include a link to associated help topics.) is a label that appears when you point to a button or object, which may include the name, purpose, or keyboard shortcut for the object, and may include a link to associated help topics.

2.

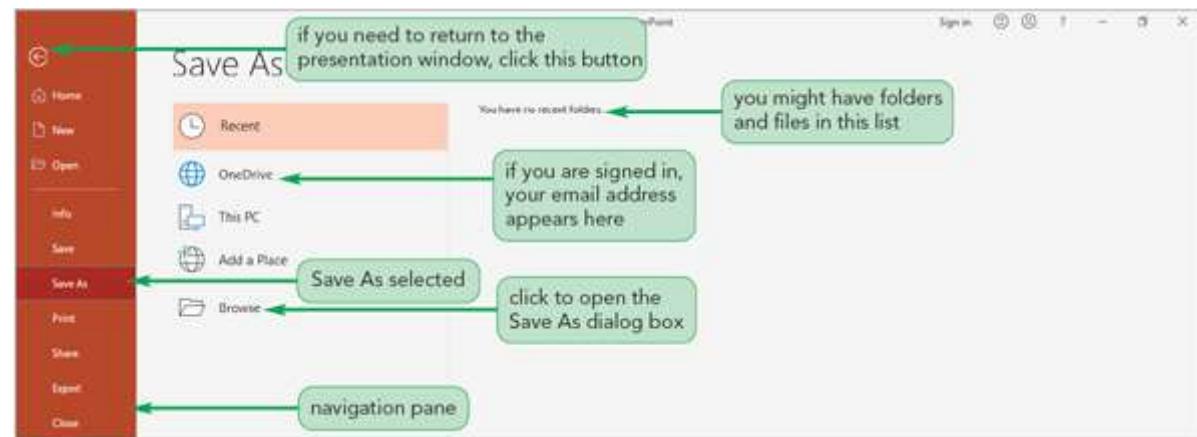
Click the **Save** button  . The Save this file dialog box opens, which you use to save a file on OneDrive. To save a new presentation on your hard drive or an external drive, you use the Save As screen.

3.

Click the More options link. The Save As screen in Backstage view appears. See **Figure 1-4**. The navigation pane is the pane on the left that contains commands for working with the file and program options. Recently used folders on the selected drive appear in a list on the right.

Figure 1-4

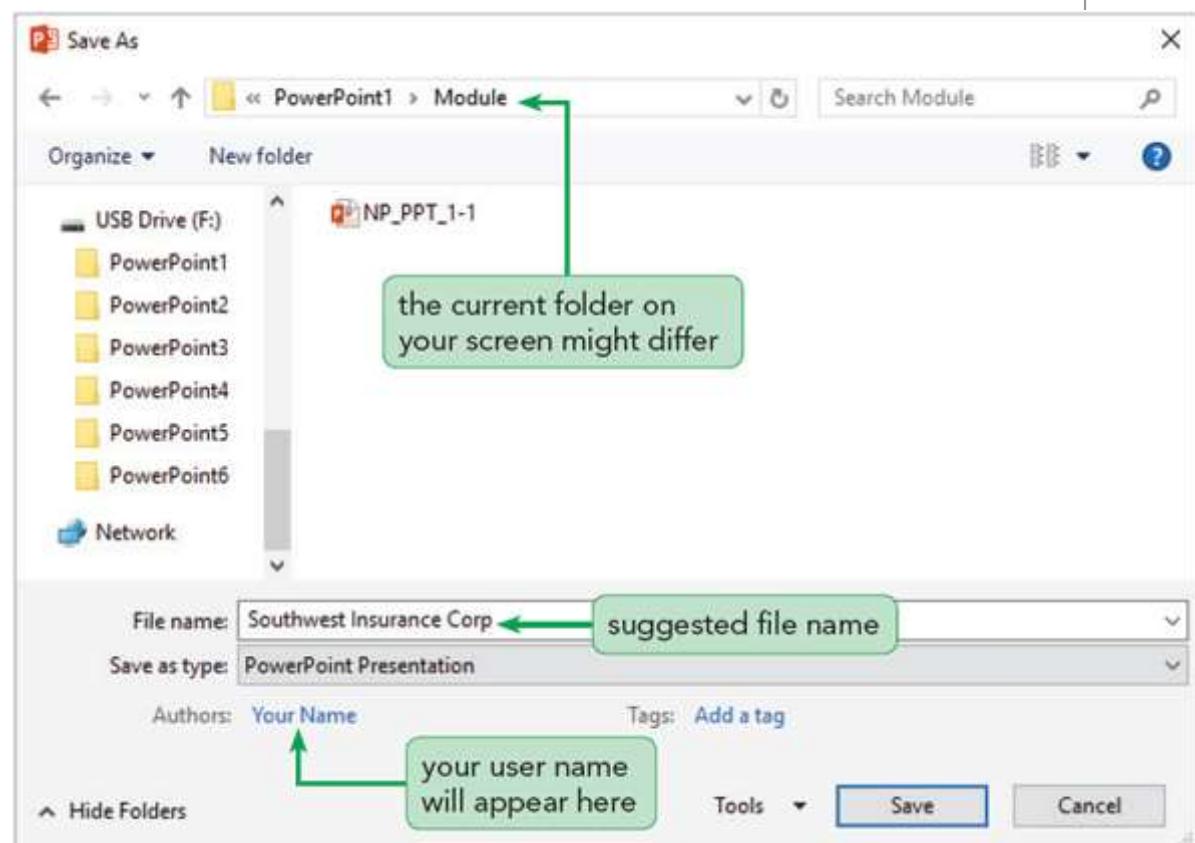
Save As screen in Backstage view



4.

Click **Browse**. The Save As dialog box opens, similar to the one shown in [Figure 1-5](#).

Figure 1-5
Save As dialog box



5.

Navigate to the drive and folder where you are storing your Data Files, and then click in the **File name** box. The suggested file name, Southwest Insurance Corp, is selected.

6.

Type **NP_PPT_1_NewBusiness** to replace the selected text in the File name box.

7.

Click **Save**. The file is saved, the dialog box and Backstage view close, and the presentation window appears again with the new file name in the title bar.

Once you have created a presentation, you can make changes to it. For example, if you need to change text in a text box, you can edit it easily. The Backspace key removes characters to the left of the insertion point, and the Delete key removes characters to the right of the insertion point.

If you mistype or misspell a word, you might not need to correct it because the **AutoCorrect** ([A feature that automatically detects and corrects typing errors and misspelled words.](#)) feature automatically detects and corrects commonly mistyped and misspelled words. For instance, if you type “cna” and then press SPACEBAR, PowerPoint corrects the word to “can.” If you want AutoCorrect to stop making a particular change, you can display the AutoCorrect Options menu, and then click Stop Automatically Correcting. (The exact wording will differ depending on the change made.)

After you make changes to a presentation, you will need to save the file again so that the changes are stored. Because you already have saved the presentation with a permanent file name, using the Save command saves the changes you made to the file without opening the Save As dialog box.

To edit the text on Slide 1 and save your changes:

1.

On Slide 1, click the title, and then press **LEFT ARROW** or **RIGHT ARROW** as needed to position the insertion point to the right of the word “Corp.”

2.

Press **BACKSPACE** four times. The four characters “Corp” to the left of the insertion point are deleted.

3.

Type **Company**. (Do not type the period.) “Southwest Insurance Company” now appears as the title.

4.

In the subtitle text box, click to the left of the word “Best” to position the insertion point in front of that word, type **Teh**, and then press **SPACEBAR**. “Teh” is corrected to “The” after you press SPACEBAR. “The Best in Health Care Since 1990” now appears as the subtitle.

5.

Move the pointer over the word “**The**.” A small, faint rectangle appears below the first letter of the word. This rectangle indicates that an autocorrection was made.

Trouble? If you can’t see the rectangle, point to the letter “T,” and then slowly move the pointer down until it is on top of the rectangle.

6.

Move the pointer on top of the rectangle so that it changes to the AutoCorrect Options button  , and then click the **AutoCorrect Options** button  . A menu opens, as shown in [Figure 1-6](#). You can change the word back to what you originally typed, instruct PowerPoint to stop making this type of correction in this file, or open the AutoCorrect dialog box.

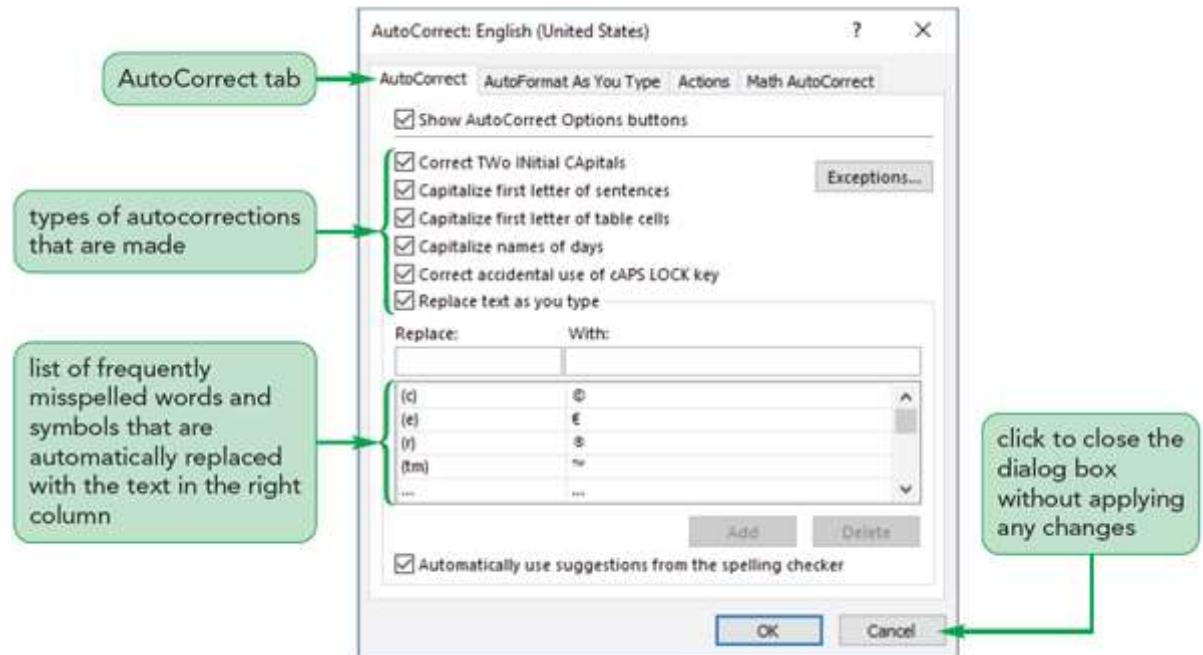
Figure 1-6
AutoCorrect Options button menu



7.

Click **Control AutoCorrect Options**. The AutoCorrect dialog box opens with the AutoCorrect tab selected. See [Figure 1-7](#).

Figure 1-7
AutoCorrect tab in the AutoCorrect dialog box



8.

Examine the types of changes the AutoCorrect feature makes, and then click **Cancel**.

9.

On the Quick Access Toolbar, click the **Save** button . The saved file now includes the new changes you made.

Trouble? If AutoSave is enabled, skip **Step 9**.

Chapter 1: Creating a Presentation: PPT 1-6 Adding New Slides

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PPT 1-6 Adding New Slides

Now that you've created the title slide, you need to add more slides. Every slide has a **layout** (In PowerPoint, the arrangement of placeholders on a slide.) , which is the arrangement of placeholders on the slide. The title slide uses the Title Slide layout. A commonly used layout is the Title and Content layout, which contains a title text placeholder for the slide title and a content placeholder. A **content placeholder** (A placeholder designed to contain text or graphic objects.) is a placeholder designed to contain text or graphic objects.

To add a new slide, you use the New Slide button in the Slides group on the Home tab. When you click the top part of the New Slide button, a new slide is inserted with the same layout as the current slide, unless the current slide is the title slide. In that case, the new slide has the Title and Content layout. If you want to create a new slide with a different layout, click the arrow on the bottom part of the New Slide button to open a gallery of layouts, and then click the layout you want to use.

You can change the layout of a slide at any time. To do this, click the Layout button in the Slides group to display the same gallery of layouts that appears in the New Slide gallery, and then click the slide layout you want to apply to the selected slide.

As you add slides, you can switch from one slide to another by clicking the slide thumbnails in the Slides pane. You need to add several new slides to the file.

To add new slides and apply different layouts:

1.

Make sure the Home tab is displayed on the ribbon.

2.

In the Slides group, click the top part of the **New Slide** button. A new slide appears, and its thumbnail appears in the pane on the left below the Slide 1 thumbnail. The new slide has the Title and Content layout applied. This layout contains a title text placeholder and a content placeholder. An orange border appears around the new Slide 2 thumbnail, indicating that it is the current slide.

3.

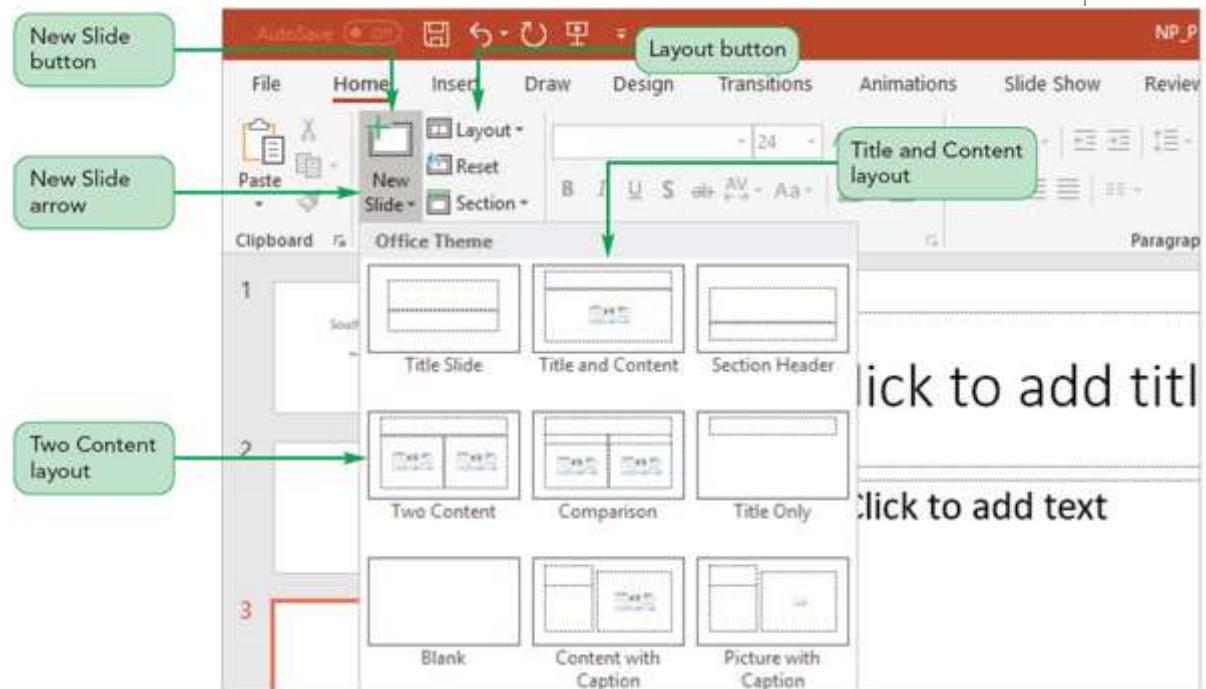
In the Slides group, click the **New Slide** button again. A new Slide 3 is added. Because Slide 2 had the Title and Content layout applied, Slide 3 also has that layout applied.

4.

In the Slides group, click the **New Slide arrow** (the bottom part of the New Slide button). A gallery of the available layouts appears. See [Figure 1-8](#).

Figure 1-8

Gallery of layouts on the New Slide menu



5.

In the gallery, click the **Two Content** layout. The gallery closes, and a new Slide 4 is inserted with the Two Content layout applied. This layout includes three objects: a title text placeholder and two content placeholders.

6.

In the Slides group, click the **New Slide** button twice. New Slides 5 and 6 are added to the presentation. Because Slide 4 had the Two Content layout applied, that layout is also applied to the new slides. You need to change the layout of Slide 6.

7.

In the Slides group, click the **Layout** button. The same gallery of layouts that appeared when you clicked the New Slide arrow appears. The shading behind the Two Content layout indicates that it is applied to the current slide.

8.

Click the **Title and Content** layout. The layout of Slide 6 changes to Title and Content.

Trouble? If the Design Ideas pane opens, click its Close button .

9.

In the Slides group, click the **New Slide** button to add Slide 7 with the Title and Content layout.

10.

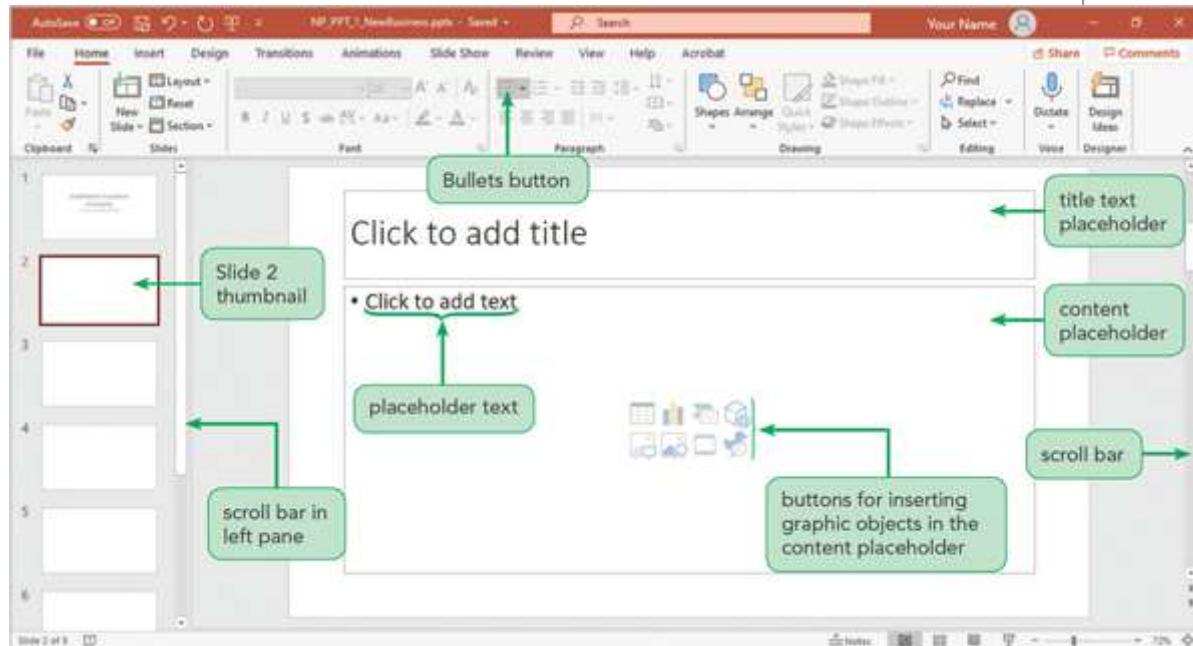
Add one more new slide with the Two Content layout. There are now eight slides in the presentation. In the pane that contains the slide thumbnails, some thumbnails have scrolled out of view, and vertical scroll bars appear along the right side of both panes in the program window.

11.

In the pane that contains the slide thumbnails, drag the scroll box to the top of the vertical scroll bar, and then click the **Slide 2** thumbnail. Slide 2 appears in the program window and is selected in the pane that contains the slide thumbnails. See **Figure 1-9**.

Figure 1-9

Slide 2 with the Title and Content layout



12.

-  On the Quick Access Toolbar, click the **Save** button  . The changes you made are saved in the file.

Chapter 1: Creating a Presentation: PPT 1-6 Adding New Slides

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Chapter 1: Creating a Presentation: PPT 1-7 Creating Lists
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PPT 1-7 Creating Lists

You can use a list to help explain a topic or concept. If you are preparing an oral presentation (one that you give in front of an audience), lists on your slides should enhance the oral presentation, not replace it. If you are preparing a self-running presentation (one that others will view on their own), list items might need to be longer and more descriptive.

Each item in a list is a paragraph. Items in a list can appear at different levels. A first-level item is a main item in a list. A second-level item is an item beneath and indented from a first-level item. A third-level item is an item beneath and indented from a second-level item, and so on. All items below the first level are subitems. A **subitem** (An item beneath and indented from a higher-level item in a list.) is any item in a list that is beneath and indented from a higher-level item.

Usually, the size of the text in subitems on a slide is smaller than the size of the text in the level above. Text is measured in points. A **point** (A unit of measure used for font size and, in Excel, row height; one point is equal to 1/72nd of an inch.) is the unit of measurement used for text size. One point is equal to 1/72 of an inch. Text in a book typically is printed in 10- or 12-point type. Text on a slide in a presentation that will be shown to an audience needs to be much larger so that the audience can easily read it.

Chapter 1: Creating a Presentation: PPT 1-7 Creating Lists
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Chapter 1: Creating a Presentation: PPT 1-7a Creating a Bulleted List

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PPT 1-7a Creating a Bulleted List

A **bulleted list** (A series of paragraphs, each beginning with a bullet character, such as a dot or checkmark.) is a series of paragraphs, each beginning with a bullet character, such as a dot or checkmark. Subitems in a list often begin with a different or smaller bullet symbol. Use bulleted lists when the order of the items is not important.

You need to create a bulleted list that describes the types of insurance plans that Southwest Insurance Company offers and one that highlights why it would be the best insurance company for businesses to create a relationship with.

To create a bulleted list on Slides 2 and 3:

1.

On Slide 2, click in the title text placeholder (with the placeholder text “Click to add title”), and then type **Types of Plans**. (Do not type the period.)

2.

In the content placeholder, click any area where the pointer is the I-beam pointer (anywhere except on one of the buttons in the center of the placeholder). The placeholder text “Click to add text” disappears, the insertion point appears, and a light gray bullet symbol appears.

3.

Type **Life** in the placeholder. As soon as you type the first character, the icons in the center of the content placeholder disappear, the bullet symbol darkens, and the content placeholder changes to a text box. On the Home tab, in the Paragraph group, the Bullets button is shaded to indicate that it is selected.

4.

Press **ENTER**. The insertion point moves to a new line, and a light gray bullet appears on the new line.

5.

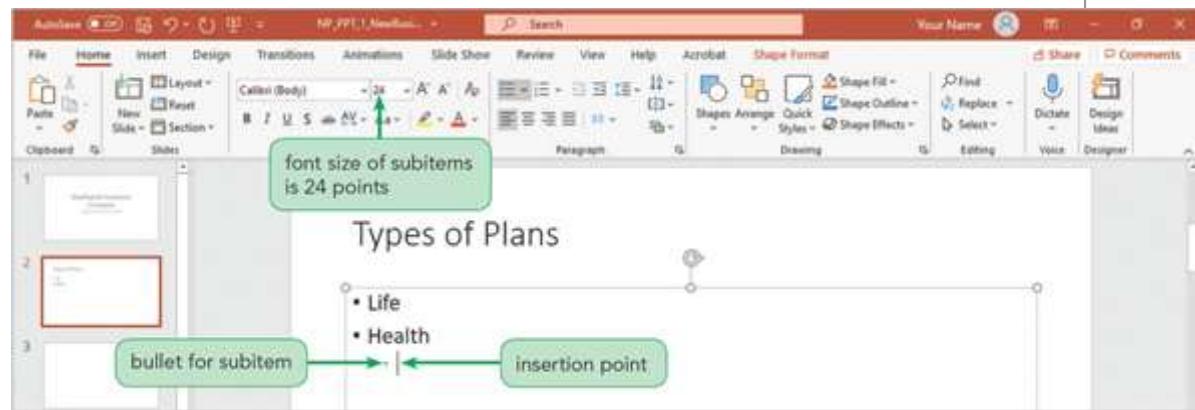
Type **Health**, and then press **ENTER**. The bulleted list now consists of two first-level items, and the insertion point is next to a light gray bullet on the third line in the text box. On the Home tab, in the Font group, the point size in the Font Size box is 28 points.

6.

Press **TAB**. The bullet symbol and the insertion point indent one-half inch to the right, the bullet symbol changes to a smaller size, and the number in the Font Size box changes to 24. See [Figure 1-10](#).

Figure 1-10

Subitem created on Slide 2



7.

Type **HMO** and then press **ENTER**.

8.

Type **PPO**, press **ENTER**, type **POS**, and then press **ENTER**. A fourth subitem is created. You will change it to a first-level item using a key combination. In this book, when you need to press two keys at the same time, the keys will be separated by a plus sign.

9.

i Press **SHIFT+TAB**. The bullet symbol and the insertion point shift back to the left margin of the text box, the bullet symbol changes back to the larger size, and 28 again appears in the Font Size box because this line is now a first-level bulleted item.

10.

Type **Disability**, and then press **ENTER**. A fourth first-level item is created. You need to enter subitems for the “Disability” first-level item.

11.

On the Home tab, in the Paragraph group, click the **Increase List Level** button  . Clicking the Increase List Level button is an alternative to pressing TAB to create a subitem.

12.

Type **Long-term**, press **ENTER**, type **Short-term**, and then press **ENTER**. A third second-level item is created. You need to create a fourth first-level item.

13.

In the Paragraph group, click the **Decrease List Level** button  . Clicking the Decrease List Level button is an alternative to pressing SHIFT+TAB to change a lower-level item to a higher-level item.

14.

Type **Stable**. The list now contains four first-level items.

If you add more text than will fit in the content placeholder, [AutoFit \(In a text box on a PowerPoint slide, a feature that adjusts the font size and line spacing of text entered in a text or content placeholder to make all the text fit.\)](#) adjusts the font size and line spacing to make the text fit. When AutoFit is active, the AutoFit Options button  appears below the text box. You can click this button and then select from among several options, including turning off AutoFit for this text box and splitting the text between two slides. Although AutoFit can be helpful, be aware that it also enables you to crowd text on a slide, making the slide more difficult to read.

Chapter 1: Creating a Presentation: PPT 1-7a Creating a Bulleted List

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Chapter 1: Creating a Presentation: PPT 1-7b Creating a Numbered List

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PPT 1-7b Creating a Numbered List

A **numbered list** (A series of paragraphs, each beginning with a sequential number that may be followed by a separator character, such as a period or parenthesis.) is a group of paragraphs in which each one is preceded by a number, with the paragraphs numbered consecutively. The numbers can be followed by a separator character, such as a period or parenthesis. Generally, you use a numbered list when the order of the items is important. For example, you would use a numbered list if you are presenting a list of step-by-step instructions that need to be followed in sequence to complete a task successfully.

You will create a numbered list on Slide 5 to explain why Southwest Insurance Company is a good choice for businesses to use.

To create a numbered list on Slide 5:

1.

In the pane containing the thumbnails, click the **Slide 5** thumbnail to display Slide 5, and then type **Choose Southwest Insurance** in the title text placeholder.

2.

In the left content placeholder, click the placeholder text.

3.

On the Home tab, in the Paragraph group, click the **Numbering** button  . The Numbering button is selected, the Bullets button is deselected, and in the content placeholder, the number 1 followed by a period replaces the bullet symbol.

Trouble? If a menu containing a gallery of numbering styles appears, you clicked the Numbering arrow on the right side of the button. Click the Numbering arrow again to close the menu, and then click the left part of the Numbering button.

4.

Type **Reliable**, and then press **ENTER**. As soon as you start typing, the number 1 darkens to black. After you press ENTER, the insertion point moves

to the next line, next to the light gray number 2.

5.

Type **Customer-focused**, and then press **ENTER**. The number 3 appears on the next line.

6.

 In the Paragraph group, click the **Increase List Level** button  . The third line is an indented subitem under the second item, and the number 3 changes to a number 1 in a smaller font size than the first-level items.

7.

Type **Dedicated customer service team**, press **ENTER**, type **24/7 support**, and then press **ENTER**.

8.

In the Paragraph group, click the **Decrease List Level** button  . The fifth line becomes a first-level item, and the number 3 appears next to it.

9.

Type **Dependable**. The list now consists of three first-level numbered items and two subitems under number 2.

10.

In the second item, click before the word “Customer,” and then press **ENTER**. A blank line is inserted above the second item.

11.

Press **UP ARROW**. A light-gray number 2 appears in the blank line. The item on the third line in the list is still numbered 2.

12.

Type **Trustworthy**. As soon as you start typing, the new number 2 darkens in the second line, and the number of the third item in the list changes to 3. Compare your screen to [Figure 1-11](#).

Figure 1-11

Numbered list on Slide 5

The screenshot shows a Microsoft PowerPoint slide titled "Choose Southwest Insurance". The slide contains a bulleted list: "1. Reliable", "2. Trustworthy", "3. Customer-focused", "1. Dedicated customer service team", "2. 24/7 support", and "4. Dependable". A green callout bubble points to the "Numbering" button in the ribbon's "Home" tab, which is located next to the "Font" section. The ribbon also includes tabs for File, Home, Insert, Design, Transitions, Animations, Slide Show, Review, View, Help, Acrobat, Shape Format, Find, Replace, Select, Drawing, Editing, Voice, and Designer.

Chapter 1: Creating a Presentation: PPT 1-7b Creating a Numbered List

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Chapter 1: Creating a Presentation: PPT 1-7c Creating an Unnumbered List

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PPT 1-7c Creating an Unnumbered List

An **unnumbered list** (**A list that does not have bullets or numbers preceding each item.**) is a list that does not have bullets or numbers preceding each item. Unnumbered lists are useful when you want to present information on multiple lines, but you do not want to start each item with a bullet or number.

Each item in lists is a paragraph. When you press ENTER to create a new item, you create a new paragraph with a little bit of extra space between the new item and the previous item. Sometimes, you don't want to create a new item, or you do not want extra space between lines. In that case, you can create a new line without creating a new paragraph by pressing SHIFT+ENTER. When you do this, the insertion point moves to the next line, but there is no extra space above it. If you do this in a bulleted or numbered list, the new line will not have a bullet or number next to it because it is not a new item.

You need to create a slide that highlights the company's name. Also, Anthony asks you to create a slide containing contact information.

To create unnumbered lists on Slides 4 and 7:

1.

In the pane containing the thumbnails, click the **Slide 4** thumbnail to display Slide 4. Slide 4 has the Two Content layout applied.

2.

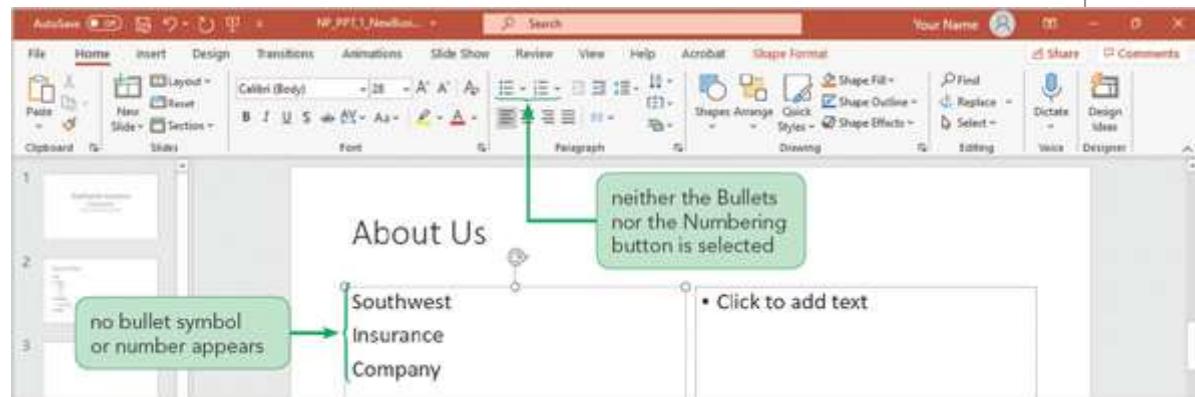
Type **About Us** in the title text placeholder, and then in the left content placeholder, click the placeholder text.

3.

On the Home tab, in the Paragraph group, click the **Bullets** button  . The Bullets button is no longer selected, and the bullet symbol disappears from the content placeholder.

4.

Type **Southwest**, press **ENTER**, type **Insurance**, press **ENTER**, and then type **Company**. (Do not type the period.) Compare your screen to **Figure 1-12**.

Figure 1-12**Unnumbered list on Slide 4**

5.

Switch to Slide 7, type **For More Information** in the title text placeholder, and then in the content placeholder, click the placeholder text.

6.

In the Paragraph group, click the **Bullets** button to remove the bullets, type **Southwest Insurance Company**, and then press **ENTER**. A new line is created, but there is extra space above the insertion point. You want the address information to appear on multiple lines, but without the extra spacing between each line.

7.

Press **BACKSPACE** to delete the new line and move the insertion point back to the end of the first line, and then press **SHIFT+ENTER**. The insertion point moves to the next line. There is no extra space above the line, and the insertion point is aligned below the first character in the first line.

8.

Type **9720 Birch Blvd.**, press **SHIFT+ENTER**, and then type **Houston, TX 77002**. (Do not type the period.) You need to insert the phone number on the next line, Anthony's email address on the line after that, and the website address on the last line. The extra space above these lines will set this information apart from the address and make it easier to read.

9.

Press **ENTER** to create a new line with extra space above it, type **(281) 555-0187**, press **ENTER**, type **a.scorson@example.com**. (Do not type the period.)

Trouble? If the first character in the email address changed to an uppercase letter “A,” move the pointer on top of the “A” so that the AutoCorrect rectangle appears, move the pointer on top of the AutoCorrect rectangle so that the AutoCorrect Options button appears, click the AutoCorrect Options button, and then click Undo Automatic Capitalization.

10.

Press **ENTER**. The insertion point moves to a new line with extra space above it, and the email address you typed changes color to blue and is underlined.

When you type text that PowerPoint recognizes as an email or website address and then press **SPACEBAR** or **ENTER**, the text is automatically formatted as a link that can be clicked during a slide show. Formatted links generally appear in a different color and are underlined.

11.

Type **www.sic.example.com** , and then press **SPACEBAR**. The text is formatted as a link. Anthony plans to click this link during his presentation to show the audience the website, so he wants it to stay formatted as a link. However, there is no need to have the email address formatted as a link.

12.

Right-click **a.scorsone@sic.example.com**. A shortcut menu opens.

13.

On the shortcut menu, click **Remove Link**. The email address is no longer formatted as a link. Compare your screen to [Figure 1-13](#).

Figure 1-13

List on Slide 7

The screenshot shows a Microsoft PowerPoint slide titled "For More Information". The slide contains a bulleted list:

- Southwest Insurance Company
9720 Birch Blvd.
Houston, TX 77002
(281) 555-0187
- a.scorson@sic.example.com
www.sic.example.com

Annotations with callout boxes and arrows point to specific parts of the list:

- A callout box labeled "no extra space between lines" points to the address line "9720 Birch Blvd.".
- A callout box labeled "normal space between lines" points to the email address "a.scorson@sic.example.com".
- A callout box labeled "link formatting removed from the email address" points to the email address "a.scorson@sic.example.com".
- A callout box labeled "text formatted as a link" points to the website link "www.sic.example.com".

14.

On the Quick Access Toolbar, click the **Save** button to save the changes.

Chapter 1: Creating a Presentation: PPT 1-7c Creating an Unnumbered List

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PPT 1-8 Formatting Text

Slides in a presentation should have a consistent look and feel. For example, the slide titles and the text in content placeholders should be in complementary fonts. There are times, however, when you need to change the format of text. For instance, you might want to make specific words bold to make them stand out more.

The commands in the Font group on the Home tab are used to apply formatting to selected text. [Figure 1-14](#) describes the buttons in this group.

Figure 1-14

Formatting commands in the Font group on the Home tab

Button	Name	Description
 Calibri (Body) ▾	Font	Change the font.
 11 ▾	Font Size	Change the font size; click a size on the menu or type any value between 1 and 3600 in increments of 0.1 (for example, 42.4).
 A^	Increase Font Size	Increase the font size to the next size up listed on the Font Size menu.
 A^	Decrease Font Size	Decrease the font size to the next size down listed on the Font Size menu.
 A o	Clear All Formatting	Remove formatting of selected text.
 B	Bold	Format text as bold.
 I	Italic	Italicize text.
 U	Underline	Underline text.
 S	Text Shadow	Apply a shadow to text.
 ab	Strikethrough	Add a line through text.
 AV ▾	Character	Change the spacing between characters.

Button	Name	Description
	Spacing	
	Change Case	Change the case of selected text (for example, change to all uppercase).
	Text Highlight	Add a highlight color to selected text.
	Color	
	Font Color	Change the color of text.

To apply formatting to text, you must first select either the text or the text box. If you want to apply the same formatting to all the text in a text box, you can click the border of the text box. When you do this, the dotted line border changes to a solid line to indicate that the contents of the entire text box are selected. After you select the text or the text box, you click the button on the ribbon, or click the arrow, and then click an option in the menu or gallery that opens. For example, if you wanted to change the font, you would click the Font arrow, and then click the font you want to use.

Some of the formatting commands are also available on the Mini toolbar, which appears when you select text with the mouse or when you right-click on a slide. The [Mini toolbar \(A small toolbar that appears next to text you select using the mouse or when you right-click a document, worksheet, slide, or database cell.\)](#) is a small toolbar that appears next to text you select using the mouse or when you right-click a slide and that contains the most frequently-used text formatting commands, such as bold, italic, font color, and font size. If the Mini toolbar appears, you can use the buttons on it instead of those in the Font group.

Some of the commands in the Font group have menus or galleries that use the Microsoft Office [Live Preview \(An Office feature that shows the results that would occur in your file, such as the effects of formatting options on a document's appearance, if you clicked the option you are pointing to.\)](#) feature, which shows the results that would occur in your file, such as the effects of formatting options, if you clicked the option you are pointing to.

Anthony wants the contact information on Slide 7 (“For More Information”) to be larger. He also wants the first letter of each item in the unnumbered list on Slide 4 (“About Us”) formatted so it is more prominent.

To format the text on Slides 7 and 4:

1.

On Slide 7 (“For More Information”), position the pointer on the border of the text box containing the contact information so that it changes to the move

pointer , and then click the border of the text box. The border changes to a solid line to indicate that the entire text box is selected.

2.

On the Home tab, in the Font group, click the **Increase Font Size** button  twice. All the text in the text box increases in size with each click and is now 36 points.

3.

In the pane containing the thumbnails, click the **Slide 4** thumbnail to display that slide.

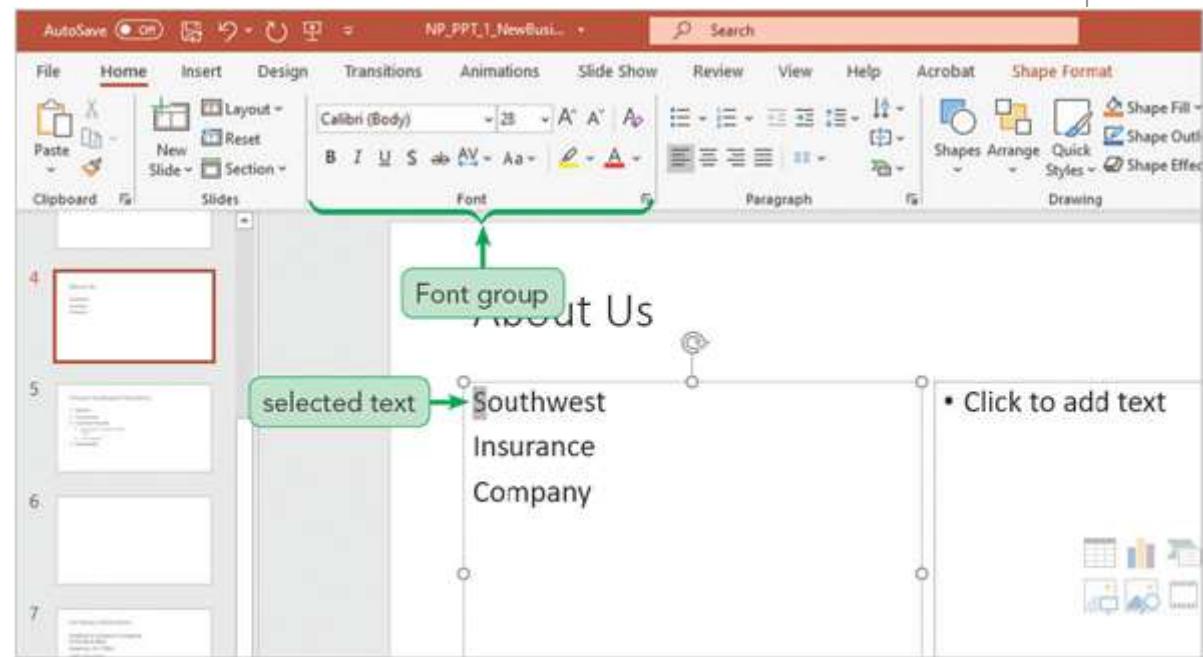
4.

In the unnumbered list, click to the left of “Southwest,” press and hold **SHIFT**, press **RIGHT ARROW**, and then release **SHIFT**. The letter “S” is selected.

See [Figure 1-15](#).

Figure 1-15

Text selected to be formatted



5.

In the Font group, click the **Bold** button  . The Bold button becomes selected, and the selected text is formatted as bold.

6.

In the Font group, click the **Font Size arrow** to open the Font Size menu, and then click **48**. The selected text is now 48 points.

7.

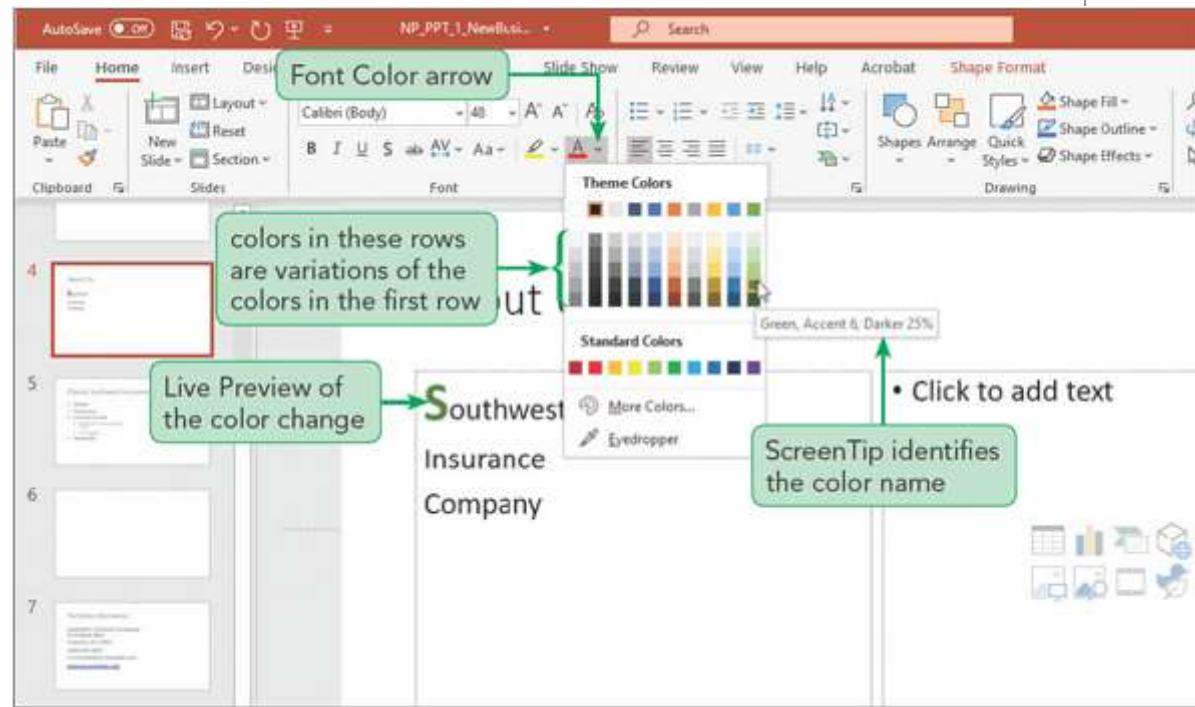
In the Font group, click the **Font Color arrow** . A menu containing color options opens.

8.

Under Theme Colors, move the pointer over each color, noting the ScreenTips that appear and watching as Live Preview changes the color of the selected text as you point to each color. **Figure 1-16** shows the pointer pointing to the Green, Accent 6, Darker 25% color.

Figure 1-16

Font Color menu



9.

Using the ScreenTips, locate the **Green, Accent 6, Darker 25%** color in the last column, and then click it. The selected text changes to the green color you clicked.

Now you need to format the first letters in the other words in the list to match the letter “S.” You can repeat the steps you did when you formatted the letter “S,” or you can use the Format Painter to copy all the formatting of the letter “S” to the other letters you need to format.

Also, Anthony wants the text in the unnumbered list to be as large as possible. Because the first letters of each word are larger than the rest of the letters, the easiest way to do this is to select all of the text, and then use the Increase Font Size button. The selected letters will increase in size with each click, and the first letters will still be larger.

To use the Format Painter to copy and apply formatting on Slide 4:

1.

Make sure the letter “S” is still selected.

2.

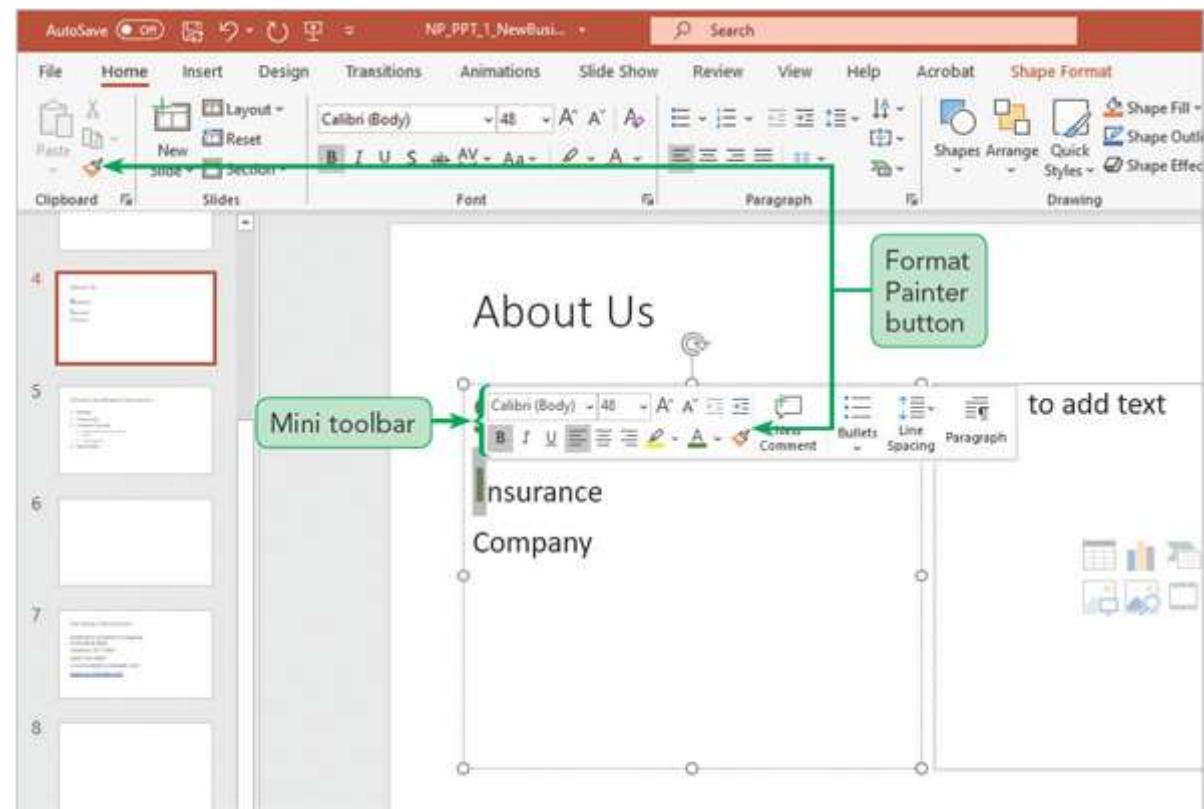
On the Home tab, in the Clipboard group, click the **Format Painter** button  , and then move the pointer on top of the slide. The button is selected, and the pointer changes to the Format Painter pointer for text  .

3.

Position the pointer before the letter “I” in “Insurance,” press and hold the mouse button, drag over the letter I, and then release the mouse button. The formatting you applied to the letter “S” is copied to the letter “I,” and the Mini toolbar appears. See [Figure 1-17](#). The Mini toolbar appears whenever you drag over text to select it.

Figure 1-17

Mini toolbar



4.

- i** On the Mini toolbar, click the **Format Painter** button  , and then drag across the letter “C” in “Company.”

5.

Click the border of the text box to select the entire text box, and then in the Font group, click the **Increase Font Size** button  five times. In the Font group, the Font Size button indicates that the text is 48+ points. This means that in the selected text box, the text that is the smallest is 48 points and there is some text that is larger.

6.

On the Quick Access Toolbar, click the **Save** button  to save the changes.

Chapter 1: Creating a Presentation: PPT 1-9 Moving and Copying

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PPT 1-9 Moving and Copying

You can move and copy text and objects in a presentation using the Clipboard that is part of Windows. The [Clipboard \(A temporary Windows storage area that holds the selections you copy or cut so you can use them later.\)](#) is a temporary Windows storage area that holds the selections you copy or cut so you can use them later. When you [cut \(To remove text or an object from a file and place it on the Clipboard.\)](#) something, you remove the text or object from a file and place it on the Clipboard. You can also [copy \(To select text or an object in a file and place a duplicate of it on the Clipboard, leaving the text or object in its original location\)](#) text or an object, which means you select it and place a duplicate of it on the Clipboard, leaving the text or object in its original location. You can then paste the text or object stored on the Clipboard anywhere in the presentation or in any file in any Windows program. To [paste \(To place an item stored in the Clipboard into a location in a file or window.\)](#) something means to place text or an object stored on the Clipboard in a location in a file.

The Clipboard holds only the most recently cut or copied item. As soon as you cut or copy another item, it replaces the previously cut or copied item on the Clipboard. You can paste an item on the Clipboard as many times and in as many locations as you like.

Note that cutting text or an object differs from deleting it. When you press DELETE or BACKSPACE to delete text or objects, they are not placed on the Clipboard and cannot be pasted.

Anthony wants a few changes made to Slides 5 and 2. You'll use the Clipboard as you make these edits.

To cut, copy, and paste text using the Clipboard:

1.

On Slide 4 (“About Us”), double-click the word **Company** in the list. The word “Company” is selected.

2.

On the Home tab, in the Clipboard group, click the **Copy** button  . The selected word is copied to the Clipboard.

3.

In the pane containing thumbnails, click the **Slide 5** thumbnail to display that slide, click after the word “Insurance” in the title, and then press **SPACEBAR**.

4.

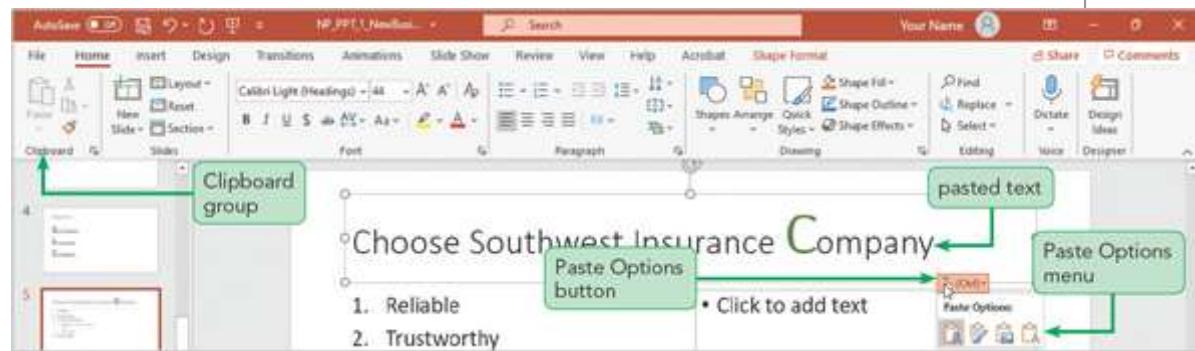
In the Clipboard group, click the **Paste** button. The text appears at the location of the insertion point. The letter “C” is still green and is larger than the rest of the text. The rest of the text picks up the formatting of its destination, so it is 44 points instead of 48 points as in the list on Slide 4. The Paste Options button  appears below the pasted text.

5.

Click the **Paste Options** button  . A menu opens with four buttons on it. See [Figure 1-18](#).

Figure 1-18

Buttons on the Paste Options menu when text is on the Clipboard



6.

Point to each button on the menu, reading the ScreenTips and watching to see how the pasted text changes in appearance. The first button is the Use Destination Theme button  , which is the default choice when you paste text.

7.

On the Paste Options menu, click the **Keep Text Only** button  . The pasted text changes so that its formatting matches the rest of the title text.

8.

Display Slide 2 (“Types of Plans”). The last bulleted item (“Stable”) belongs on Slide 5.

9.

-  In the last bulleted item, position the pointer on top of the bullet symbol so that the pointer changes to the four-headed arrow pointer  , and then click. The entire bulleted item is selected.

10.

In the Clipboard group, click the **Cut** button  . The last bulleted item is removed from the slide and is placed on the Clipboard.

11.

Display Slide 5 (“Choose Southwest Insurance Company”), click after the last item (“Dependable”), and then press **ENTER** to create a fifth first-level item.

12.

In the Clipboard group, click the **Paste** button. The bulleted item you cut becomes the fifth first-level item on Slide 5 using the default paste option of Use Destination Theme. The insertion point appears next to a sixth first-level item.

13.

Press **BACKSPACE** twice to delete the extra line, and then on the Quick Access Toolbar, click the **Save** button  to save the changes.

Insight

Using the Office Clipboard

The **Office Clipboard** (A temporary storage area in the computer's memory that lets you collect text and objects from a file created by a Microsoft Office app, and then paste the text or objects into files created by any Microsoft Office app; can hold a maximum of 24 items) is a temporary storage area in the computer's memory that lets you collect text and objects from any Office document and then paste them into other Office documents. Once you activate the Office Clipboard, you can store up to 24 items on it and then select the item or items you want to paste. To activate the Office Clipboard, click the Home tab. In the Clipboard group, click the Dialog Box Launcher (the small square in the lower-right corner of the Clipboard group) to open the Clipboard pane to the left of the displayed slide.

Chapter 1: Creating a Presentation: PPT 1-9 Moving and Copying

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Chapter 1: Creating a Presentation: PPT 1-10 Manipulating Slides

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PPT 1-10 Manipulating Slides

You can manipulate the slides in a presentation to suit your needs. For example, if you need to create a slide that is similar to another slide, you can duplicate the existing slide and then modify the copy. If you no longer want to include a slide in your presentation, you can delete it. You can also reorder slides as necessary.

To duplicate, rearrange, or delete slides, you select the slides in the pane containing the thumbnails in Normal view or switch to Slide Sorter view. In [Slide Sorter view \(In PowerPoint, a view in which all the slides in the presentation are displayed as thumbnails in the window.\)](#) all the slides in the presentation are displayed as thumbnails in the window.

Anthony wants to display a slide that shows the name of the company at the end of the presentation. To create this slide, you will duplicate Slide 4 (“About Us”).

To duplicate Slide 4:

1.

Display Slide 4 (“About Us”).

2.

On the Home tab, in the Slides group, click the **New Slide arrow**, and then click **Duplicate Selected Slides**. A duplicate of Slide 4 appears as a new Slide 5 and is the current slide. If you had selected more than one slide, they would all be duplicated. The duplicate slide doesn’t need the title; Anthony just wants to reinforce the company’s name.

3.

On Slide 5, click anywhere on the title **About Us**, click the text box border to select the text box, and then press **DELETE**. The title and the title text box are deleted, and the title text placeholder reappears.

You could delete the title text placeholder, but you do not need to. When you display a presentation to an audience as a slide show, any unused placeholders do not appear.

Next you need to rearrange the slides. You need to move the duplicate of the “About Us” slide so it becomes the last slide in the presentation because Anthony wants it to remain

displayed after the presentation is over. He hopes this visual will reinforce the company's name for the audience. Anthony also wants Slide 6 ("Choose Southwest Insurance Company") moved before the "Types of Plans" slide (Slide 2), and he wants the original "About Us" slide (Slide 4) to be the second slide in the presentation.

To rearrange the slides in the presentation:

1.

In the pane containing the thumbnails, scroll, if necessary, so that you can see Slides 2 and 6, and then click the **Slide 6** ("Choose Southwest Insurance Company") thumbnail. Slide 6 ("Choose Southwest Insurance Company") is the current slide.

2.

Point to the **Slide 6** thumbnail, press and hold the mouse button, drag the Slide 6 thumbnail up above the Slide 2 ("Types of Plans") thumbnail, and then release the mouse button. As you drag, the Slide 6 thumbnail follows the pointer and the other slides move down to make room for the slide you are dragging. The "Choose Southwest Insurance Company" slide becomes Slide 2 and "Types of Plans" becomes Slide 3. You'll move the other two slides in Slide Sorter view.

3.

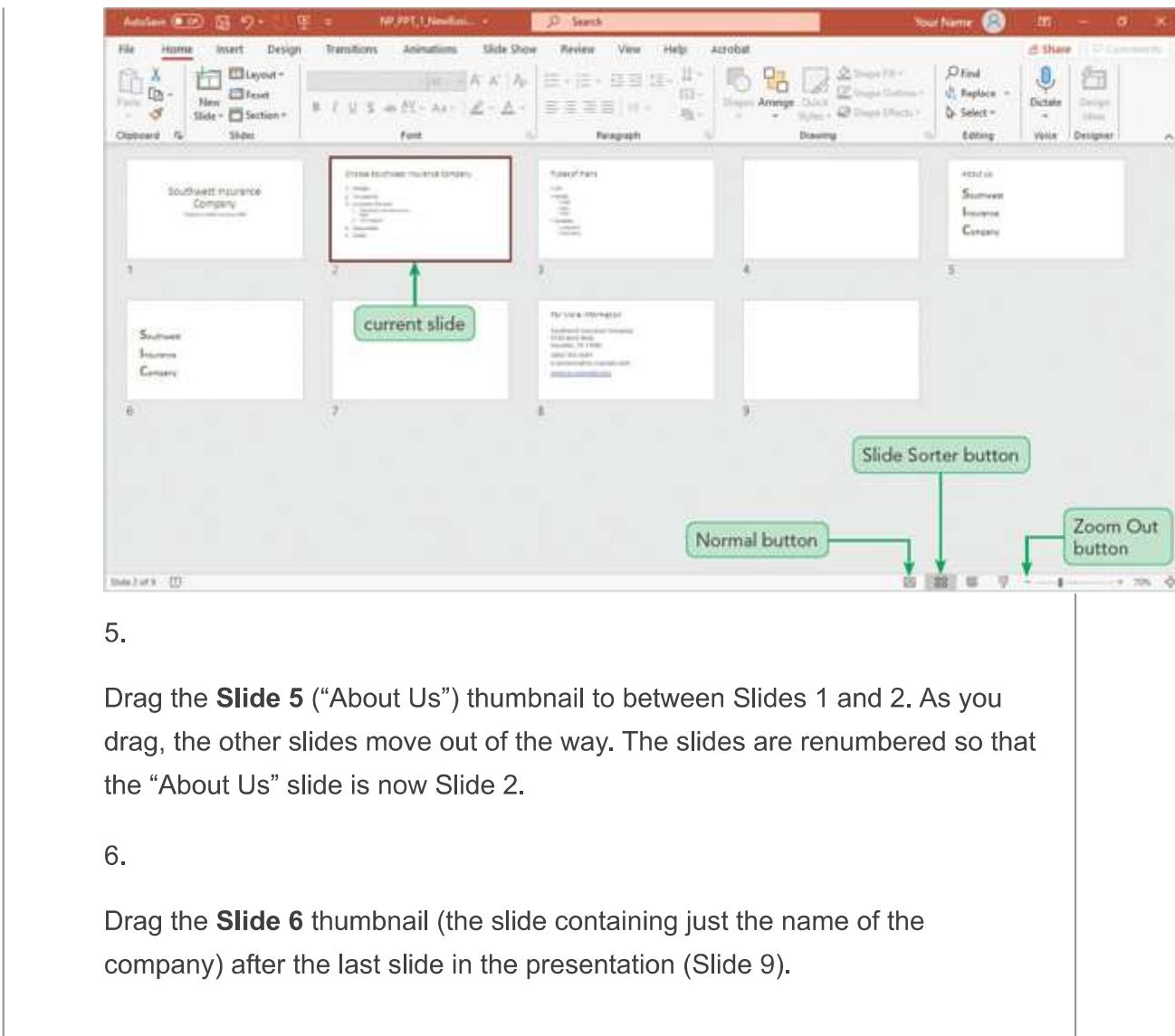
 On the status bar, click the **Slide Sorter** button  . The view switches to Slide Sorter view. Slide 2 appears with an orange border, indicating that it is selected.

4.

On the status bar, click the **Zoom Out** button  as many times as necessary until you can see all nine slides in the presentation. See [Figure 1-19](#).

Figure 1-19

Slide Sorter view



Now you need to delete the blank slides. To delete a slide, you right-click its thumbnail to display a shortcut menu, and then click Delete Slide on that menu.

You already know that to select a single slide you click its thumbnail. You can also select more than one slide at a time. To select sequential slides, click the first slide, press and hold SHIFT, and then click the last slide you want to select. To select nonsequential slides, click the first slide, press and hold CTRL, and then click any other slides you want to select. When more than one slide is selected, you can delete or duplicate all of the selected slides with one command.

To delete the blank slides:

1.

Click the **Slide 5** thumbnail (the first blank slide), press and hold **SHIFT**, click the **Slide 8** thumbnail (the last blank slide), and then release **SHIFT**. The two slides you clicked are selected, as well as the slides between them. Holding **SHIFT** when you click items selects the slides you click as well as the slides

between the slides you click. You want to delete only the three blank slides. To select only the slides you click, you need to hold CTRL instead.

2.

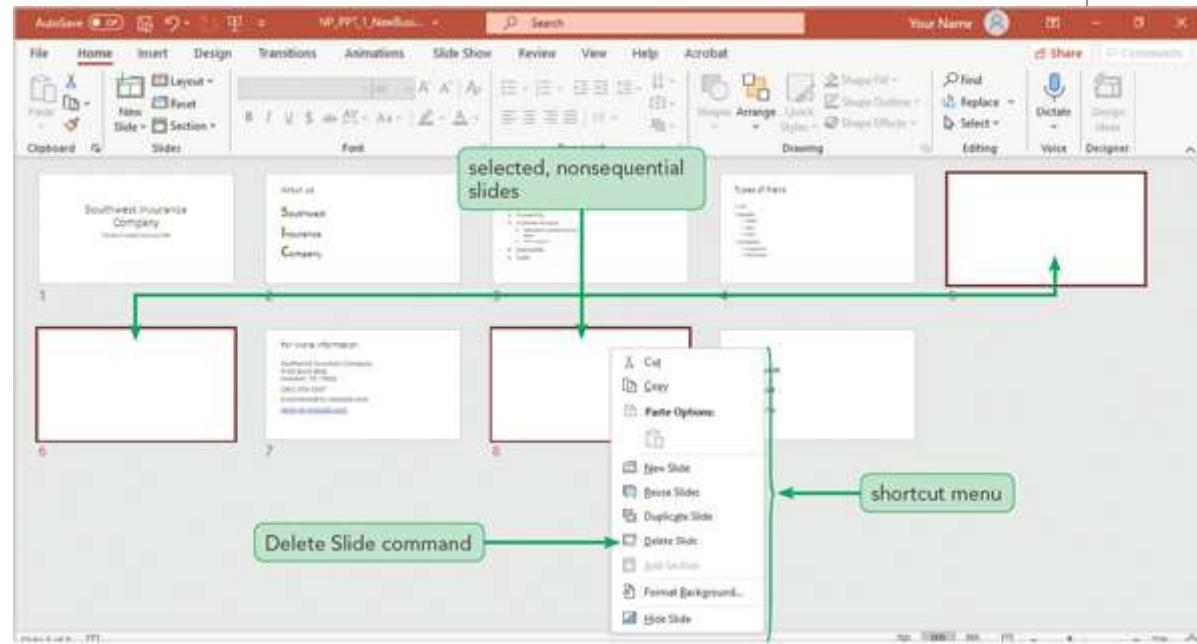
Click a blank area of the window to deselect the slides, click the **Slide 5** thumbnail, press and hold **CTRL**, click the **Slide 6** thumbnail, click the **Slide 8** thumbnail, and then release **CTRL**. Only the slides you clicked are selected.

3.

Right-click any of the selected slides. A shortcut menu appears. See [Figure 1-20](#).

Figure 1-20

Shortcut menu for selected slides



4.

- i** On the shortcut menu, click **Delete Slide**. The shortcut menu closes, and the three selected slides are deleted. The presentation now contains six slides.

5.

On the status bar, click the **Normal** button . The presentation appears in Normal view.

6.

On the Quick Access Toolbar, click the **Save** button  to save the changes to the presentation.

Chapter 1: Creating a Presentation: PPT 1-10 Manipulating Slides

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Chapter 1: Creating a Presentation: PPT 1-11 Changing the Theme

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PPT 1-11 Changing the Theme

A **theme** (A predefined, coordinated set of colors, fonts, graphical effects, and other formats that can be applied to documents, spreadsheets, presentations, publications, and Access forms and reports to give them a consistent, professional look.) is a predefined, coordinated set of colors, fonts, graphical effects, and other formats that can be applied to a presentation. In PowerPoint, most themes have variants that have different coordinating colors and sometimes slightly different backgrounds. All presentations have a theme. If you don't choose one, the default Office theme is applied; that is the theme currently applied to the presentation you created.

Every theme has a palette of 12 coordinated colors. You saw the Office theme colors when you changed the color of the text on the “About Us” slide. If you don’t like the color palette of the theme you chose, you can change to a different one.

Themes also have a font set. One font, called the Headings font, is used for slide titles. The other font, called the Body font, is used for the rest of the text on a slide. In the Office theme, the Headings font is Calibri Light, and the Body font is Calibri. In some themes, the Headings and Body font are the same font.

Anthony wants you to try changing the theme colors and fonts.

To examine the current theme and then change the theme color and theme fonts:

1.

Display Slide 5 (“For More Information”). Notice that the link is blue.

2.

Display Slide 6, and then, in the unnumbered list, select the green letter **S**.

3.

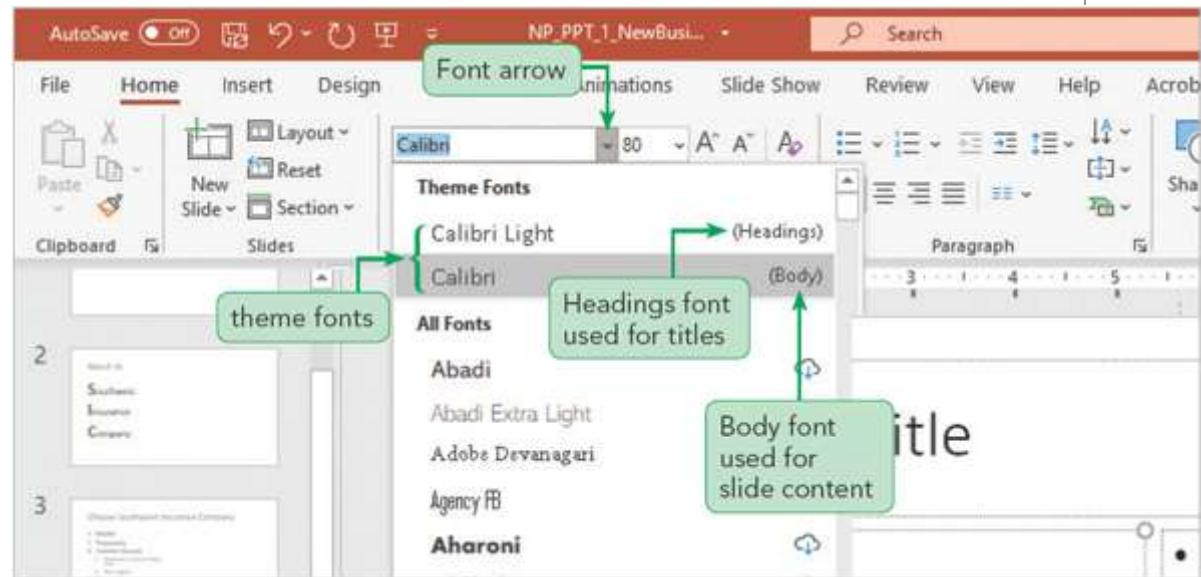
On the Home tab, in the Font group, click the **Font Color arrow**  . Look at the colors under Theme Colors. The last column contains shades of green. In that column, the second to last color is selected. The colors in the Theme Colors section change depending on the selected theme and the selected theme colors. The colors in the row of Standard Colors do not change when you choose a different theme or theme color palette.

4.

In the Font group, click the **Font arrow**. A menu of fonts installed on the computer opens. At the top under Theme Fonts, Calibri (Body) is selected because the letter “S” that you selected is in a content text box. See [Figure 1-21](#). If the selected text was in the title text box, the first font in the list, Calibri Light (Headings) would be selected.

Figure 1-21

Theme fonts on the Font menu

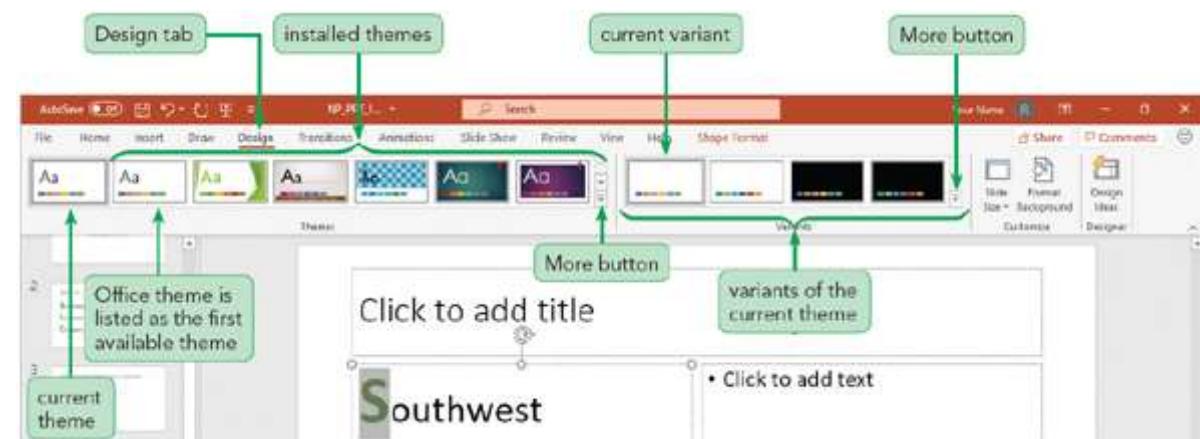


5.

On the ribbon, click the **Design** tab. The Design tab is active. See [Figure 1-22](#). In the Themes group, the first theme is the theme applied to the presentation. In this case, it is the Office theme. The second theme is also the Office theme and it is shaded to indicate that it is selected. In the Variants group, the first variant is shaded to indicate that it is selected.

Figure 1-22

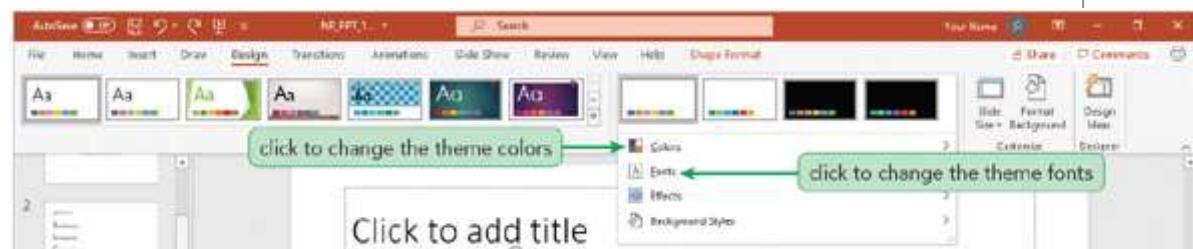
Themes and variants on the Design tab



6.

In the Variants group, click the **More** button . A menu opens containing commands for changing the theme colors and the theme fonts. See [Figure 1-23](#).

Figure 1-23
More button menu in the Variants group



7.

On the menu, point to **Colors** to open a submenu of color palettes, and then click the **Blue Warm** palette. The colored letters on Slide 6 change to a shade of grayish brown.

8.

In the Variant group, click the **More** button , point to **Fonts**, scroll down, and then click **Tw Cen MT-Rockwell**. The font of the list and the title text placeholder on Slide 6 changes.

9.

Click the **Home** tab, and then in the Font group, click the **Font Color arrow** . The second to last color in the last column is still selected, but now that column contains shades of grayish brown. The row of Standard Colors is the same as it was when the Office theme colors were applied.

10.

In the Font group, click the **Font** arrow. The Headings and Body font have changed to the Tw Cen MT and the Rockwell fonts.

11.

Display Slide 5. The link that was blue before you changed the theme colors is now purple.

PowerPoint comes with several installed themes, and many more themes are available online at [Office.com](#). In addition, you can use a custom theme stored on your computer or network.

You can select a different installed theme when you create a new presentation by clicking one of the themes on the New or Home screen in Backstage view. If you want to change the theme of an open presentation, you can choose an installed theme on the Design tab, or you can apply a theme applied to another presentation or a theme stored on your computer or network.

Anthony still thinks the presentation could be more interesting, so he asks you to apply a different theme.

To change the theme

1.

Display Slide 6, and then select the “S” in “Southwest.”

2.

Click the **Design** tab, and then in the Themes group, click the **More** button . The gallery of themes opens. See [Figure 1-24](#). When the gallery is open, the theme applied to the current presentation appears in the first row. In the next row, the first theme is the Office theme, and then the rest of the installed themes appear. Some of these themes also appear on the Home and New screens in Backstage view.

Figure 1-24

Themes gallery expanded



3.

Point to several of the themes in the gallery to display their ScreenTips and to see a Live Preview of the theme applied to the current slide.

4.

Click the **Wisp** theme. The gallery closes, and all the slides have the Wisp theme with the default variant (the first variant in the Variants group) applied. The background of the slides changes from white to tan, and the letters that you had colored green on Slide 6 change to a shade of grayish green. In the empty content placeholder on Slide 6, the bullet symbol changed from a circle to an arrow.

5.

In the Variants group, point to the other three variants to see a Live Preview of each of them, and then click the third variant (the blue one). The letters on Slide 6 change to purple. You prefer the original colors. On the Quick Access Toolbar, click the **Undo** button.

6.

Click the **Home** tab, and then in the Font group, click the **Font Color arrow** . The selected color is still the second to last color in the last column, but now the last column contains shades of purple. Again, the row of Standard Colors is the same as it was before you made changes.

7.

In the Font group, click the **Font arrow**. You can see that the Theme Fonts are now Century Gothic for both Headings and the Body.

8.

Press **ESC**. The Font menu closes.

After you apply a new theme, you should examine your slides to make sure that they look the way you expect them to. Slide 6 looks fine.

To examine the slides with the new theme and adjust font sizes:

1.

Display Slides 5, 4, 3, and Slide 2. These slides look fine.

2.

Display Slide 1 (the title slide). The title text is too large with the Wisp theme applied.

3.

Click anywhere on the title text, and then click the text box border. The entire text box is selected.

4.

In the Font group, click the **Decrease Font Size** button  as many times as necessary until the font size of the title text decreases to 44 points.

5.

On the Quick Access Toolbar, click **Save**  . The changes to the presentation are saved.

Insight

Understanding the Difference between Themes and Templates

As explained earlier, a theme is a coordinated set of colors, fonts, backgrounds, and effects. A [template \(A file with a theme applied and that may contain formatted placeholder text, headers and footers, and graphics that you replace with your own information for hundreds of purposes, including budgets, flyers, and resumes; template files have slightly different file extensions than standard application files, such as .xltx, .pptx, or .dotx.\)](#) is a file that has a theme applied and contains text, graphics, and placeholders that direct you in creating content for a presentation. You can create and save your own custom templates or find everything from calendars to marketing templates among the thousands of templates available on [Office.com](#).

To find a template on Office.com, display the Home or New screen in Backstage view, type keywords in the “Search for online templates and themes” box, and then click the Search button in the box to display templates related to the search terms. To create a new presentation based on the template you find, click the template and then click Create.

If a template is stored on your computer, you can apply the theme used in the template to an existing presentation. If you want to apply the theme used in a template on Office.com to an existing presentation, you need to download the template to your computer first.

Chapter 1: Creating a Presentation: PPT 1-11 Changing the Theme

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Chapter 1: Creating a Presentation: PPT 1-12 Closing a Presentation

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PPT 1-12 Closing a Presentation

When you are finished working with a presentation, you can close it and leave PowerPoint open. To do this, you click the File tab to open Backstage view, and then click the Close command. If you have only one presentation open, if you click the Close button  in the upper-right corner of the PowerPoint window, you will not only close the presentation, you will exit PowerPoint as well.

You're finished working with the presentation for now, so you will close it. First you will add your name to the title slide.

To add your name to Slide 1 and close the presentation:

1.

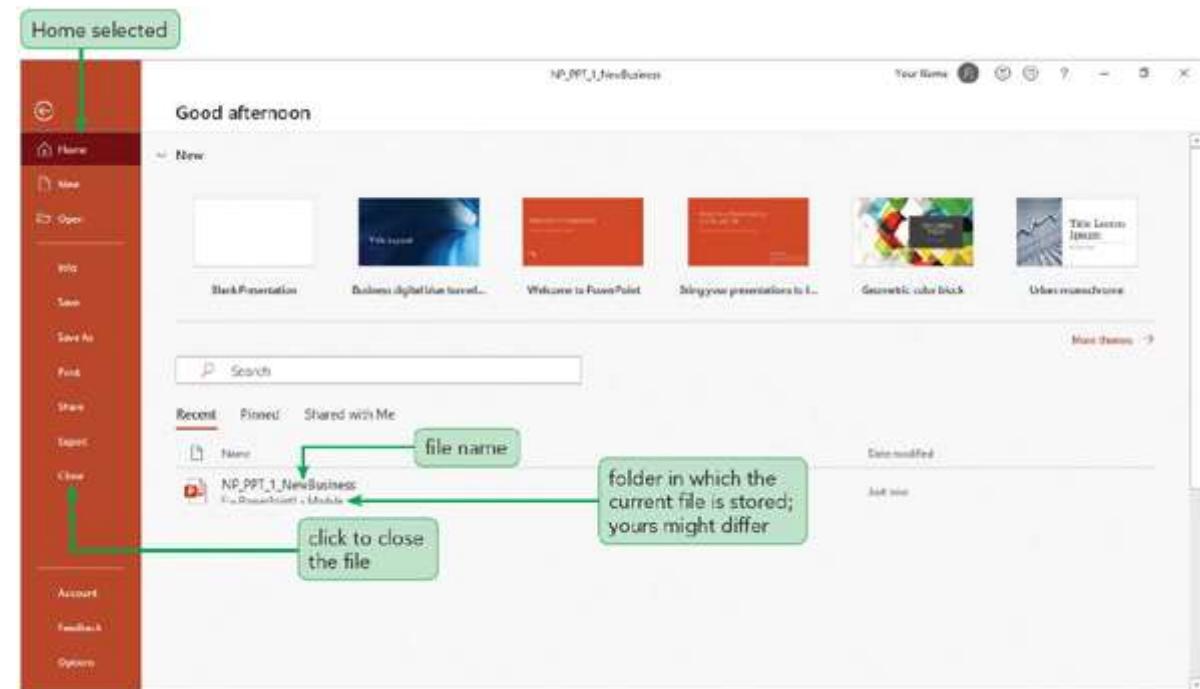
On Slide 1 (the title slide), click the subtitle, position the insertion point after “1990,” press **ENTER**, and then type your full name.

2.

Click the **File** tab. Backstage view appears with the Home screen displayed. See [Figure 1-25](#).

Figure 1-25

Home screen in Backstage view



3.

In the navigation pane, click **Close**. Backstage view closes, and a dialog box opens, asking if you want to save your changes.

4.

sam In the dialog box, click **Save**. The dialog box and the presentation close, and the empty presentation window appears.

Trouble? If you want to take a break, you can exit PowerPoint by clicking the Close button  in the upper-right corner of the PowerPoint window.

You've created a presentation that includes slides to which you added bulleted, numbered, and unnumbered lists. You also formatted text, manipulated slides, and applied a theme. You are ready to give the presentation draft to Anthony to review.

Chapter 1: Creating a Presentation: PPT 1-12 Closing a Presentation

Book Title: New Perspectives Collection, Microsoft 365

Printed By: Mark Mensah (mamensah008@st.ug.edu.gh)

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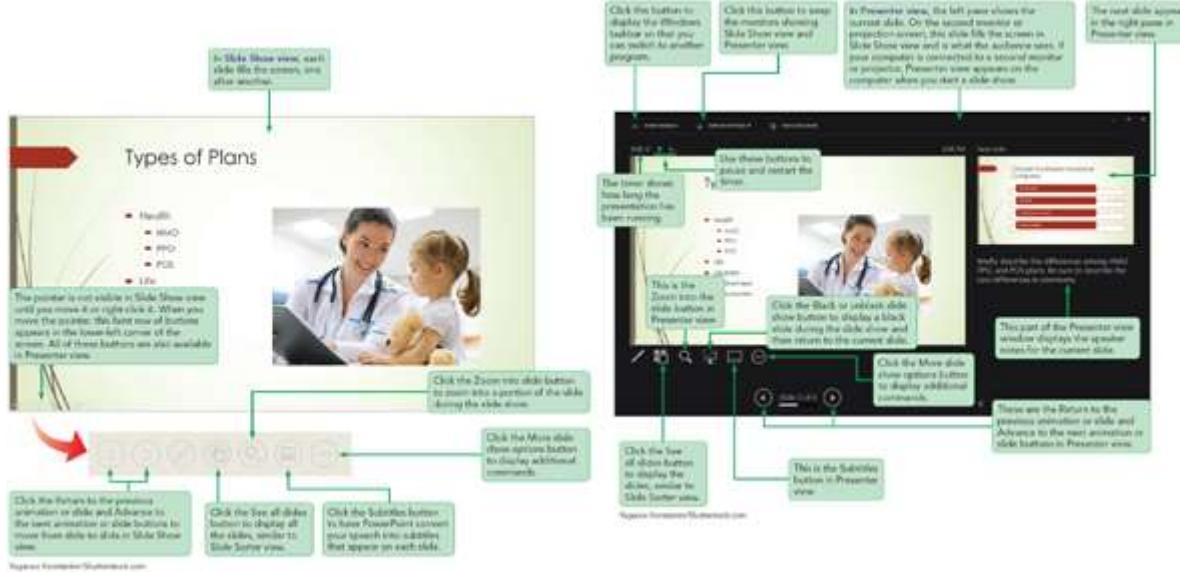
Chapter 1: Creating a Presentation: PPT 1-13 Session 1.2 Visual Overview: Slide Show and Presenter Views

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PPT 1-13 Session 1.2 Visual Overview: Slide Show and Presenter Views



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Chapter 1: Creating a Presentation: PPT 1-14 Opening a Presentation and Saving It with a New Name

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PPT 1-14 Opening a Presentation and Saving It with a New Name

If you have closed a presentation, you can always reopen it to modify it. To do this, you can double-click the file in a File Explorer window, or you can open Backstage view in PowerPoint and use the Open command.

Anthony reviewed the presentation you created in [Session 1.1](#) and made a few changes. You will continue modifying the presentation using his version.

To open the revised presentation:

1.

 Click the **File** tab on the ribbon to display the Home screen in Backstage view.

Trouble? If PowerPoint is not running, start PowerPoint, and then in the left pane, click Open.

2.

In the navigation pane, click **Open** to display the **Open** screen. Recent is selected, and you might see a list of recently opened presentations on the right.

3.

Click **Browse**. The Open dialog box appears. It is similar to the Save As dialog box.

Trouble? If you store your files on your OneDrive, click OneDrive, and then log in if necessary.

4.

Navigate to the drive that contains your Data Files, navigate to the **PowerPoint1 > Module** folder, click **NP_PPT_1-1.pptx** to select it, and then click Open. The Open dialog box closes, and the presentation opens in the PowerPoint window, with Slide 1 displayed.

If you want to edit a presentation without changing the original, you need to create a copy of it. To do this, you use the Save As command to open the Save As dialog box, which is the same dialog box you saw when you saved your presentation for the first time. When you save a presentation with a new name, you create a copy of the original presentation, the original presentation closes, and the newly named copy appears in the PowerPoint window.

To save the revised presentation with a new name:

1.

Click the **File** tab, and then in the navigation pane, click **Save As**. The Save As screen in Backstage view appears.

2.

Click **Browse** to open the Save As dialog box.

3.

If necessary, navigate to the drive and folder where you are storing your Data Files.

4.

In the File name box, change the filename to **NP_PPT_1_Revised**, and then click **Save**. The Save As dialog box closes, and a copy of the file is saved with the new name NP_PPT_1_Revised and appears in the PowerPoint window.

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PPT 1-15 Inserting Pictures and Adding Alt Text

In many cases, graphics are more effective than words for communicating an important point or invoking an emotional reaction. For example, if a sales force has reached its sales goals for the year, including a photo in your presentation of a person reaching the top of a mountain can convey a sense of accomplishment to your audience. To add a graphic to a slide, you can use the buttons in a content placeholder or buttons on the Insert tab.

When you insert a graphic and when specific built-in layouts are applied to the slide, the Design Ideas pane opens containing suggestions for interesting layouts for the slide. You can click one of these layouts to apply it or close the Design Ideas pane without accepting any of the suggestions.

Anthony has a photo that he wants you to insert on Slide 2.

To insert a photo on Slide 2 and view the Design Ideas:

1.

Display Slide 2 (“About Us”), and then in the content placeholder on the right, click the **Pictures** button  . The Insert Picture dialog box opens. This dialog box is similar to the Open dialog box.

2.

Navigate to the **PowerPoint1 > Module** folder included with your Data Files, click **Support_PPT_1_Family.jpg**, and then click **Insert**. The dialog box closes, and a picture of a family in front of medical professionals appears in the placeholder and is selected. Text that describes the picture might appear briefly at the bottom of the picture. Also, the Design Ideas pane might open listing suggestions for interesting layouts for this slide. On the ribbon, the contextual Picture Format tab appears and is the active tab. See [Figure 1-26](#).

Figure 1-26

Picture inserted on Slide 2



Rob Marmion/ [Shutterstock.com](#)

Trouble? If the Design Ideas pane does not appear, click the Design tab, and then in the Designer group, click the Design Ideas button.

Trouble? If the descriptive text does not appear below the picture, do not be concerned. You will display it later.

3.

In the Design Ideas pane, click each of the thumbnails to see the effect on the slide. Although Anthony likes some of the layouts suggested in the Design Ideas pane, he wants you to apply the Two Content layout again. First, you need to undo the change you made.

4.

On the Quick Access Toolbar, click the Undo arrow . No matter how many thumbnails you clicked in the Design Ideas pane, only one “Apply Design Idea” action is listed in the Undo menu.

5.

On the menu, click **Apply Design Idea**. The slide is reset to its original layout.

6.

In the Design Ideas pane, in the top-right corner, click the **Close** button . The pane closes.

The layout suggestions in the Design Ideas pane can help you create interesting slides. If you open the Design Ideas pane and it does not contain any suggestions, make sure you are using one of the themes that is included with PowerPoint, and change the slide layout to Title Slide or Title and Content.

Although graphics can make a slide more interesting, people with limited vision might not be able to see them clearly and people who are blind cannot see them at all. People with vision challenges might use a screen reader to view your presentation. A screen reader identifies objects on the screen and produces an audio of the text. Graphics cause problems for users of screen readers unless the graphics have alternative text. [Alternative text \(Descriptive text added to an object. Also called alt text.\)](#), usually shortened to [alt text \(See alternative text.\)](#), is descriptive text added to an object.

When you add a picture to a slide, alt text for the picture is automatically created and displayed at the bottom of the picture. The alt text on the picture disappears after a few moments, but you can view it in the Alt Text pane. The automatic alt text is not always correct, so you should check it to make sure that it accurately describes the image.

You will examine and edit the alt text of the photo you added to Slide 2.

To modify the alt text of the photo on Slide 2:

1.

On Slide 2 (“About Us”), click the picture to select it if necessary, click the **Picture Format** tab, and then in the Accessibility group, click the **Alt Text** button. The Alt Text pane appears. See [Figure 1-27](#).

Figure 1-27

Alt Text pane open showing automatically generated alt text



Rob Marmion/ [Shutterstock.com](#)

Trouble? If alt text is not automatically generated, this feature might be turned off on your computer or your computer might not have been able to connect to the Microsoft server. Click in the white box in the Alt Text pane, and then skip [Step 2](#).

2.

-  In the Alt Text pane, in the white box, select all of the text, including the phrase “Description automatically generated.”

3.

Type **Happy mother, young son, and father standing in front of medical professionals** in the white box. The text you type replaces the selected text. The next time you select the picture, a new command—Generate a description for me—will appear. You could click that command to have the alt text generated again, replacing the text you typed.

4.

In the Alt Text pane, in the top-right corner, click the **Close** button .

Anthony has two more photos that he wants you to add to the presentation. He asks you to add the photos to Slides 3 and 6.

To insert photos on Slides 3 and 6:

1.

Display Slide 3 (“Types of Plans”). This slide has the Title and Content layout applied, so it does not have a second content placeholder. You can change the layout to include a second content placeholder, or you can use a command on the ribbon to insert a photo.

2.

Click the **Insert** tab, and then in the Images group, click the **Pictures** button. The Insert Picture From gallery appears.

3.

Click **This Device** to select a picture on your computer. The Insert Picture dialog box opens.

4.

-  In the PowerPoint1 > Module folder, click **Support_PPT_1_Doctor.jpg**, and then click **Insert**. The dialog box closes, and the picture appears on the slide, covering the bulleted list. You will fix this later.

5.

Click the alt text at the bottom of the picture, and then, in the Alt Text pane, select all of the text in the white box.

Trouble? If the alt text disappeared before you could click it or doesn't appear at all, click the Alt Text button in the Accessibility group on the Picture Tools tab. If there is no text in the white box, click in the white box.

6.

Type **A smiling female doctor in a white coat with a stethoscope around her neck showing something in a folder to a young girl holding a stuffed bear** in the white box.

7.

Display Slide 6 (the last slide). Slide 6 has the Two Content layout applied, but you can still use the Pictures command on the Insert tab.

8.

On the ribbon, click the **Insert** tab.

9.

In the Images group, click the **Pictures** button, click **This Device**, click **Support_PPT_1_Hands.jpg** in the PowerPoint1 > Module folder, and then click **Insert**. The picture replaces the empty content placeholder on the slide.

10.

In the Alt Text pane, select all of the text in the white box, and then type **Close-up of two hands with white coat sleeves clasping another hand** in the white box.

11.

Close the Alt Text pane, and then close the Design Ideas pane, if necessary.

Proskills

Decision Making: Deciding Whether to Allow Alt Text to Be Generated

People are becoming much more aware of privacy concerns when posting information to the cloud or to social media. When you insert a picture on a slide, the picture is sent to Microsoft's servers in order to generate alt text. This means that you are sharing the picture in the cloud. If you are concerned about sharing your private pictures, you can turn this feature off. To do this, click the File tab, and then click Options to open the PowerPoint Options dialog box. On the left, click Ease of Access to display the options for making PowerPoint more accessible. In the Automatic Alt Text section, click the Automatically generate alt text for me check box to deselect it. If you change your mind and you want alt text generated for a specific picture, you can still click the command to generate new alt text in the Alt Text pane.

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