

# **PRESENTATION TIPS**



# Presentation

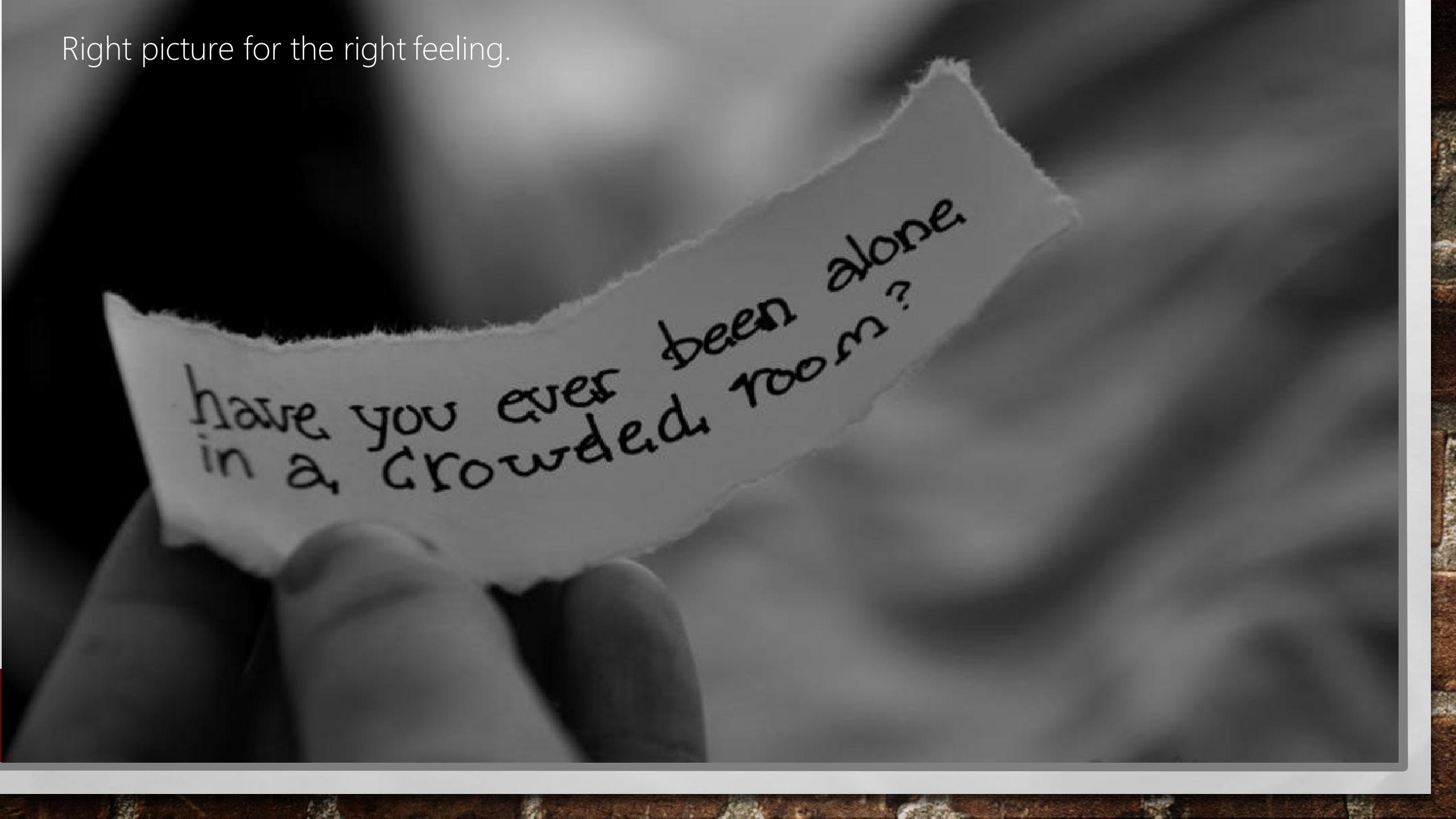
- Agenda and Contents
- Audience
- Media
- Convince / Data

A photograph of a man in a dark suit giving a presentation to a large audience seated in red theater-style chairs. He is standing on a stage, facing the audience, with his hands raised in a gesturing position. The background is a blurred orange and brown auditorium.

# KEEP YOUR AUDIENCE AWAKE

LESS TEXT - MORE PICTURES

Right picture for the right feeling.

A black and white photograph showing a close-up of a person's hands holding a piece of torn, crumpled paper. The paper has the following handwritten text in cursive: "have you ever been alone?" followed by "in a crowded room?". The background is dark and out of focus.

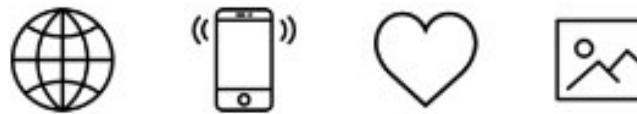
have you ever been alone?  
in a crowded room?

**FREE IMAGES**



<http://www.freepik.com>

# ICONS



Business Collection

170 icons

Essential Set

380 icons



Social Networks Log...

30 icons

# FREE ICONS



<http://www.flaticon.com>

**SHORTEN  
THE TEXT**

# FONT DOES MATTER

use right font for business image



# FREE FONTS



<http://www.1001freefonts.com/>

# FONT SIZE

## DESIGN FOR THE BACK



*blue*

TRUST  
SMART  
CALM  
FAITH  
NATURAL  
STABLE  
POWER

*red*

LOVE  
IMMEDIACY  
ENERGY  
SALE  
PASSION  
ANGER  
HUNGER

*black*

BOLD  
RICH  
POWER  
MYSTERY  
ELEGANCE  
EVIL  
STRENGTH

*green*

SOOTHING  
ECO-FRIENDLY  
NATURAL  
ENVY  
JEALOUSY  
BALANCE  
RESTFUL

*yellow*

CHEER  
ATTENTION  
CHILDISH  
FRESH  
WARMTH  
ENERGY  
OPTIMISM

*orange*

HEALTH  
ATTRACTION  
STAND OUT  
THIRST  
WEALTH  
YOUTHFUL  
HAPPINESS

*pink*

TENDERNESS  
SENSITIVE  
CARING  
EMOTIONAL  
SYMPATHETIC  
LOVE  
SEXUALITY

*purple*

ROYAL  
MYSTERIOUS  
ARROGANT  
LUXURY  
CHILDISH  
CREATIVE  
SADNESS

# COLOR & BRANDING

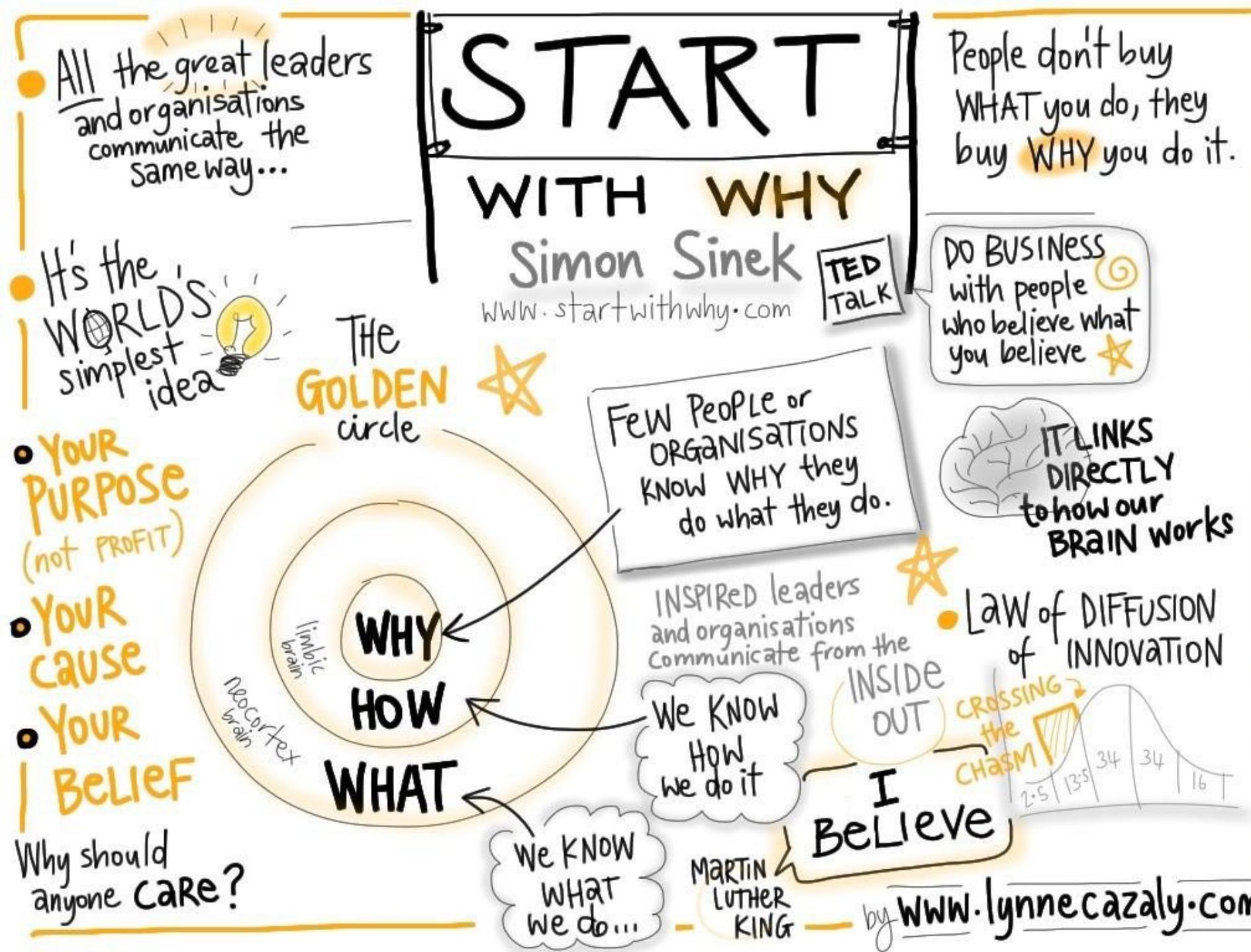
**READY FOR  
PITCHING**





# **BEFORE PITCHING**

KNOW YOUR JUDGE & CRITERIA



# PITCHING TIPS

A man with a beard and glasses, wearing a tuxedo, is pulling open his shirt to reveal a tattoo of the Apple logo on his chest. He is shouting with his mouth wide open. The background shows a church interior with wooden pews and arched windows.

**BEGIN WITH THEIR BELIEVE**

show them you're one of them

# USE **STORY** IMAGERY MENTAL IMAGE

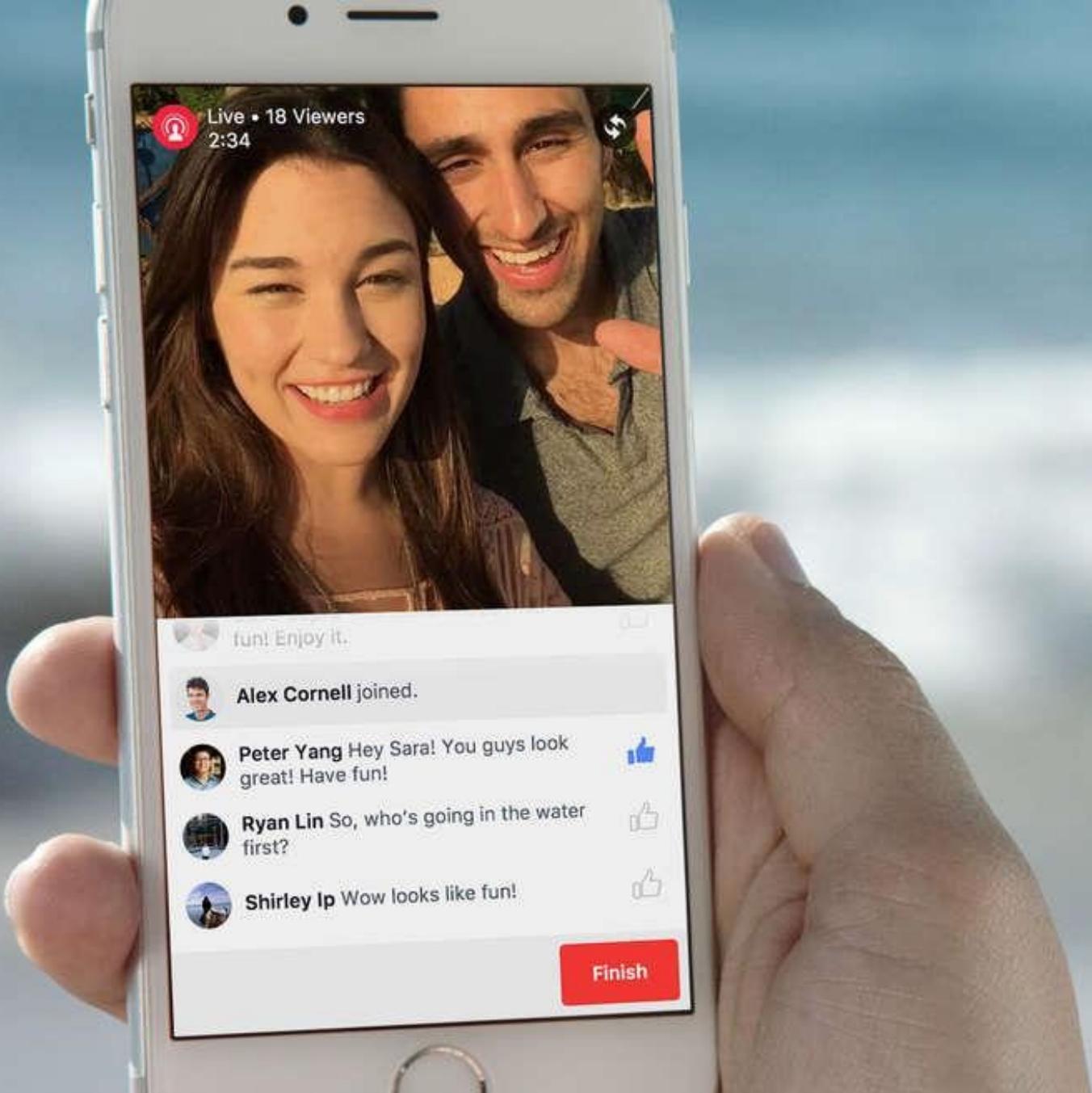
## AFTER A PRESENTATION

63% remember stories

5% remember statistics



# KEY SCREENSHOTS



SHOW THEM THE **MONEY**

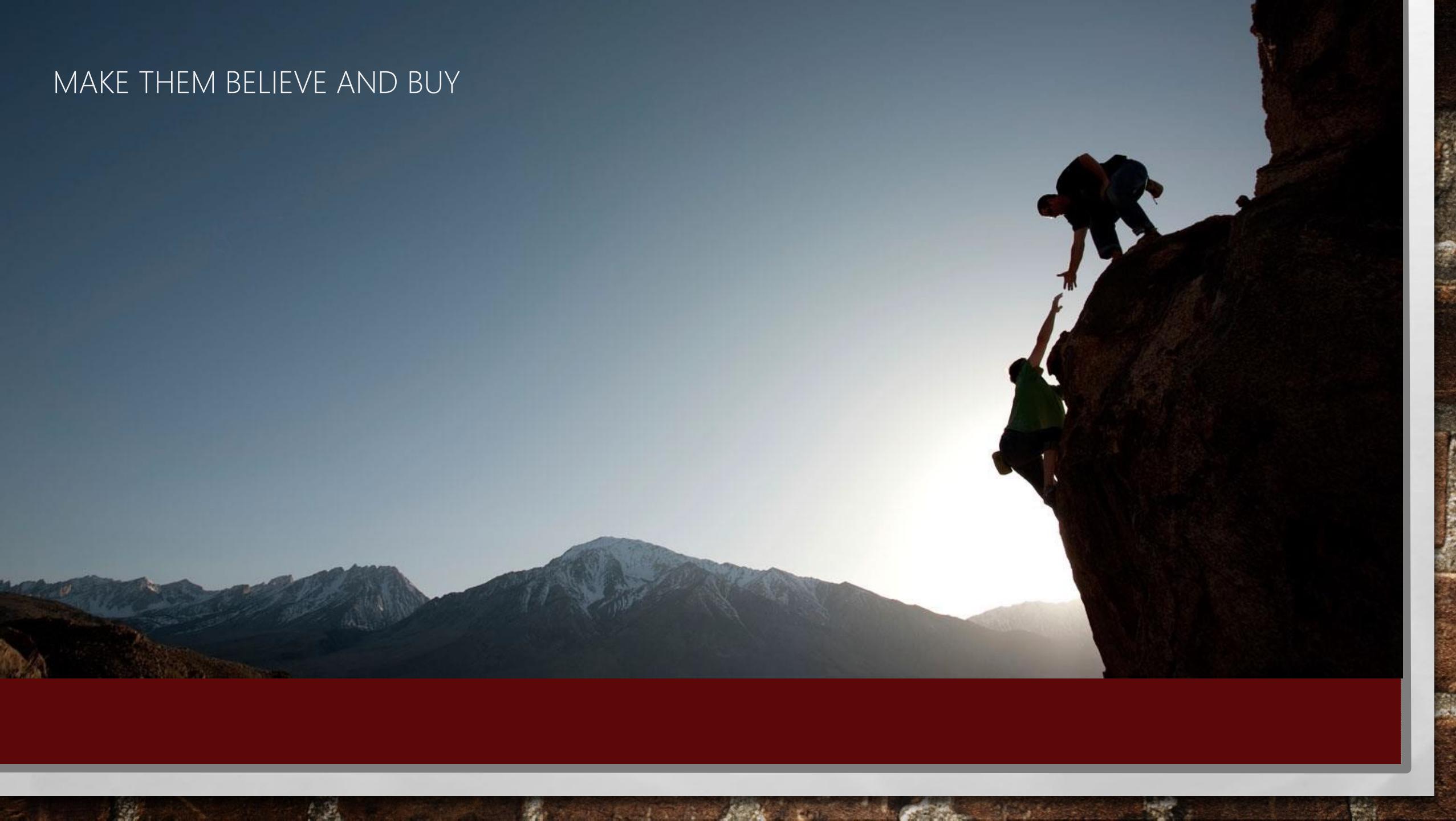
**10M.**

**VS**

---

**10,000,000**

MAKE THEM BELIEVE AND BUY



# **Storytelling**

## **SOME APPROACHES**

- Problem-Agitate-Solve**
- Three-Act Structure**
- Golden Circle**

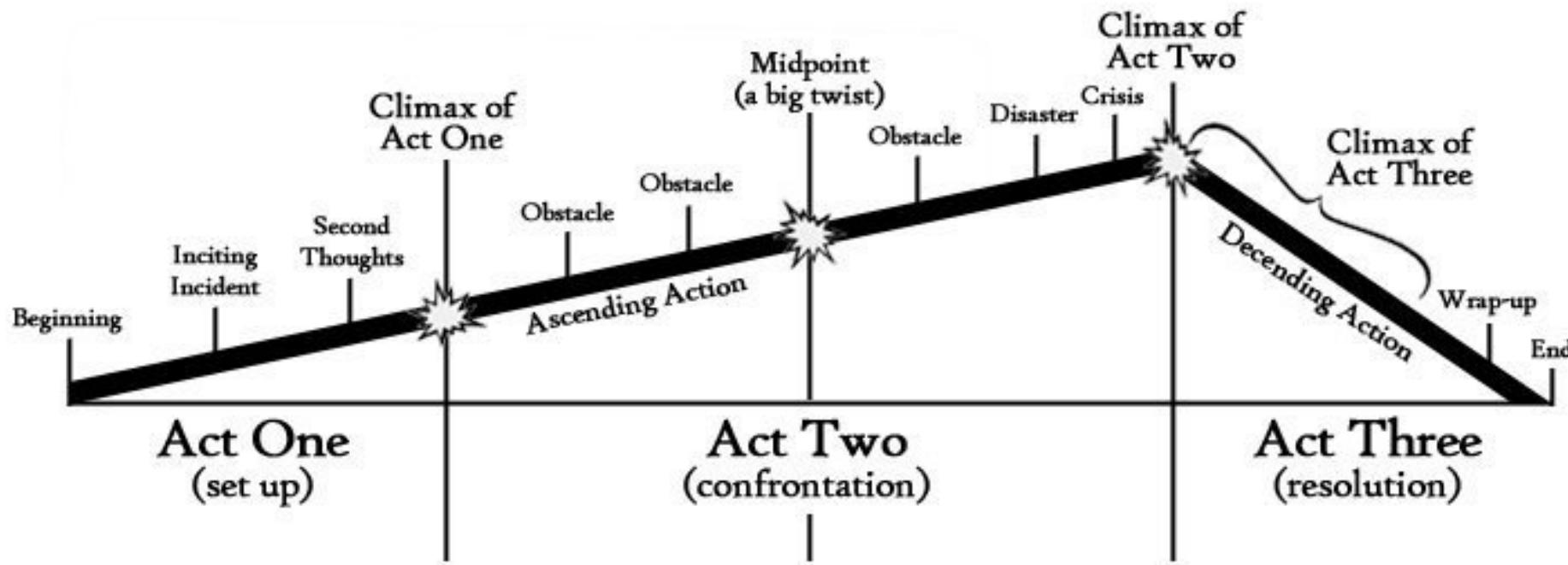
# Problem-Agitate-Solve



One for One wasn't a corporate policy; it was a movement.

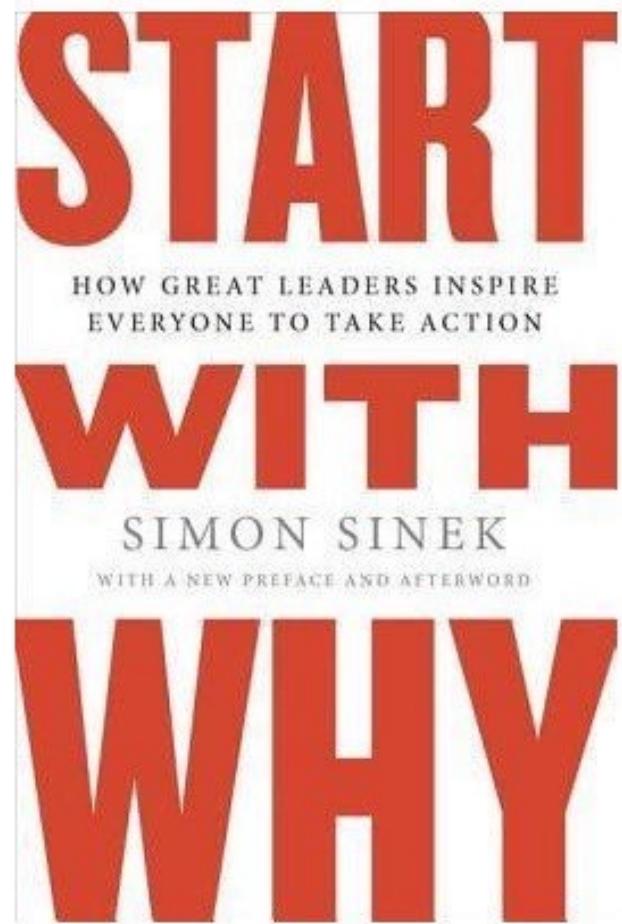
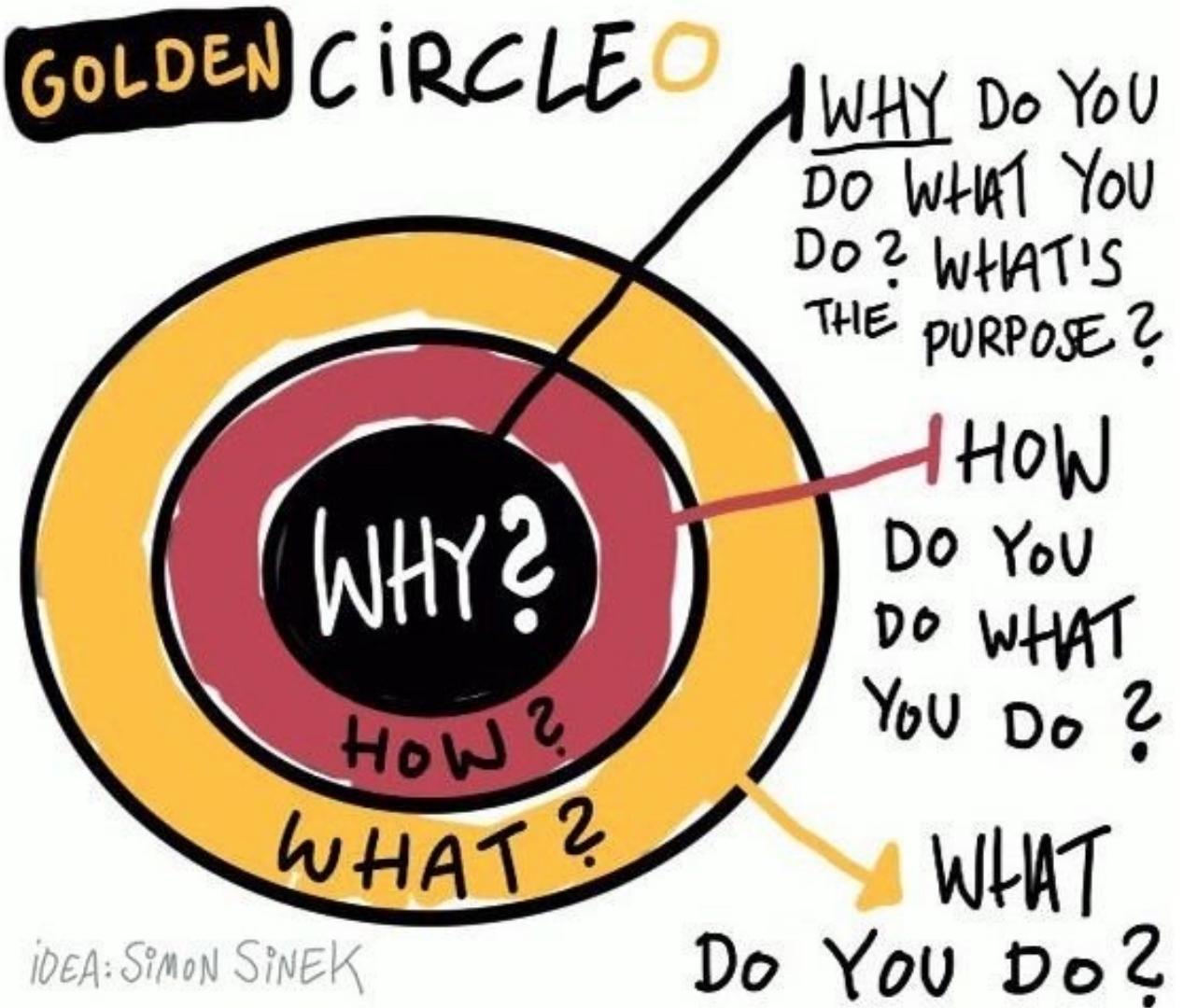
# Three-Act Structure

## Three-Act Structure



# Three-Act Structure





# FOUR NOBLE TRUTHS

1. Dukkha

( Empathize  
Suffering)



2. Samudaya

(Analyze the root cause for Suffering)



3. Nirodha

(Finding a Solution for Suffering)



4. Magga

(Implementing the Right action with Right knowledge)



# DESIGN THINKING STEPS

Empathize

Define

Ideation

Prototype

Test



Deep and Slow

ตื้า ช้า

# BE READY

- BE CONFIDENT
- REHEARSAL 20 TIMES
- TIME YOURSELF



A professional man in a grey suit and blue tie is giving a presentation to an audience. He is standing at a podium, gesturing with his right hand towards a whiteboard. In the foreground, a woman in a black blazer and a man in glasses are visible, looking towards the speaker. The background shows a bright, modern office or conference room.

# BEING PRO

- BACKUP THE FILES
- WIRELESS POINTER
- AUDIENCE ENGAGEMENT
- TONE OF VOICE

# **Class Activity (within today)**

**Prepare a poster (not slides, not enough time)**

**Prepare a <3-minute pitch using any strategy**

**Record a short video telling the story of your project**

**SUBMIT the clip**



