The following information is a brief of the web-based training Creating and Delivering Effective Presentation. Different items included here will help you improve your skills in developing presentations and communicating general topics and information about your technical work in a simple and effective way, without using the traditional long bullet design.
Some experts point out the main reasons why the audience tunes out during a presentation, this is due to that:

1. The information is not useful or relevant to the audience;
2. The presentation contains the same information previously presented to the same audience;
3. The presentation is confusing and the audience feels lost;
4. The information is too repetitive and does not really say much;
5. The presentation is too long with slides full of long bulleted sentences, complex graphics, almost invisible letters, and background that distracts the audience's attention;
6. The presentation was developed not taking into consideration how the mind works, how information is processed, and how learning occurs; or,
7. The delivery of the presenter is too weak.

In both images, the result of a presentation that was not successful, and happens very frequently, is a presenter leaned on the podium and possibly reading the presentation notes word by word. While some of his audience do not pay attention, either involved in the delivering.

References:
As you know the different reasons why the audience tunes out during a presentation, you can use this information to create and deliver effective presentations.

1. How the mind works and how we process information.
2. The things that you can incorporate in your presentation to maintain and recover audience’s attention.
The biggest mistake made is beginning to develop the presentations directly in PowerPoint. Before you begin to do adjust, you can work on already delivered presentations, or you can prepare a new one:

1. Try first going analog. Do not use your computer to begin developing your presentation.
2. Focus only on the prep stage of creating your presentation. Develop an outline on paper, post-its, index cards, legal pad, whiteboard, flip-charts, etc.

References:

   http://speakingaboutpresenting.com/design/powerpoint-design-recommended-tips/.
1. Once you have selected the slide design that you want to use (ej. Assertion-evidence), plan your content first because your content should drive your design.

2. Again, you have to remember to try first going analog, and begin to do not develop your presentation directly in PowerPoint.

3. In the planning phase of the content, make sure to answer the following questions:
   - What exactly is the topic?
   - What topic is the audience going to learn about?
   - Why is this topic important?
   - What information background is needed to understand the topic?
   - In what order will the topic be present?

4. You can find information about references of the slide in:
   http://writing.eng.vt.edu/slides.html

References:

1. Structure your presentation around the meaning, and the big picture such as general idea(s) of information about what you want to present. Then support key ideas with details.
2. Organize your ideas and points in a logical sequence and from the most to the least important.
3. Make sure to keep it simple.
4. You should also develop a draft map of your presentation. Remember that one of the reasons why the audience feel lost in a presentation because they have no idea what direction the speaker is going unless the speaker divulges that information. In a presentation, the audience has to pace themselves—listening is hard work—and if the audience does not know where they are, they become tired much more easily. So, unless you provide this information to the audience, they may not know.

References:
Make sure to include as many criteria for outlining the presentation such as:

1. **Audience**
   - Who is the audience? (E.g., Donors, businesses, policymakers, media, advocates, academia, public health leadership, and investors.)
   - What is the audience’s knowledge or familiarity with your topic? If you know their level of knowledge of the topic and the educational level will help you to determine the level of language to be used both in written and oral form.
   - What do you want the audience to learn or do at the final of your presentation?
   - Make sure you know the cultural rules of your audience to avoid creating a bad impression for a comment or gesture is not well received by the audience. This includes words, phrases, communication.
   - Ensure that you know the audience’s needs as well as that you match your contents to the audiences needs.

2. **Structure**: Determine what kind of structure you want to use to present content and build your story (i.e., persuasive, advocate, collaborate by strategically aligning efforts and resources.)

3. **Messages or Key points**
   - To develop your messages or key points, you can answer the next questions “why” “what” and “how” You could use the three box structures alternative to develop your key messages or key points. In this way, it will be easier to divide the points that you want to present:
     - Problem, Solution, Benefits: For example, is there a project you want present? You can talk in the first part of the presentation about the problem that exists, then during the second part talk about the solution, and finally the benefit. With these three, you will be able to develop your message or key points.
     - Past, Present, Future
     - Situation, Analysis, Recommendation
     - Problem, Options, Recommendation
     - Vision, Goals, Action
     - Proposal, Pros., Cons

• It is very important that you remember, the amount of information that you are going to present, what include in the slides will depend of the time of your presentation.

10th USAID AMI + RAVREDA PAHO Anniversary Event.

• **Message 1:** The collaboration USAID AMI and RAVREDA PAHO have had a positive impact in malaria control the Amazon Basin.

• **Message 2:** A collaborative and participatory network approach has been more appropriate and effective for the Region for achieving successes in pharmaceutical management, vector control, diagnosis and treatment, surveillance, access and use of medicines, and quality of medicines.

• **Message 3:** This is the right time and environment for expanding collaboration and increasing or strengthening coordination of investments in malaria control efforts in the Americas, already a commitment of USAID AMI and RAVREDA PAHO network.

4. Opening
   Experts note the different levels of openings and what can be done with each one. You can determine which one is the most favorable based on the presentation type, objective, and style that you want to use.

<table>
<thead>
<tr>
<th>Types of opening</th>
<th>Description</th>
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| **Level 1** Organized Opening | You can use as a guide the next questions for your opening.  
1. What’s the topic of your presentation?  
2. Why should your audience be interested?  
3. Why are you talking about it? |
| **Level 2** Story Opening | You can begin your presentation with a story that helps to introduce your topic. |
| **Level 3** Dramatic Opening | 1. Use a quote  
2. Ask a question  
3. Refer to a shocking statistic  
4. Ask the audience to imagine themselves in a particular situation. |

5. Design the slides including items such as:
   • Typography (sans serif, font size),  
   • Font color,  
   • Background, and  
   • Visual aid

References:
1. Mitchell, O. 2010. Three levels of presentation openings – which should you use? 
   [http://speakingaboutpresenting.com/content/presentation-openings-levels/](http://speakingaboutpresenting.com/content/presentation-openings-levels/).
   [http://speakingaboutpresenting.com/content/webinar-questions-answered/](http://speakingaboutpresenting.com/content/webinar-questions-answered/).
When you have a written draft of your presentation, make sure that your story breaks into more digestible bites. You can divide it into three parts.

1. **Do not intend to present all** about your topic or project. First, because the times is limited and second, because it has to focus in presenting the most important information. The objective of your message or key points will help you to reduce the information that you will present. Remember to use guides for the questions: “Why?”, “What?”, “How?”; or alternative structure of the three boxes.

2. **According Michael Alley, the successful scientific presentations begins with an general overview**, may be a problem that needs to be addressed, followed by the work that needs to be done. **The middle of your presentation is a discussion and the analysis** of your work, something more technical, and **at the final is presented again the ramifications of this work** in a general overview.

¿What type of slides do you have to present according the division of the presentation?

1. **At the beginning of the presentation, the presenter has to include the following types of slides:** title and mapping presentation (agenda). **If you have an audience that will participate virtually is advisable to include a picture of the presenter after the title slide.** In this way, the presenter can start introducing his/her topic and the virtual audience can view and **make the connection with the person who will give the presentation.**

2. **For the middle**, which is the part where you present your topic, you have to have a slide to indicate each section or main point of his/her presentation. **You can repeat the visuals used in the slide where was presented the mapping (agenda).** This will help to indicate visually that it will begin the next point to present.

3. **In the final part or end of the presentation,** you should include a slide with the summary or a conclusion of the presentation. In this slide, you can include the most important visual aids and according the parts of your presentation to present an overview of these points. Even, you can use the images used again to present the mapping (agenda) and the parts of your presentation.

4. **Some experts suggest including in the summary or conclusion slide the word ”questions?” Other experts suggest having a separate slide that indicates clearly that it is the questions and answers section.** I personally agree with the second recommendation. As this section has nothing to do
with the summary or conclusion that you presented, you can include the most important images of your presentation or that you used to present the mapping, it can help to your audience to remember any doubts or questions that were not answered.

5. You can find information about references of the slide in:

References:

1. Before you create each slide, you have to write all its general ideas on paper that you would want to present. It is short, simple and clear sentences.
2. Then, selected three main ideas or messages you want to present to your audience. Not discard the other points or ideas that you do not select. These can support those messages or ideas.
3. Determine what logical and important order is going to present that information. The most important message or key point must be the first, the less important at the middle, and the second most important at the final. Remember that the audience’s attention decrease after the first 10 minute of your presentation, and it is going to increase at the final.
4. The slide amount will depend of the time that you count, even the slide amount that you need to explain or support each one of the three messages. For that reason, it is important to prepare your topic in a simple way.
5. Each slide has to have a complete sentence that summarizes your main point. According the slide design that we want to present, the title will be an assertive statement with visual evidence.
6. Experts say that a title cannot be read in the center. For this reason, the sentence will be placed on the top right corner of the slide, where the audience looking for information.
7. The assertive statement will have a maximum of two lines, 8-14 words, and must be supported by a visual aid.
8. Visual aids will support this assertive statement visually. Again, the visual aid is not to decorate, nor fill blank spaces. It is to support the title and each informative detail that you are going to present. Do not use clip art if it is a photograph, it has to be in high resolution.
9. It is important to indicate that visual aids can include diagrams, illustrations, maps, or a video, among others.
In the following example of a slide with a assertive statement supported by visual evidence, we see:

1. The title of the slide is as follows: "Xenon headlights illuminate the signs better than halogen headlights do," and 9 words, is located at the upper left corner of the slide.
2. The title’s font size for the headline is 28, in bold, sans-serif-Calibri style. Avoid all letters with serif style that delay the lecture (e.g., Courier, Book Antiqua, Times New Roman, etc.).
3. The visual aid that the presenter included to support his/her assertion-evidence is related to two photos used in comparative way, and supports the title in the slide. The visual aid was used as evidence that supports the assertive statement in the title, it was not used to decorate or fill the slide.
4. They are two additional small texts besides the title. This text type can be used to support the assertive statement or the visual. The body’s recommended font size is: 18-24, and the references font size is: 14.
5. This slide may be presented with information in the middle of the presentation.

References:

In the following example, there is a slide that was already created at the left, and the re-design with assertion statement with visual evidence at the right:

1. **If you have a slide that is ready but it has too much information, and you need to use it in a next presentation, consider to redesign it.**
2. Identify the slide; what information presented in bullets is necessary. From this information, create your assertive statement with title in the slide. Consider that you cannot pass of two lines, and 8-14 words.
3. The information that was removed from the slide can be (1) narrate to present the key point of the slide, (2) place in the document that will be give to the audience after your presentation finishes, or (3) discarded, if it is not important.
4. Verify if the visual supports the assertive statement or if it was used to decorate the slide. If this visual is useful, do not discard it. Make sure the photographies have high resolution, or if it is a graphic that it had been designed well.
5. In relation to the document that you will prepare with your notes, it will help you to practice and will guide in your presentation. It is important to clarify that it is not the same document that you will give your audience.
6. The document that will be given to your audience must provide clear presentation and enough information about the content presented. You can include details that you want to share with your audience that you consider that they should have, and due to the time limitations cannot be possible.
7. It may also include references used in the presentation and recommended references.
8. You can find links to this slide reference at the web-site: [http://writing.eng.vt.edu/slides.html](http://writing.eng.vt.edu/slides.html).

**References:**

Information about the slides:

The example in the slide at the left: is of the Fall semester in 2004 about a Geoscience course dictated by Dr. Madeleine Schreiber of Virginia Tech. This slide follows the traditional slide design that Professor Schreiber used until that she knew the learning design thorough assertion statement. The original slide has credits for the image as part of the references [Kesler, 1994].

In the example of the redesign slide at the right: is of Fall semester in 2005 about a Geoscience course dictated by Dr. Madeleine Schreiber of Virginia Tech. This slide follows the assertion-evidence. In the original slide, The original slide has credits for the image as part of the references [Kesler, 1994].
How can we reduce the load of information on PowerPoint slides?

1. The PowerPoint load can be reduced when we avoid overloading our audience’s information processing channels (verbal and visual). This can be obtained with:
   - eliminate all unnecessary text from the slide,
   - properly distribute the amount of text and visual presented,
   - avoid saturating the slide with a lot of text and very little visuals or little text and many visuals that are not related to the point that you want to present in the slide; and,
   - present an specific point in a simple and clear way.

2. Instead of using a detailed graphic that appears disorganized and is difficult to read, create a slide with a simple visual aid. If you have other tables or detailed graphics can be included in the document that will give to the audience, in this document will have more space to present these details.

Reference:
http://www.garrreynolds.com/Presentation/sample1.html.
1. Make sure to remove everything that does not support your main idea:
   • Text that will not be narrated.
   • Logos.
   • Backgrounds that distract the attention of the audience, and compete with the message that
     you can to present.
2. In the case of the logos, if your institution provides flexibility to locate its logos in a presentation; it
   is recommendable to use them in the first and final slide in your presentation. Have the logos in
   each slide will do that those compete with this visual aid. As a result, it will create noise and
   overload in the slide.

References:
Preparing yourself is the key to having a successfully performance as a speaker.

1. Many experts say it takes 30 or more hours of preparation for a one-hour presentation.
2. Practice as you would deliver the presentation. Use the projector or check the equipment and the room where you will present, and invite a friend, colleague or relative to get feedback in your delivering and presentation content.
3. Pay attention to the logistical details such as time, date, place, etc.
4. Make sure to verify the team will have available your presentation, and if you can do your last performance in the room where you will present.
5. Always have a Plan A and a Plan B, in case something happens at the last minute (e.g., power failure, equipment malfunction, etc.).

References:
During the presentation, consider:

1. Keeping the lights on, otherwise it can induce sleep and you will disappear as a presenter.
2. Keep away from the podium so you can have a conversational-style presentation.
3. Integrate your audience as an example through an activity.
4. Be energetic, kind, and attentive to your audience say (with words or through body language).
5. Using a hands-free or wireless microphone, if it is possible, giving you more freedom to move around the room.
6. Use remote control to change your slides instead of giving someone instructions to do it for you. The use of remote control will also help you have more freedom of movement in the presentation room.
7. Keep your presentation simple (Use the word KISS, which means K = Keep, I = It, S = Short, S = Simple). Just keep it short simple. If you keep your presentation simple, focuses on three main messages or key points your audience will thank you, and you will feel that they can appreciate all the information that you wanted to share.

In the same way that you consider different elements to have successful as presenter during your presentation, avoid tho read your presentation.

References:

   http://www.slideshare.net/jessedee/you-suck-at-powerpoint.
   http://www.garrreynolds.com/Presentation/sample1.html.
To summarize, there are various important elements that take into consideration for creating and delivering an effective presentation. **In your summary slide you can repeat the visuals used in the slide where was presented the mapping (agenda) or message 1, message 2, and message 3. This will help to reinforce visually your three messages.**

1. PowerPoint presentations should use both visual and verbal forms to avoid overloading or boring the two channels that process the information in our brain.
2. The presenters should take advantage of the brain’s two pathways and split the load.
3. When you begin to create a presentation, work analog and focus only on the preparation stage of the presentation, and **NOT** since the PowerPoint in the computer.
4. Plan your content first because your content should drive you to the design.
5. Remember, each 10 minutes, include something relevant in your presentation to grab the audience’s attention.
6. Express clearly your messages or key points in a assertive sentence as title. Then, support it with visual aids that strengthen your explanation and maintain a simple slide.
7. Create slides to strength your words, do not repite them.
8. Use images with high resolution and **do not** use predesigned images ("clip art") in your presentations. Although those are appropriate for your topics, they will not give a visual impact to your slide, nor a professional presentation.
9. Will you talk about contamination in an specific area in your country? Instead of including a slide with four bullet points with the data, why do you give the narrated data and show a photo with dead birds, smog, even diseased lungs? Maintain a simple presentation.
10. Remember that your presentation has three components: the slides, the presenter’s notes, and the document for the audience. So, you do not have to put all the information in the slides. If you have more dense and detailed information you want to share, it can be included in the document that will give your audience.
11. Practice as you were in the presentation and invite a friend, colleague, or relative to obtain feedback about your performance and presentation content.
12. Make sure to verify the equipment that you will use during your presentation, if you could make a final practice in the room where you will present.
13. Always have Plan A and Plan B in case something happens at the last minute (e.g., power failure, equipment malfunction, etc.).