

A photograph of a conference room. In the center, a large white screen is mounted on a wall. In front of the screen, a long, dark, reflective table is visible. Several black office chairs are arranged around the table. The room has light-colored walls and a polished floor that reflects the chairs and the screen. The text "Dr. Yurdi Yasmi" and "FAO Regional Office for Asia and the Pacific Bangkok" is overlaid in the top right corner.

Dr. Yurdi Yasmi
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HOW TO BE AN EXCEPTIONALLY GOOD PRESENTER

Good presentations
MATTER

BAD PRESENTATIONS
can kill good ideas...!





SADLY, YOUR PRESENTATIONS ARE NOT AWE-INSPIRING;
THEY'RE YAWN-INSPIRING.

So, how to be an
EXCEPTIONAL
presenter?

#1

CREATE HEADLINES



BIG IDEA, SHORT & MEMORABLE

HELP **SELL** IDEAS MORE **PERSUASIVELY**

APPLE MAKES THE **BEST NOTEBOOK** ON THE
PLANET

TODAY, APPLE **REINVENTS** THE PHONE!

#2

**CRAFT A STORY &
USE
VISUALIZATION
N**



HUMANS HAVE BEEN TELLING STORIES FOR THOUSANDS OF YEARS

The world's
THINNEST
notebook





iPod

1000 Songs in your pocket

**“I NEVER READ,
I JUST LOOK
AT PICTURES”**

ANDY WARHOL

#3

**KEEP YOUR
PRESENTATION
SIMPLE**

- Researchers have been concerned with whether people learn more from prose, pictures, or combinations, but they also want to know which medium readers prefer.

- Psychologists suggest there may be dramatic performance-preference-tradeoffs, that is, people may prefer a medium they do not perform well with. They may like pictures, but learn little from them. They may prefer words but learn more from pictures, or they may prefer pictures but do just as well with words and pictures.

Making Words and Pictures Work Together: The Basics

-Documents that make a reader struggle to get the main points because of poorly designed picture—prose combinations waste the reader's time.

When prose and pictures that are intended to work together are poorly written, poorly visualized, contradictory, or when one mode makes a point prominently that the other tends to obscure or fails to mention, readers must spend extra effort figuring out the intended relationship (Benson, 1994; Gunter, 1987; Levin, Anglin & Carney, 1987).

- Words and pictures can also create difficulties for readers when they are physically separated from one another in space or time; for example, charts or graphs that are positioned at the end of a report instead of in proximity to their mention (Wiun, 1991)

PRESENTATION IS ABOUT THE **AUDIENCE**, NOT ABOUT YOU

HELP THEM UNDERSTAND

SIMPLIFY COMPLEX ISSUES

AVOID **JARGONS**

GIVE **MEANINGS** TO NUMBERS

#4

**THREE MAIN
MESSAGES**

#5

**INVOLVE YOUR
AUDIENCE**

A photograph of a crowd of people at a meeting or conference, with many hands raised in the air. The background is bright and slightly blurred, focusing attention on the raised hands. A semi-transparent dark grey box with a fine grid pattern is overlaid on the left side of the image, containing three lines of white text.

Make eye contact

Ask them questions

Get their views

#6

**REFINE AND
REHEARSE**

PREPARATION IS IMPORTANT

GET **FEEDBACK**

PRACTICE, **PRACTICE** and **PRACTICE**

<https://www.youtube.com/watch?v=OIV6peKMj9M>