Captivate:
PowerPoint Presentations That Engage and Win Over Today’s Audiences

Georgetown Law Center 2015

#1 Takeaway
How do audiences want to receive and process information?
Visual Aids Beyond PowerPoint

• YOU are the presentation! Any visual aids should simply aid you as a presenter, not replace you.

  1. **Flipcharts** – What slides can you turn into flip charts?
  2. **Props** – What object could you use to reinforce a point?
  3. **Demonstrations** – What hands-on example will bring your content to life?
  4. **Handouts** – What extra details should be in your handout vs. on your slides?

• Expect the unexpected and ask yourself, “How good would I be if my PowerPoint® didn’t work?”

“My next presentation could be improved by using this visual aid to bring my material to life...
The Three S's of PowerPoint

What is the role of each?
The PowerPoint Pyramid
PowerPoint Quick Tips

Creating Slides

• Be a chef—bring your ingredients (and content) to life
• One main thought per slide
• Think visually – pictures and charts are better than words
• 4x4 Principle – 4 bullets/slide and no more than 4 words/bullet
• Variety – strive for a mixture of bullets, charts and pictures
• Try to avoid clip art if you can – better, higher quality royalty free images are easily found online (see the “Where to Find Images”)
• Go multimedia – enhance the importance of your slides by using other types of visual aids like flip charts, video, props, etc.

Slide Show

• Talk to people, not screens
• “B” key – blacks and unblacks the screen
• “W” key – whites and unwhites the screen
• Ctrl+P – changes pointer into a pen
• Ctrl+E – changes pointer into an eraser
• “Number”→Enter – jumps to that slide, (i.e. press “1→4→Enter” and it takes you to the 14th slide)
Other Slide Tips

- 24pt. minimum type size for slides (12pt. is fine for handouts)
- Use a sans serif font for slide (Ariel, Helvetica, etc.)
- Use a serif font for handouts (Times, Baskerville, etc.)
- Use color to highlight key words
- No more than two fonts per slide
- Be judicious with your use of animation and transitions
- Ctrl+K – creates a hyperlink to any file on your computer

***IMPORTANT: For a complete list of PPT shortcuts, press “F1” while in slide show mode.***
Where to Find Images for PowerPoint Slides

Images/Pictures

- Free Sites
  - www.google.com/images (Google Images) – these are "free" images, **BUT YOU MUST GET PERMISSION FROM THE IMAGE’S OWNER BEFORE YOU CAN USE THEM**
  - www.flickr.com/creativecommons – thousands of royalty free images
- Pay-per-Image Sites
  - www.123rf.com – download great images for $1-$3 apiece
  - www.DollarPhotoClub.com - one of the best image sites
  - www.istockphotos.com – thousands of inexpensive images
  - www.photos.com – large image database; users can download as many images royalty-free and use them as much as they like ($140/month)

Comic Strips

- www.cartoonbank.com – access to every New Yorker comic strip; users can download individual comic strips ($20 for unlimited use of one comic)
- www.kingfeatures.com – similar to Cartoon Bank this site has access to a vast assortment of comic strips from the “Amazing Spiderman” to “Zits”; users can download comic strips ($20/year per comic)

For Further Reading


About the Consultant:

Steve Hughes is the founder and President of Hit Your Stride, LLC, a communications consultancy that helps people look and sound smart when they talk. His seminars have been featured on CBS, NPR, and BBC Radio and he is the proud creator of “International Be Kind to Lawyers Day” celebrated annually on the 2nd Tuesday in April.

Today he works with a host of blue-chip clients including:

- **Law Firms**: Kirkland & Ellis, Shearman & Sterling, Seyfarth Shaw, Wiley Rein, Bryan Cave
- **Law Schools**: UCLA, Virginia, Boston College, Washington U. in St. Louis, U. of Minnesota, Loyola, the JAG Corps
- **Fortune 500**: Nestle Purina, MetLife, Boeing, Enterprise Rent-A-Car, MasterCard, Microsoft
- **Associations**: AK, IL, MO, OH, OK, PA, UT, VA, WI state bar associations, Legal Marketing Association, ASTD, Law School Admission Council

Prior to speaking full time, Steve spent 12 years in advertising and PR where he worked on national brands like Minute Maid, Krispy Kreme, and Rawlings Sporting Goods. Most recently he was a co-owner of an award winning 50-person ad agency in St. Louis.

Steve holds a BA in French Literature and European History from the University of Kansas and an MBA in Marketing from Washington University, where he won the prestigious Olin Cup.

**Steve’s Other Programs:**

- “Influence: The Art & Science of Changing Minds”
- “Instant Access: Making Great & Lasting First Impressions”
- “Tell Me More: Using Stories to Engage and Persuade”
- “Rainmaking 1-2-3: Making Business Development a Natural Part of Your Everyday Life”
- “Wildfire: Creating Interest in Your Organization with Everyone You Meet”
- “Virtual Magic: Making Great Presentations over the Phone/Web”
Feedback

1. What was your #1 Takeaway from this program?

______________________________________________________________

2. What would you have liked to learn more about?

______________________________________________________________

3. What would you tell other people about this program?

______________________________________________________________

4. Steve publishes a free monthly e-zine featuring a tip, idea, or strategy to help you become a more dynamic communicator.

   Yes, sign me up.
   No, but thanks for asking.

   E-mail: ____________________________
   (Your email address will NEVER be shared or sold to a third party.)

   Name: ____________________________ Firm: ____________________________

5. One of the best ways Steve grows his business is through referrals from people who have personally seen him speak. If you know of an organization that could benefit from Steve’s training, please let him know here.

   Organization: ____________________________ Contact name: ____________________________

Thank you for taking the time to leave feedback.