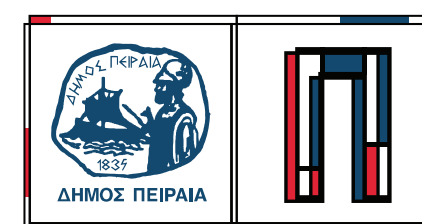


# Death by PowerPoint

Η αισθητική στην παρουσίαση  
μιας επιχειρηματικής ιδέας.



**DESIGNATURE**



# death by powerpoint



## Advice for speakers

### Do's

1. Think carefully before the event: **what does this audience want to hear?** Hint: they are not interested in hearing how great you or your company are, **they want to learn about your idea.**
2. **Use story-telling and your passion.** Find a story about people (yourself and others) that illustrates your message and tell it with your passion. Storytelling always beats lectures!
3. **Tell the audience not to take notes,** say that you will email or post your presentation summary online immediately afterwards.
4. **Keep an eye contact with the audience and move around the stage,** don't hold on to the speaker stand. Use a clicker to control your presentation. Remember that 70% of your communication is in your body language!
5. **Engage the audience during your talk,** at least every 10 minutes. For example by letting them vote on a question with their hands or green/red cards or mentometers.
6. **Slow down, speak slower than usual and add pauses for emphasis.** This enables the audience to take in what you are saying and increases their understanding. It also gives you more respect. Never try to cram a 30-minute speech into a 20-minute time slot, that is a big no-no!
7. It is important that you have a monitor with your slides in front of you, so you don't have to turn around to see what is on the big screen. Also valuable is to have your laptop in front of you in presenter mode so that you see both the current slide and the next slide in front of you, it makes it much easier to make good transitions in your talk.
8. **Be visual,** use pictures and videos that illustrate your points. Read my lips: less text, more visuals! You can do great presentations without any visuals, but then you have to be a master storyteller.
9. Design the slides so that they are easy to see from the back of the room. This means **very big text sizes and images that fill the whole screen.** The classic mistake is to sit in front of your laptop screen and design the slides for that arms-length distance, so step back 2-3 meters and see if you still can see everything. Also, avoid using borders, they are just wasted space. Remember: there are never any borders around the movie at the cinema!
10. **Make your slides in the 16:9 format.** The old standard 4:3 is totally outdated, just look at your TV at home.
11. **Use a dark background** on your slides, as it is easier to read for the audience and much better for the video cameras. (Yes, black text on white is considered easier to read, but that applies to large amounts of texts and we are not using that here, are we?) Also, a large projection of a white slide next to yourself in a dimly lit room will make you look darker and remove the focus from you.
12. Avoid monotony by using **variation and surprises** in your slide styles during your presentation.
13. **Engage the audience.** Ask questions and have them put their hands up, in order to raise the energy level in the room.

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πώς να το αποφύγουμε;

# death by powerpoint

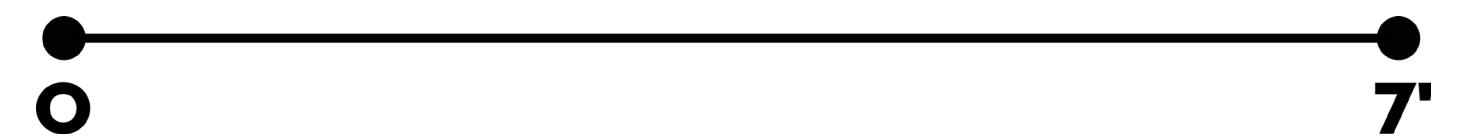


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## δομή / structure



πώς να το αποφύγουμε;

# δομή / structure



τι θέλω να πώ;

σε ποιόν;

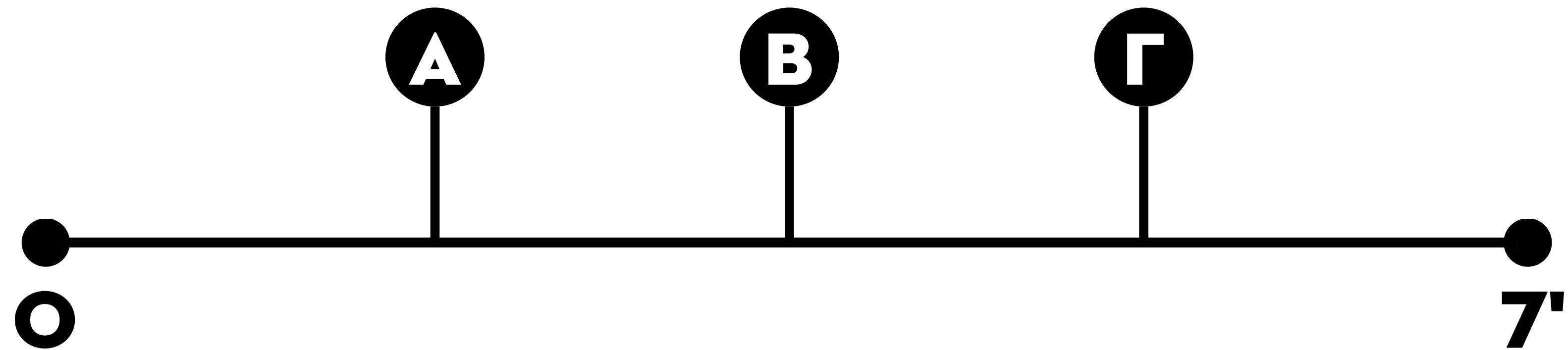
**οργάνωση δομής της παρουσίασης**

# σημαντικά σημεία / key points



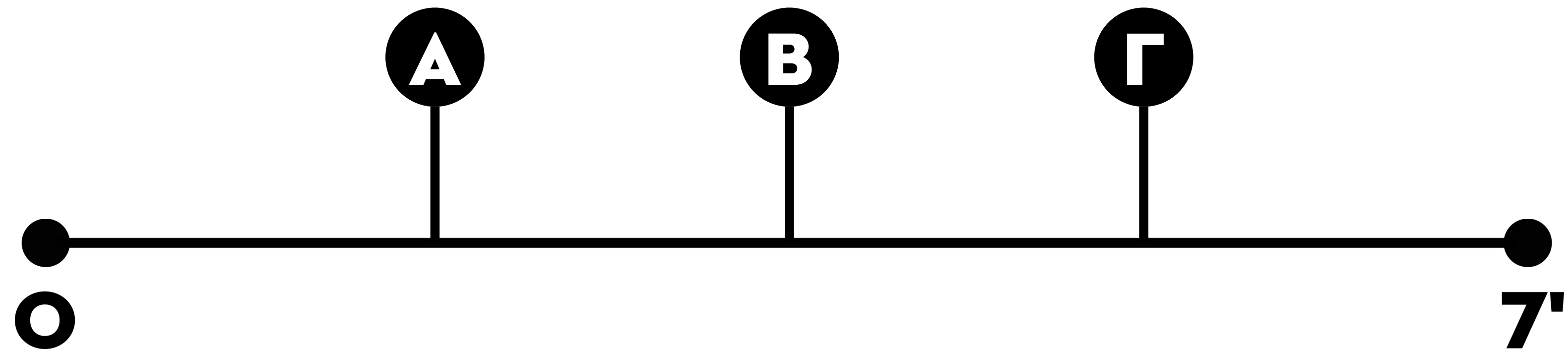
το πολύ 3 ή 4 βασικά σημεία  
σε όλη την παρουσίαση

# σημαντικά σημεία / key points



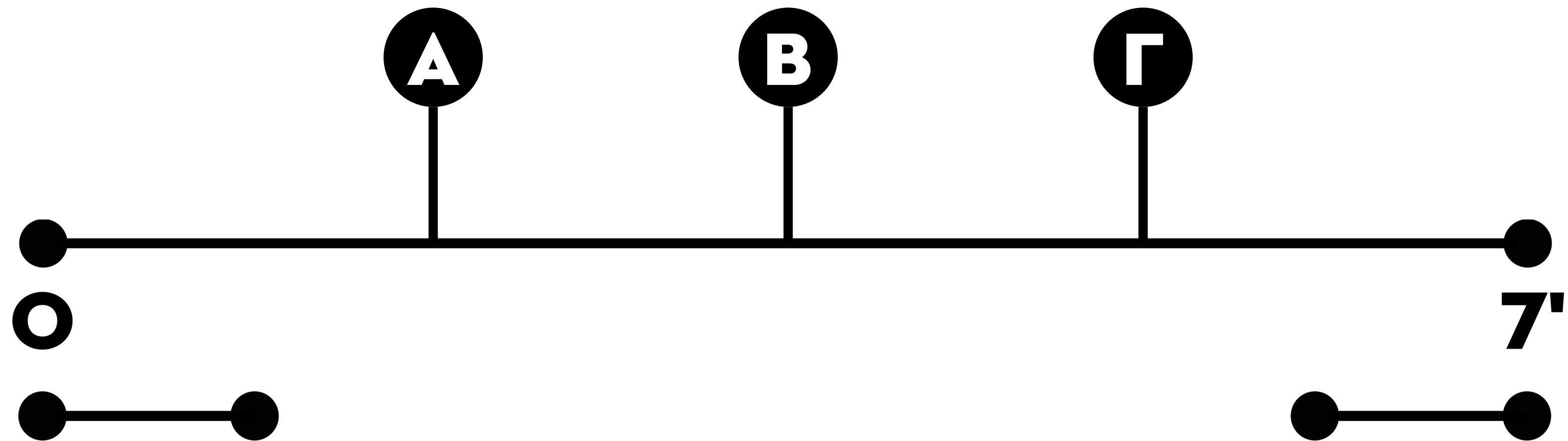
το πολύ 3 ή 4 βασικά σημεία  
σε όλη την παρουσίαση

**ΕΝΤΥΠΩΣΙΑΣΤΕ /**  
**impress**





# ΕΝΤΥΠΩΣΙΑΣΤΕ / impress



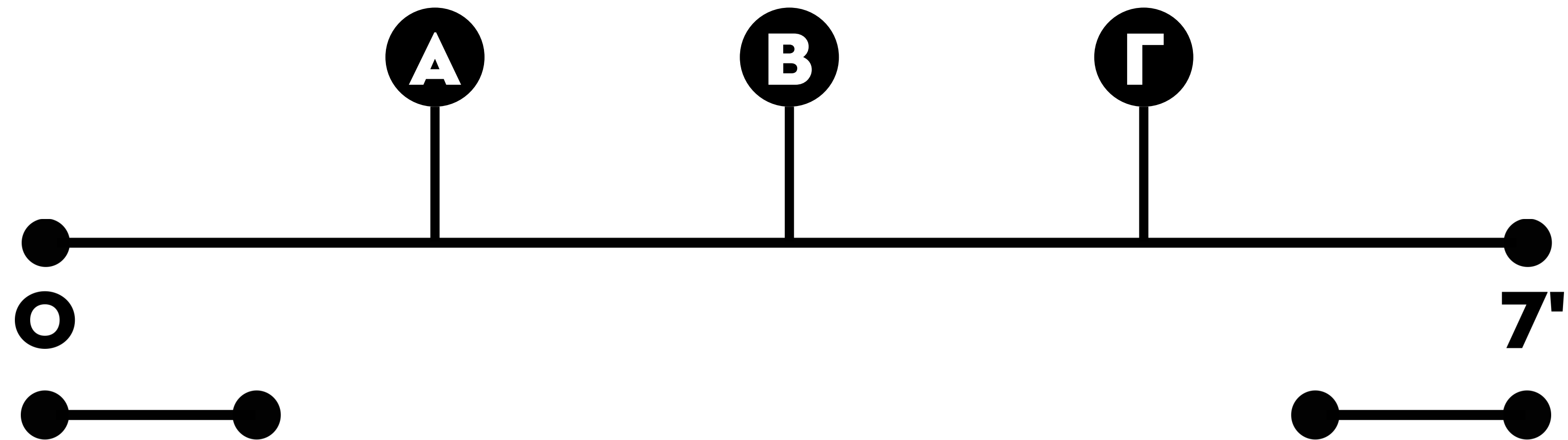
ΕΝΤΥΠΩΣΙΑΚΟ  
άνοιγμα

\* τα πρώτα 30''  
κρίνουν αν θα  
κερδίσετε το κοινό

αξιομνημόνευτο  
κλείσιμο

\* make us laugh or  
make us cry

# ΕΝΤΥΠΩΣΙΑΣΤΕ / impress



ΕΝΤΥΠΩΣΙΑΚΟ  
ΑΝΟΙΓΜΑ

\* τα πρώτα 30''  
κρίνουν αν θα  
κερδίσετε το κοινό

ΚΥΡΙΟ ΜΕΡΟΣ  
5 ΛΕΠΤΑ

ΑΞΙΟΜΝΗΜΟΝΕΥΤΟ  
ΚΛΕΙΣΙΜΟ

\* make us laugh or  
make us cry

**keep it simple**

# απλότητα / simplicity

keep it as simple  
as possible,  
but not simpler

energy

mass

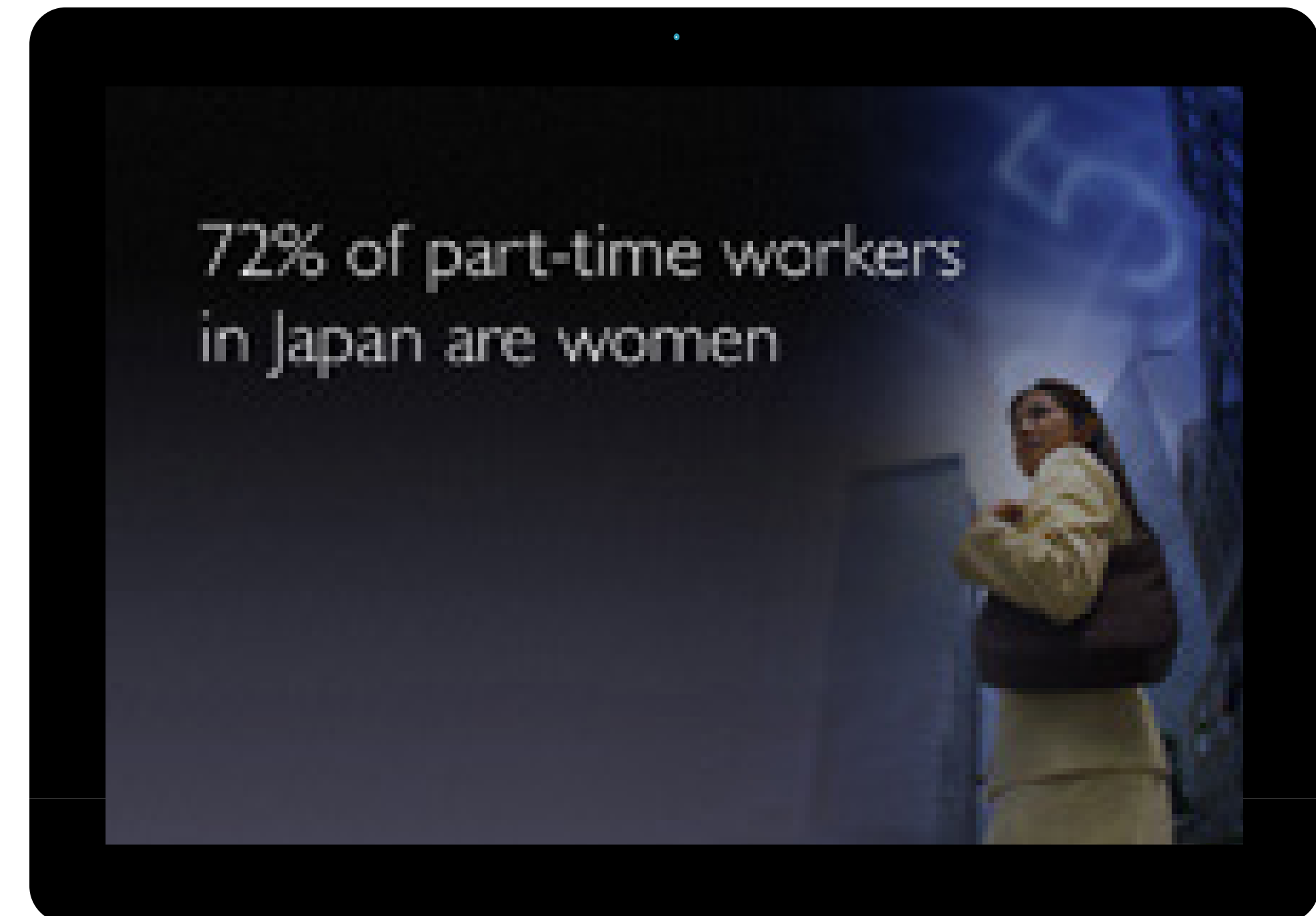
squared

speed of light  
(constant)

$$E = mc^2$$

# απλότητα / simplicity

όσο το δυνατόν λιγότερα bullets  
ένα βασικό σημείο ανά διαφάνεια  
**less is best**



# απλότητα / simplicity

less text, more visuals  
εικόνες καλής ανάλυσης  
ποτέ cliparts



# απλότητα / simplicity

προσοχή στο χρώμα!  
αν είναι δυνατόν  
χρησιμοποιούμε μόνο 1 ή 2



Rainbow distribution in color indicates sales rank in given country from #1 (red) to #10 or higher (dark purple)

Country	A	B	C	D	E
AUS	1	2	3	6	7
BRA	1	3	4	5	6
CAN	2	3	6	12	8
CHI	1	2	8	4	7
FRA	3	2	4	8	10
GER	3	1	6	5	4
IND	4	1	8	10	5
ITA	2	4	10	9	8
MEX	1	5	4	6	3
RUS	4	3	7	9	12
SPA	2	3	4	5	11
TUR	7	2	3	4	8
UK	1	2	3	6	7
US	1	2	4	3	5



RANK 1 2 3 4 5+

COUNTRY | DRUG

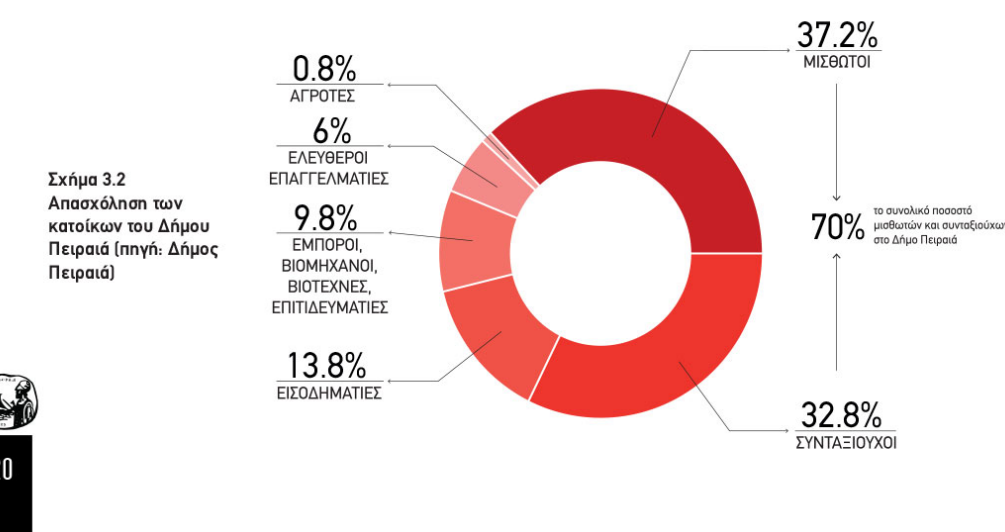
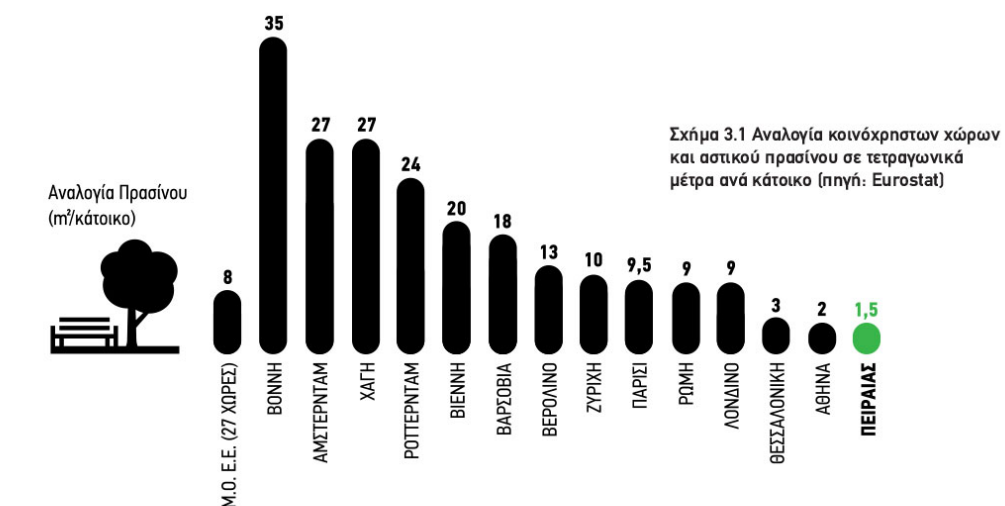
	A	B	C	D	E
Australia	1	2	3	6	7
Brazil	1	3	4	5	6
Canada	2	3	6	12	8
China	1	2	8	4	7
France	3	2	4	8	10
Germany	3	1	6	5	4
India	4	1	8	10	5
Italy	2	4	10	9	8
Mexico	1	5	4	6	3
Russia	4	3	7	9	12
Spain	2	3	4	5	11
Turkey	7	2	3	4	8
United Kingdom	1	2	3	6	7
United States	1	2	4	3	5

# σχεδιάστε / visualise

**τολμήστε να σχεδιάσετε!**  
τα γραφήματα έχουν 900%  
περισσότερες πιθανότητες να  
διαβαστούν



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# σχεδιάστε / visualise

παραδείγματα

**BluAct** Starting up the Blue Economy

**#BluAct**  
**Transnational Meeting Agenda**

**29th and 30th August 2018**  
Venue: Municipal Theater of Piraeus,  
Leof. Ir. Politechniou 32, Piraeus 18535, Greece  
[www.bluact.eu](http://www.bluact.eu)

**DAY 1 Wednesday 29 August**

- 9:30-10:00** Registration & Welcome Coffee  
Please arrive promptly, so we may get everyone registered and get started on time
- 10:00-10:15** Formal Welcome  
Mr Petros Kokkalis, Executive City Councillor for local economic growth & entrepreneurship, Piraeus Municipality  
Ms Adele Bucella, Head of Unit - Projects and Programming, URBACT Secretariat
- 10:15-10:30** Warm Up Exercise  
Participatory warm up exercise - led by Lead Expert, Mr Jim Sims
- 10:30-10:45** Speech  
Future Commission Plans in relation to Blue Investment  
Mr Christos Economou, Head of Unit, Maritime Policy Mediterranean and Black Sea, Directorate-General for Maritime Affairs and Fisheries, European Commission
- 10:45-11:00** Speech  
Regional activities to promote investment in the Maritime Economy  
Mr Stavros Kalognomos, Policy Officer, Conference of Peripheral Maritime Regions (CPMR)
- 11:00-11:30** Coffee Break
- 11:30-12:30** Session for City Leaders  
Roundtable discussion group on the future of Blue Economy Investment with representatives from DG Mare, CPMR and Urbact chaired by Mr Petros Kokkalis, Executive City Councillor for local economic growth & entrepreneurship, Piraeus
- 11:30-12:30** Session for City Officers  
Phase 2 of Transfer Networks - guidelines and tasks for the coming weeks and months. Ms Clémentine Gravier, Capacity - Building Officer, URBACT Secretariat
- 12:30-13:15** Lunch
- 13:15-15:15** Transferability Study  
Review of the DRAFT transferability study and transfer method - a working session to review the document. Please read the DRAFT Transferability Study to be sent at the beginning of August.  
Led by Mr Jim Sims - Network Expert & Founder of the Service Design Company and Ms Natassa Kannavou - Head of Office, Executive City Councillor's Office
- 15:15-15:30** Coffee Break
- 15:30-16:30** Briefing  
Brief for the interactive poster session on your workplan for Phase 2 of the BLUACT NETWORK. Preparation for the briefing session for partner presentations on Day 2. Led by Mr Jim Sims - Network Expert & Founder of the Service Design Company & various representatives from the LP
- 20:00** Dinner

**Thursday 30 August DAY 2**

- 9:30-10:00** Registration & Welcome Coffee  
Please arrive promptly, so we may get everyone registered and get started on time
- 10:00-11:15** Workplans Presentation  
Individual partners presentation of partners interactive posters on their workplan for Phase 2 of the BLUACT NETWORK. Partner presentations followed by Peer Review. 10-12 minutes each followed by questions.
- 11:15-11:30** Coffee Break
- 11:30-12:30** Workplans Presentation  
Individual partners presentation of partners interactive posters on their workplan for Phase 2 of the BLUACT NETWORK. Partner presentations followed by Peer Review. 10-12 minutes each followed by questions.
- 12:30-12:50** Next Steps  
Led by Mr Jim Sims - Network Expert & Founder of the Service Design Company and Ms Natassa Kannavou - Head of Office, Executive City Councillor's Office
- 12:50-13:00** Presentation  
BLUES e-learning: blue growth connects European seas  
Presented by Alexandra Tsatsou, BLUES project team member
- 13:00-13:45** Lunch
- 14:00-16:00** Experience the Good Practice  
A chance to see and hear about the fruits of the Piraeus Good Practice (pending)

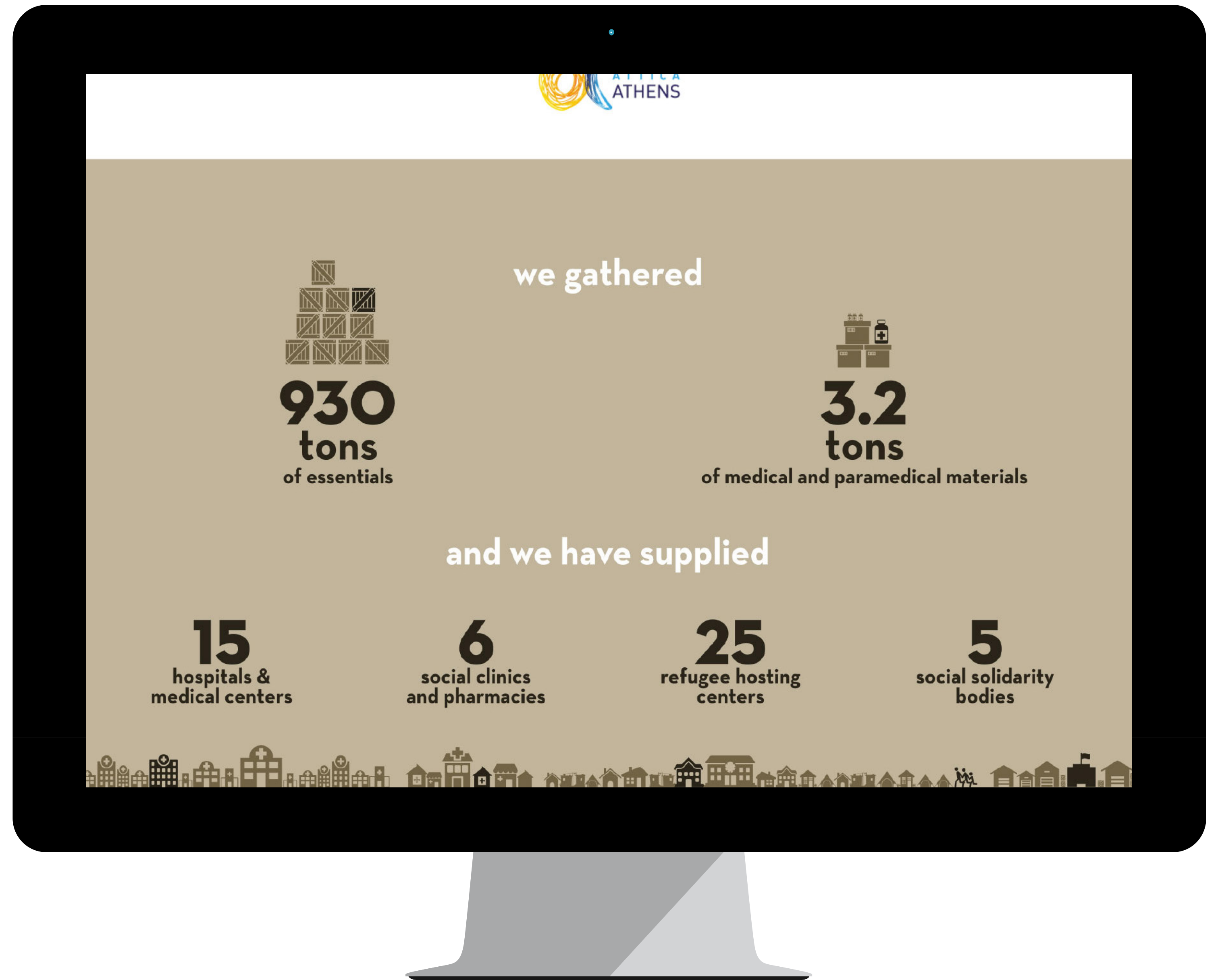
Starting up the Blue Economy

[www.bluact.eu](http://www.bluact.eu) **BluAct** Starting up the Blue Economy



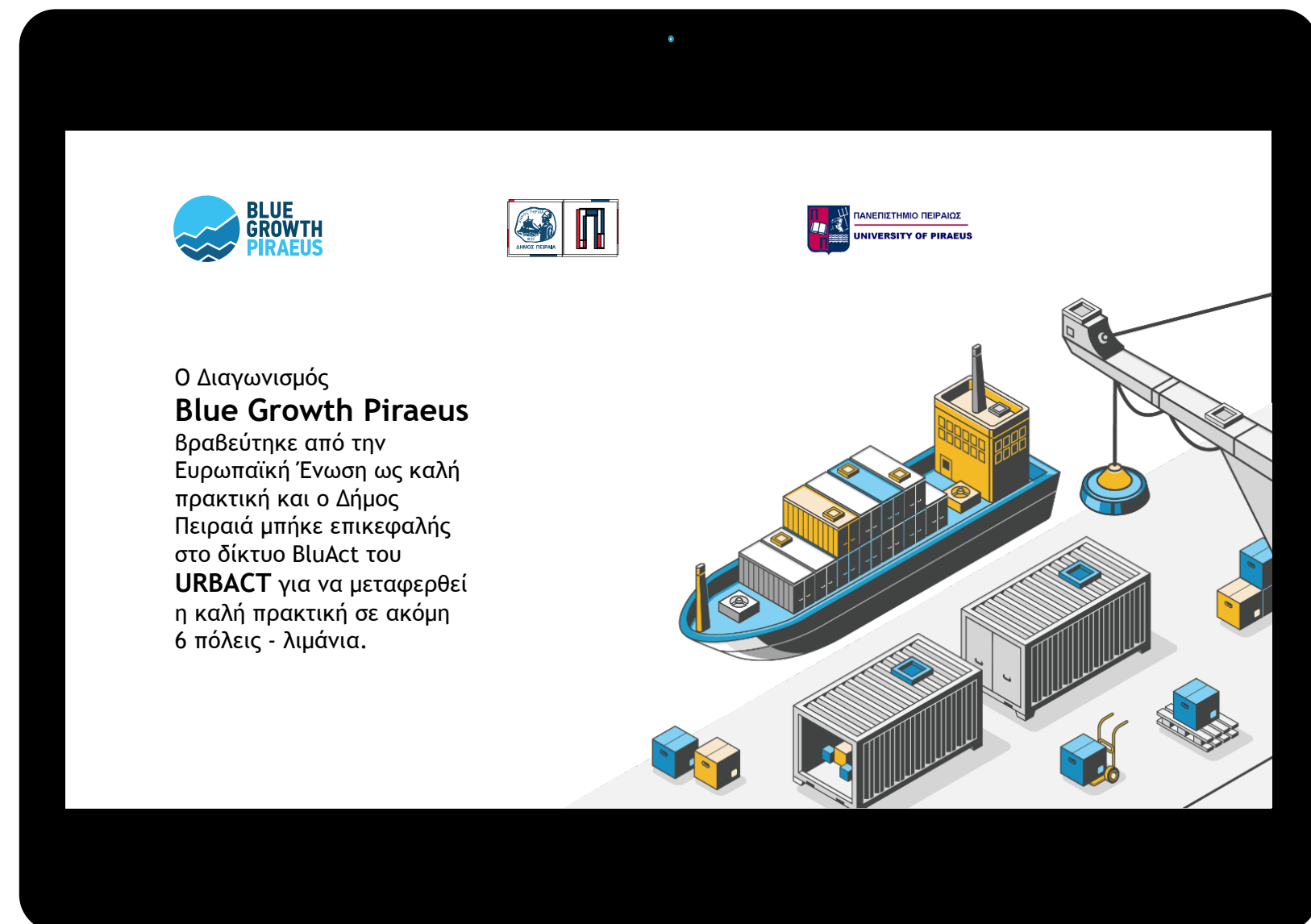
# σχεδιάστε / visualise

παραδείγματα



# templates / εργαλεία

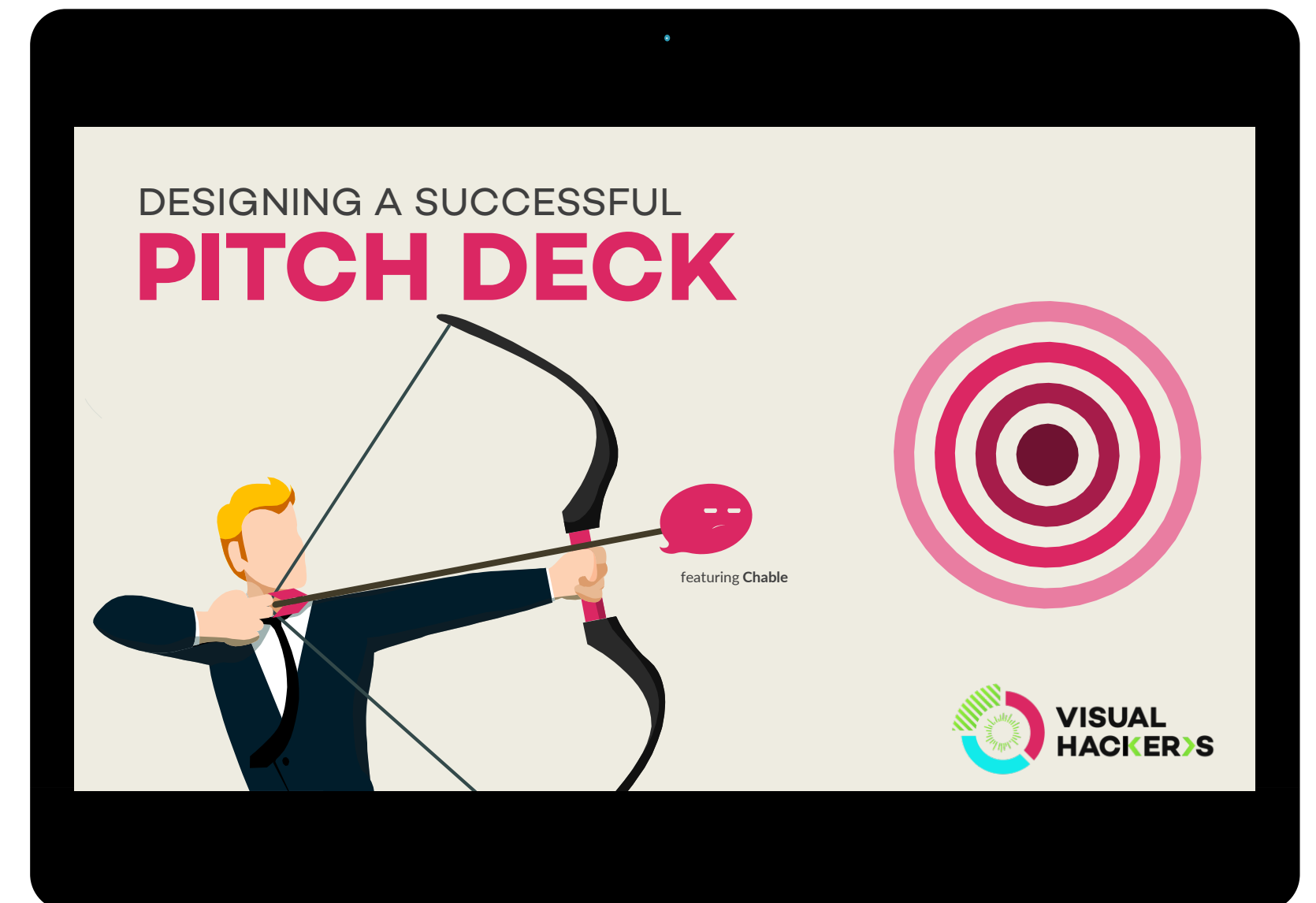
powerpoint  
template



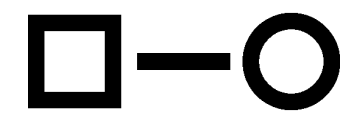
100  
συμβουλές



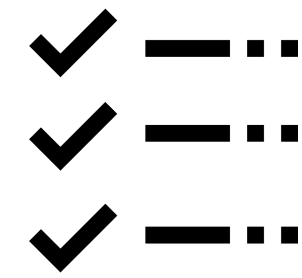
χρήσιμη  
παρουσίαση



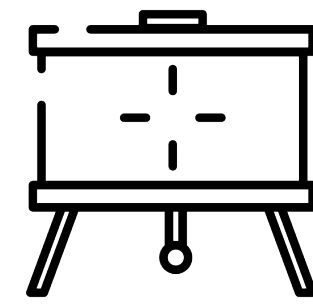
# 10 συμβουλές



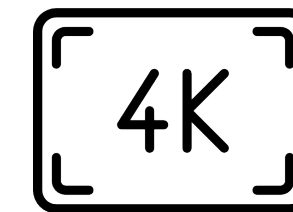
Keep it  
**Simple**



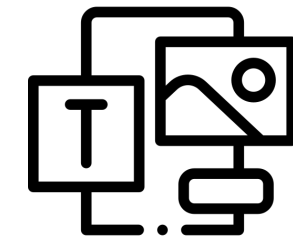
Limit bullet  
points & **text**



Limit  
**transitions**



Use  
**high-quality**  
graphics



Have a visual  
**theme**, but avoid  
using simple PPT  
templates



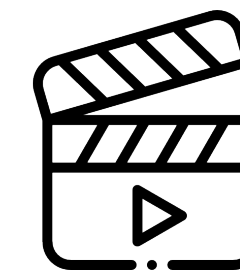
Use  
appropriate  
**charts**



Use  
**color**  
wisely



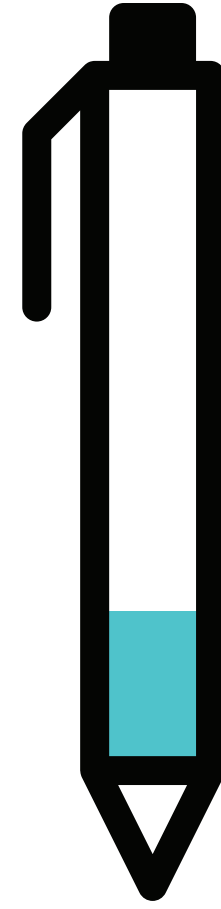
Choose  
your **fonts**  
(1 or 2)



Use  
**Video**  
if possible



don't read  
from your text  
**word by word**



δημιουργήστε την παρουσίαση  
σαν να τη γράφετε με ένα στυλό  
που του τελειώνει το μελάνι  
**χρησιμοποιήστε το σοφά**

**ευχαριστούμε**

