Death by PowerPoint

Η αισθητική στην παρουσίαση
μιας επιχειρηματικής ιδέας.

DESIGNATURE

BLUE GROWTH PIRAEUS

ΔΗΜΟΣ ΠΕΙΡΑΙΑ

ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ
UNIVERSITY OF PIRAEUS

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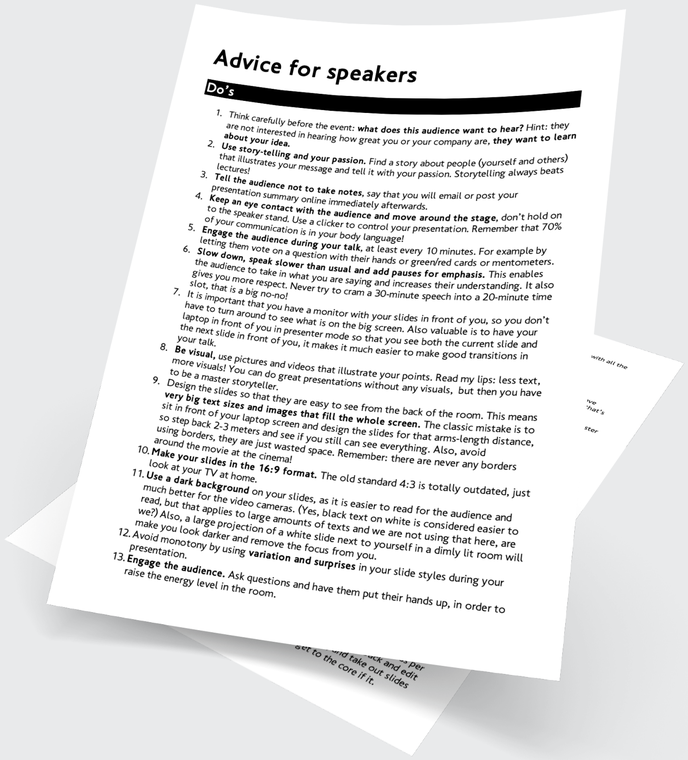
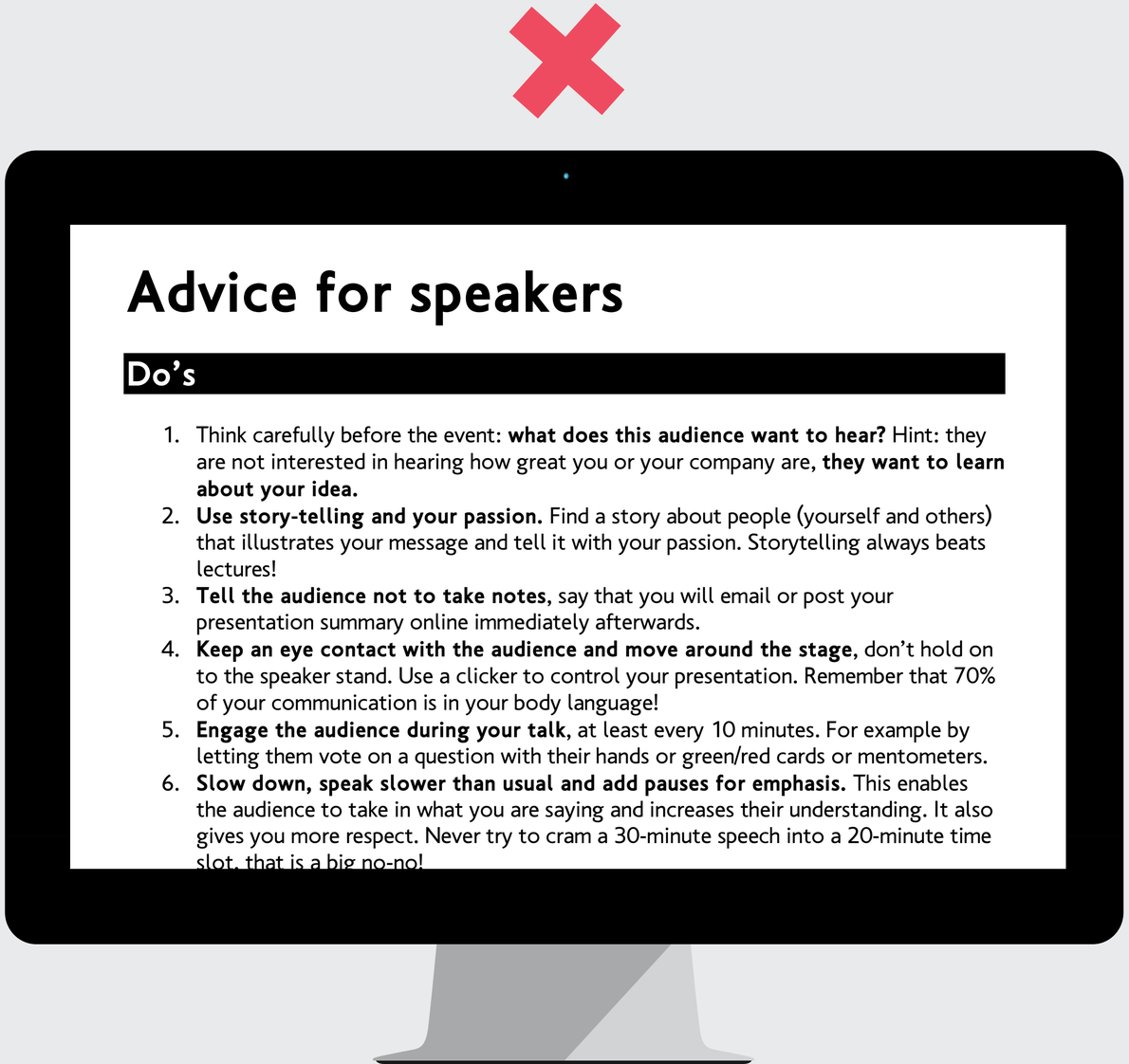
death by powerpoint



πώς να το αποφύγουμε;



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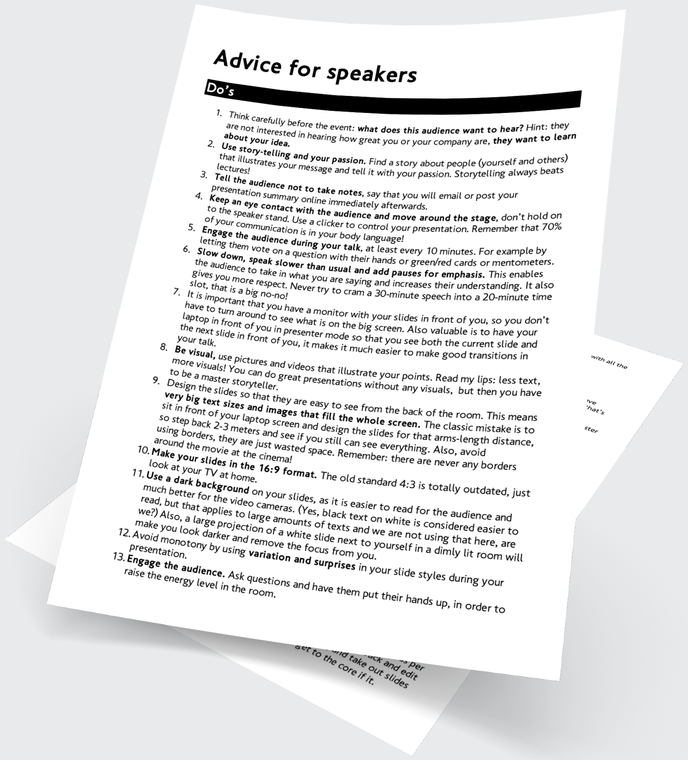

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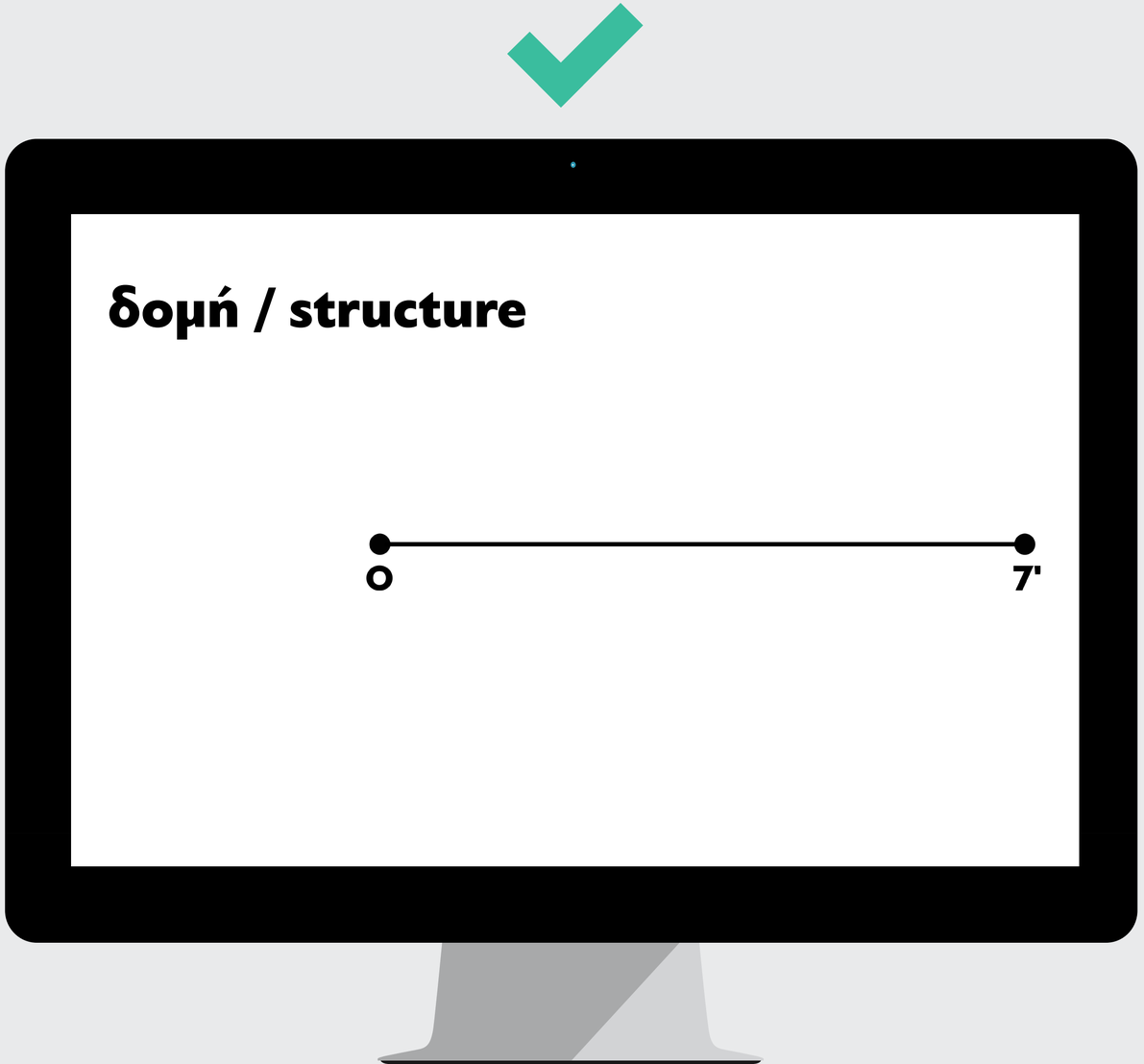
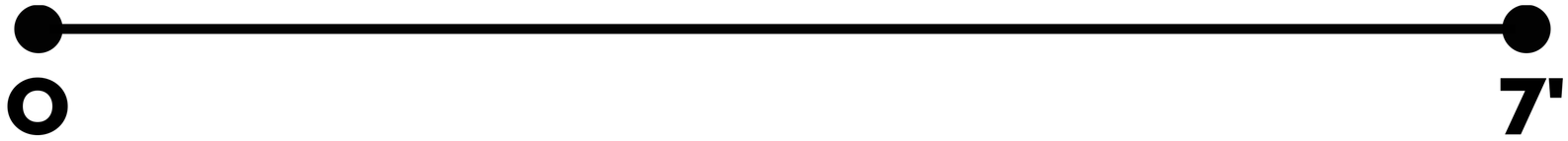
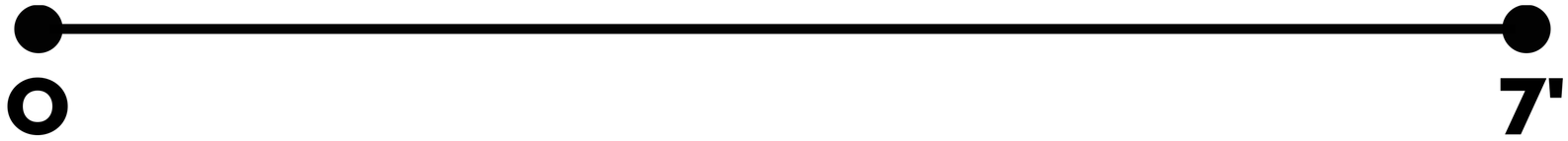


δομή / structure



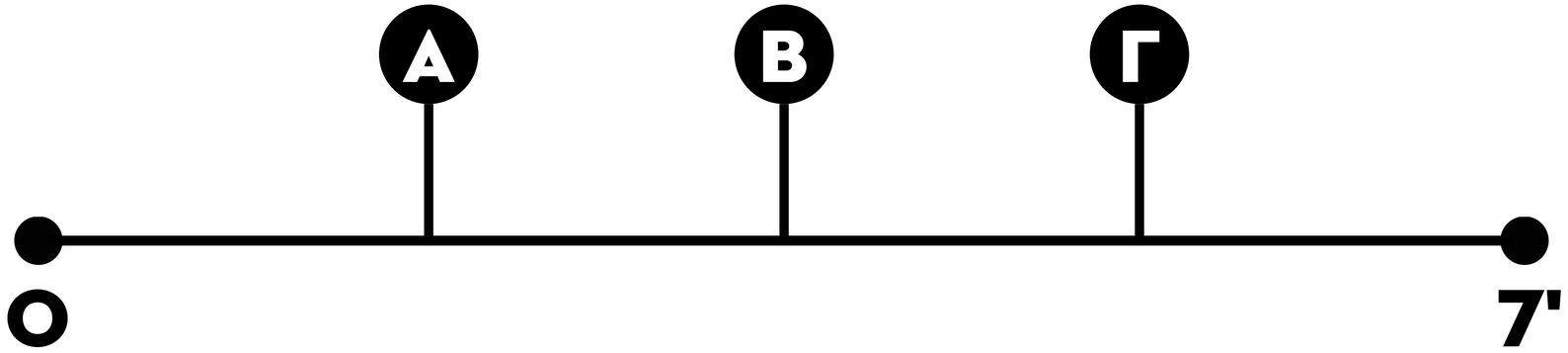
τι θέλω να πώ;
σε ποιόν;
οργάνωση δομής της παρουσίασης

σημαντικά σημεία /
key points



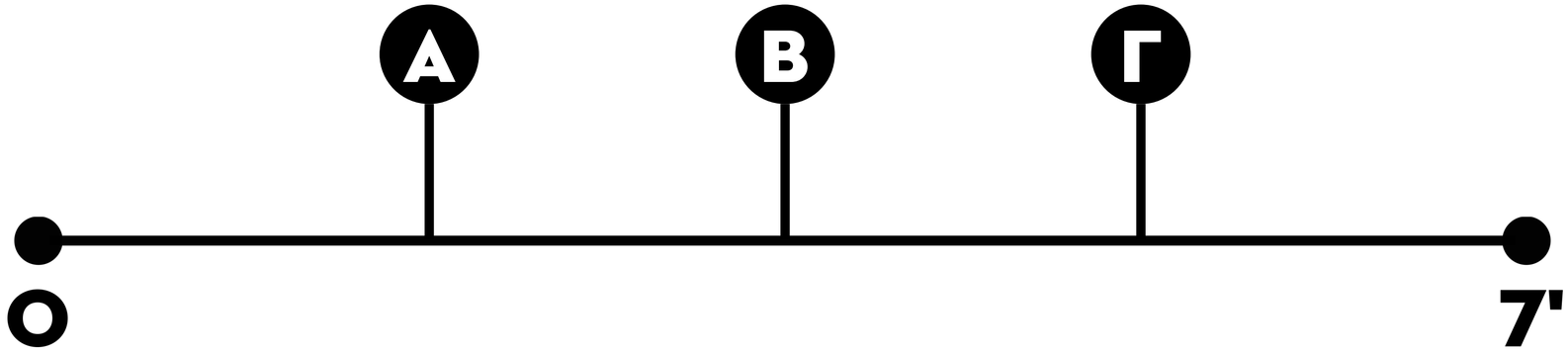
το πολύ 3 ή 4 βασικά σημεία
σε όλη την παρουσίαση

σημαντικά σημεία /
key points



το πολύ 3 ή 4 βασικά σημεία
σε όλη την παρουσίαση

εντυπωσιάστε / impress



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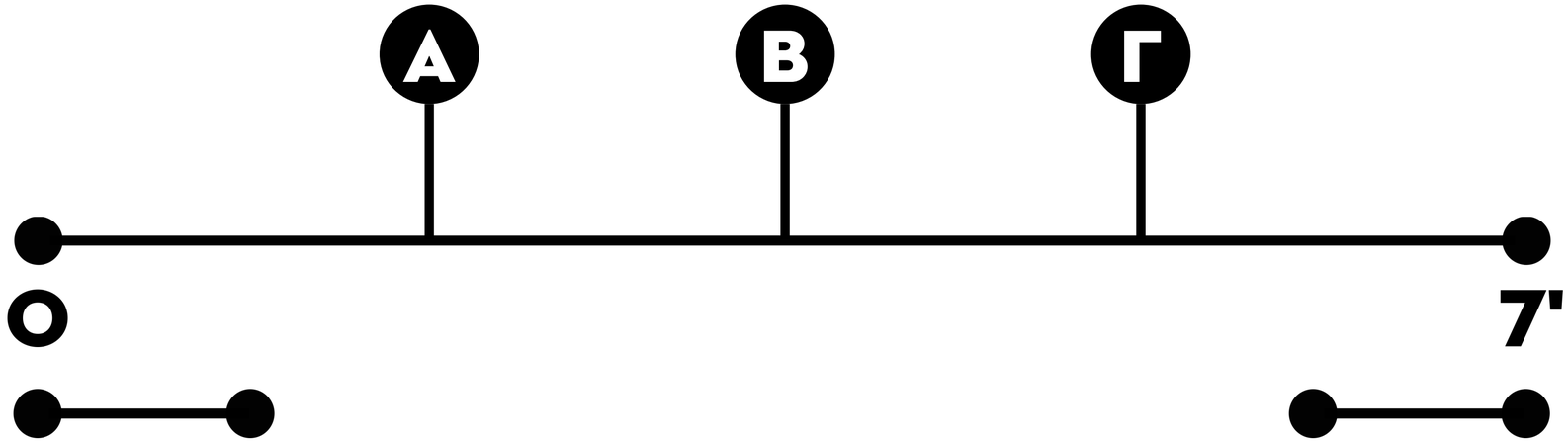


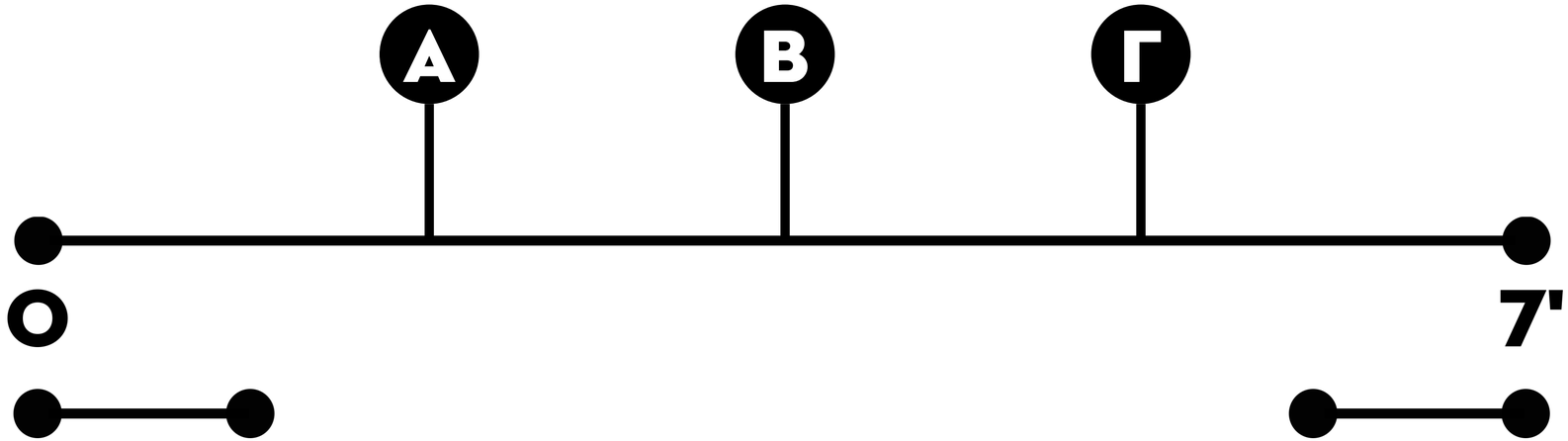
εντυπωσιακό άνοιγμα

* τα πρώτα 30” κρίνουν αν θα κερδίσετε το κοινό

αξιομνημόνευτο κλείσιμο

* make us laugh or make us cry

εντυπωσιάστε / impress



εντυπωσιακό άνοιγμα

* τα πρώτα 30” κρίνουν αν θα κερδίσετε το κοινό

κύριο μέρος
5 λεπτά

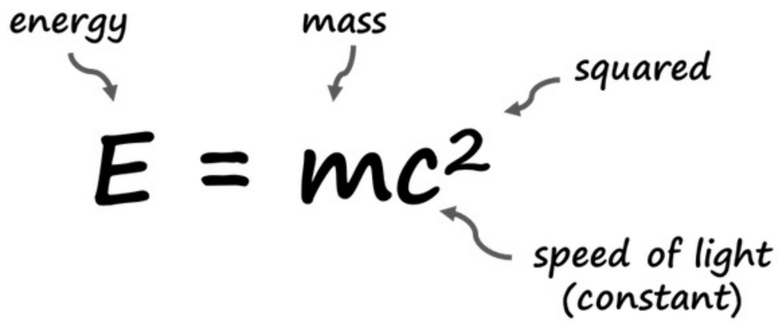
αξιομνημόνευτο κλείσιμο

* make us laugh or make us cry

keep it simple

απλότητα / simplicity

keep it as simple
as possible,
but not simpler



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

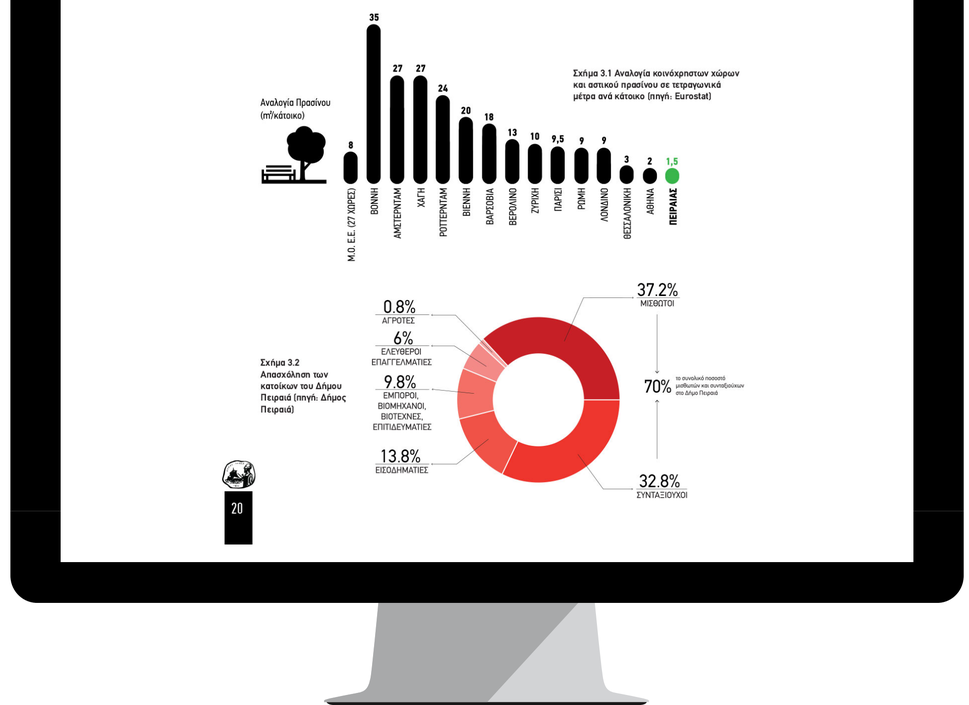
απλότητα / simplicity

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

σχεδιάστε / visualise

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

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.



σχεδιάστε / visualise

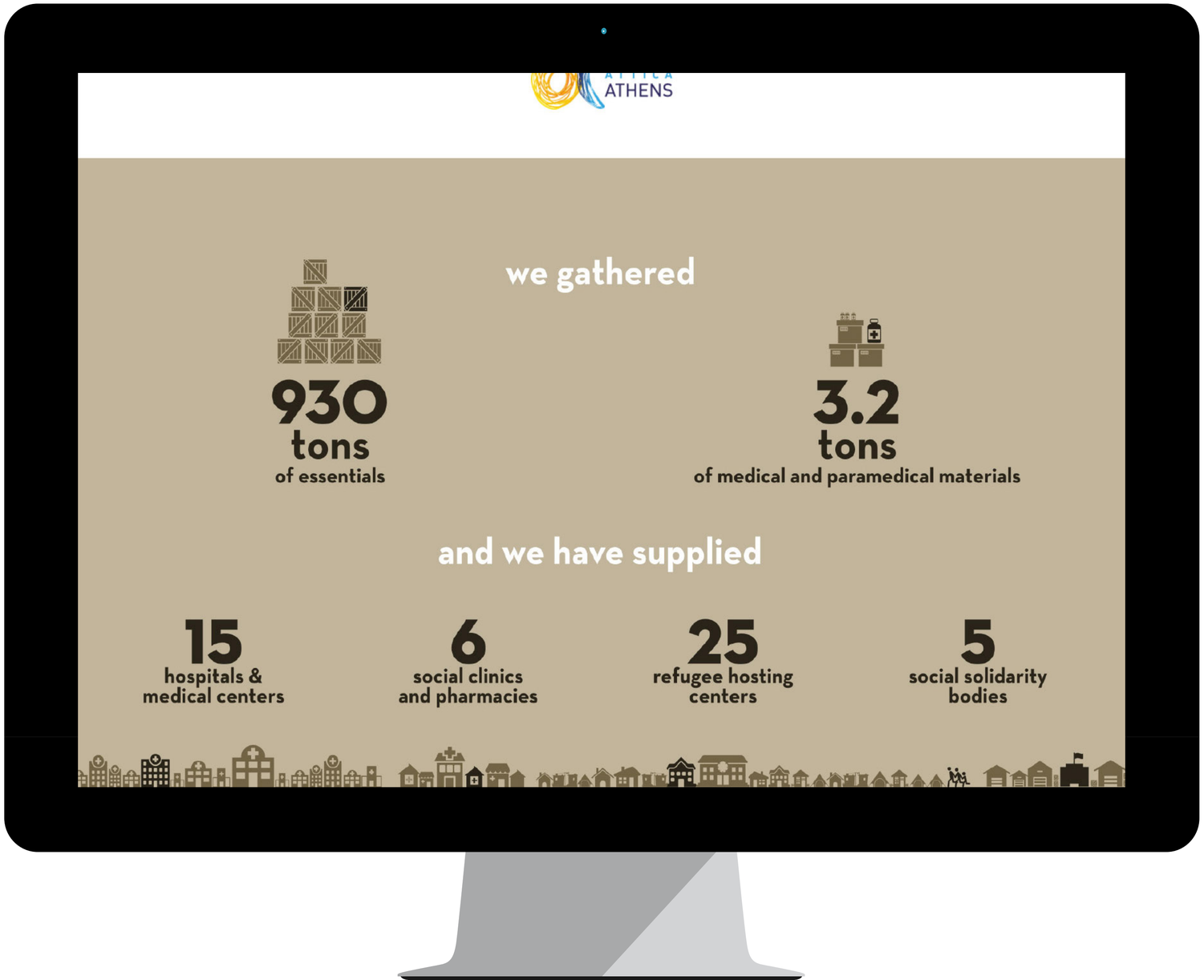
παραδείγματα

σχεδιάστε / visualise

παραδείγματα

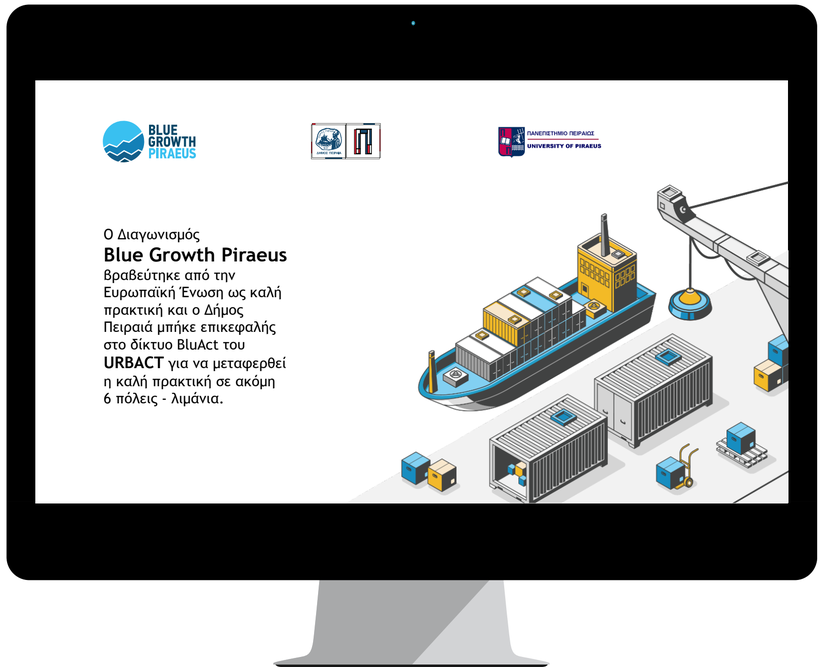
σχεδιάστε / visualise

παραδείγματα



templates / εργαλεία

powerpoint template



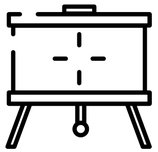
100 συμβουλές

χρήσιμη παρουσίαση

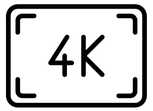
10 συμβουλές

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

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