



Pitching & Presenting

Dr Lewis Pearson

A man in a light-colored shirt and dark pants stands on a stage, gesturing towards a large projection screen. The screen displays the text "What is the purpose of a presentation?". The audience, seen from behind, fills the foreground in a dimly lit hall with visible stage lighting rigs above.

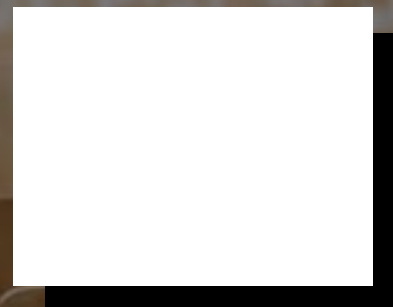
What is the **purpose**
of a presentation?

To deliver information



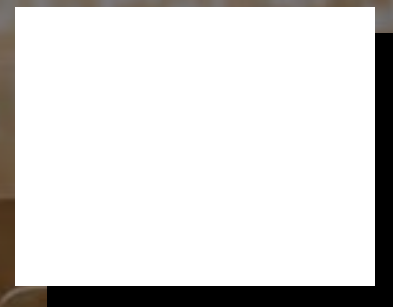
To deliver information
so that it is **retained**
and can be **recalled**
by the audience







What you say

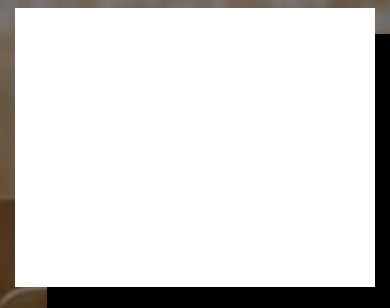




What you say



How you act





What you say



How you act



How you look





What you say



How you act



How you look



Your slides

Constructing
your narrative

Supporting
your delivery

Constructing
your narrative

Supporting
your delivery

Adopting the right mindset

Student

Professional

Student

“I didn’t know what to do when I started this project, so I...”

“I decided to...”

“I wasn’t sure which direction to take...”

“This path didn’t lead me anywhere...”

“I’ve always liked this one thing... so I...”

“My lecturer told me...”

“I thought we only had to...”

Student Mindset

Focus on the **journey**

Descriptions of the decisions

Decisions motivated by **personal preference**

Finally, the end result

Student Mindset

The storyteller approach is easy

You can usually wing it

Unprofessional and unconvincing

Student

Professional

Professional

Professional Mindset

Focus on the **end result**

Unpack the project

Justifications for decisions

Decisions supported by **evidence**

“This is the main finding/theme/idea/concept”

“This involves...”

“This relates to...”

“My objective/goal for today is...”

“The reason for this is...”

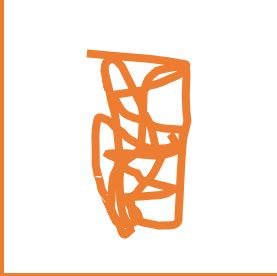
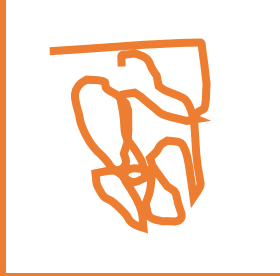
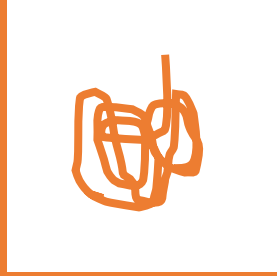
“This is...” rather than “I think this is...”

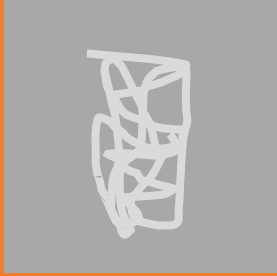
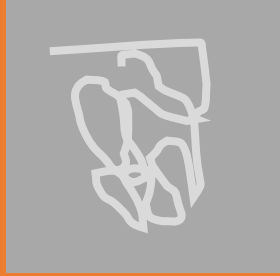
Professional Mindset

Requires careful planning

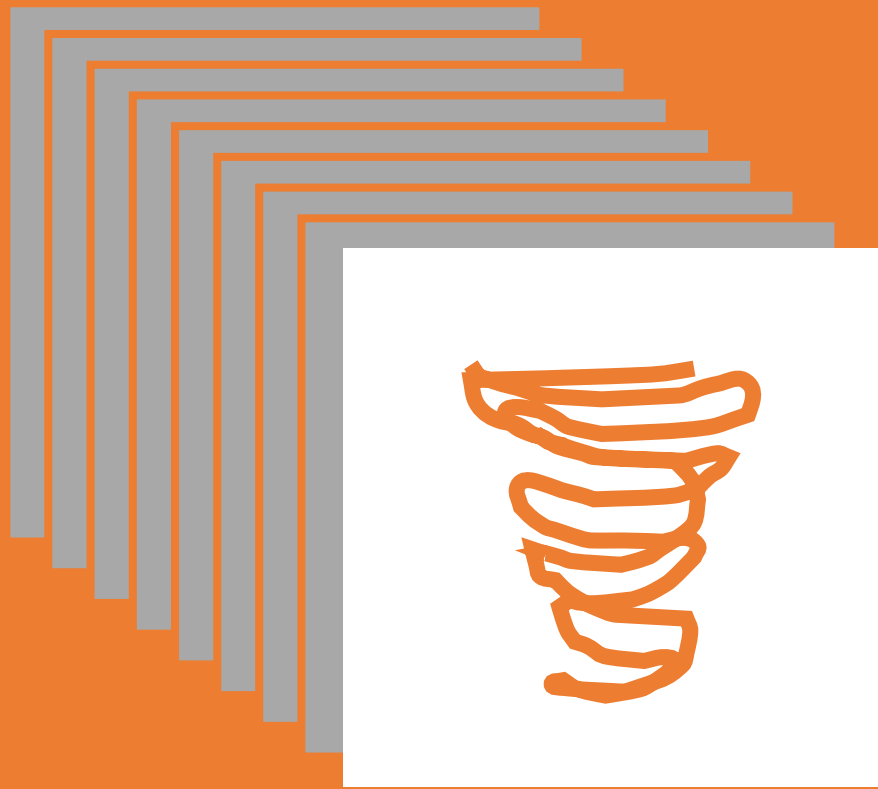
Leads to a confident tone

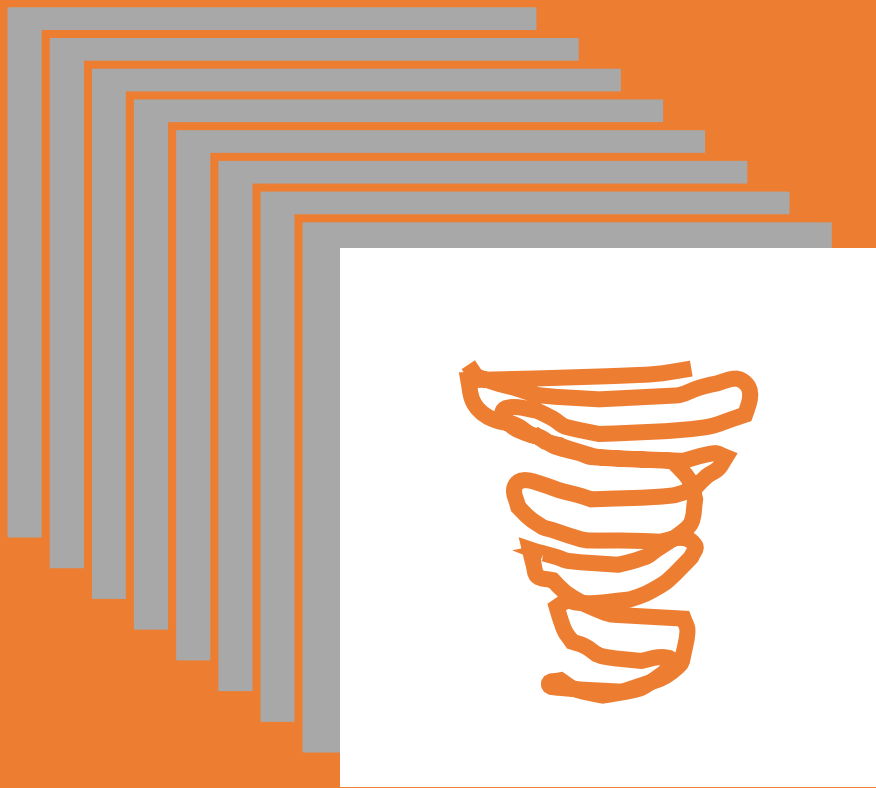
Professional







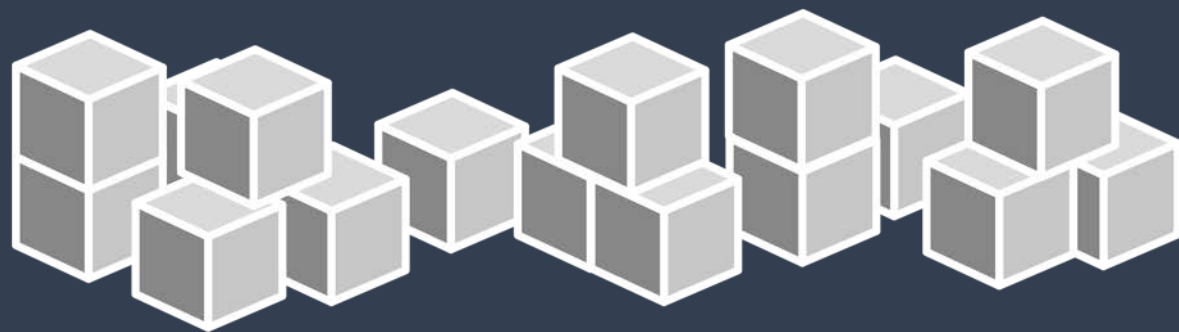




What
information?

In what
order?



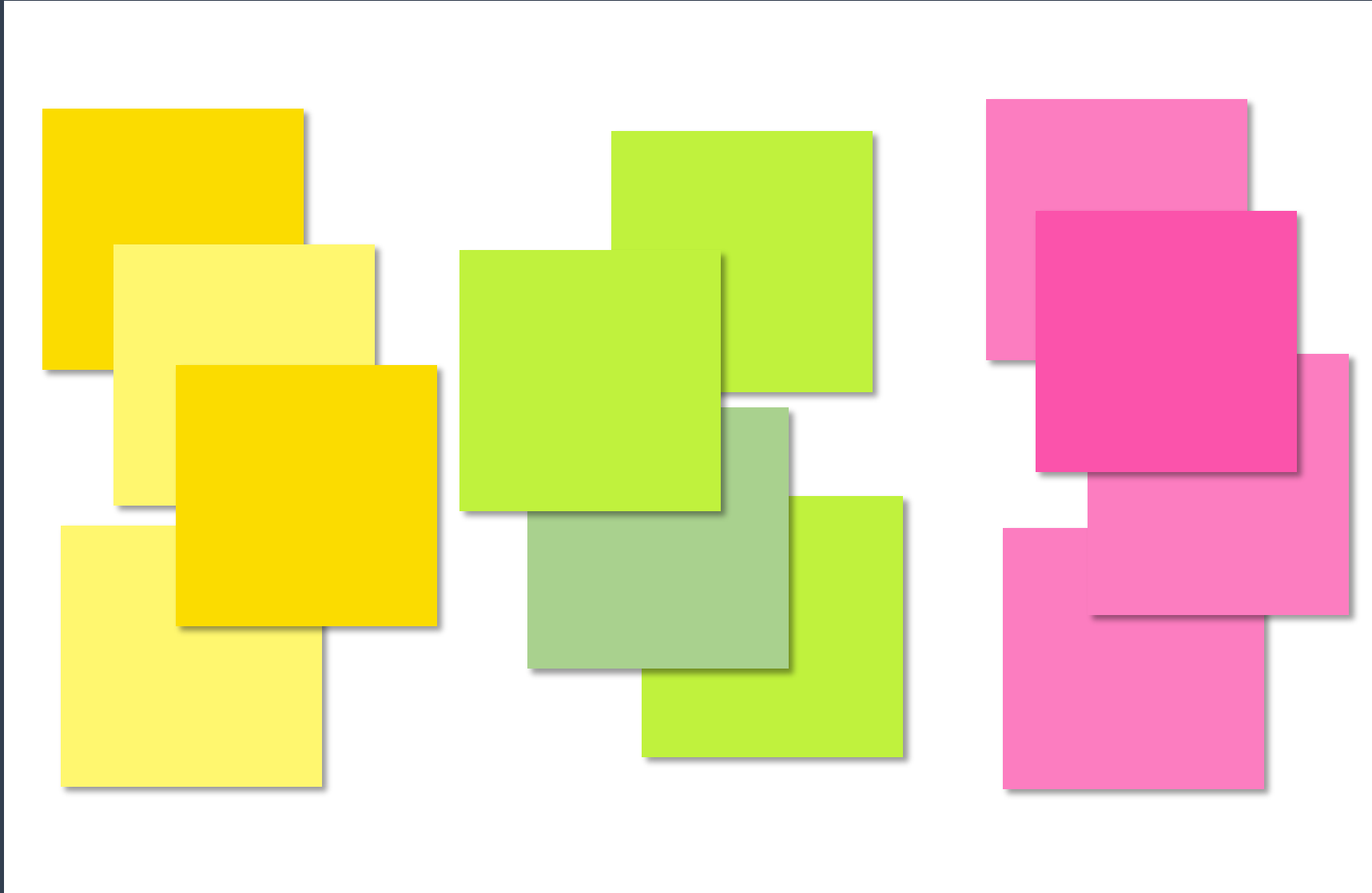






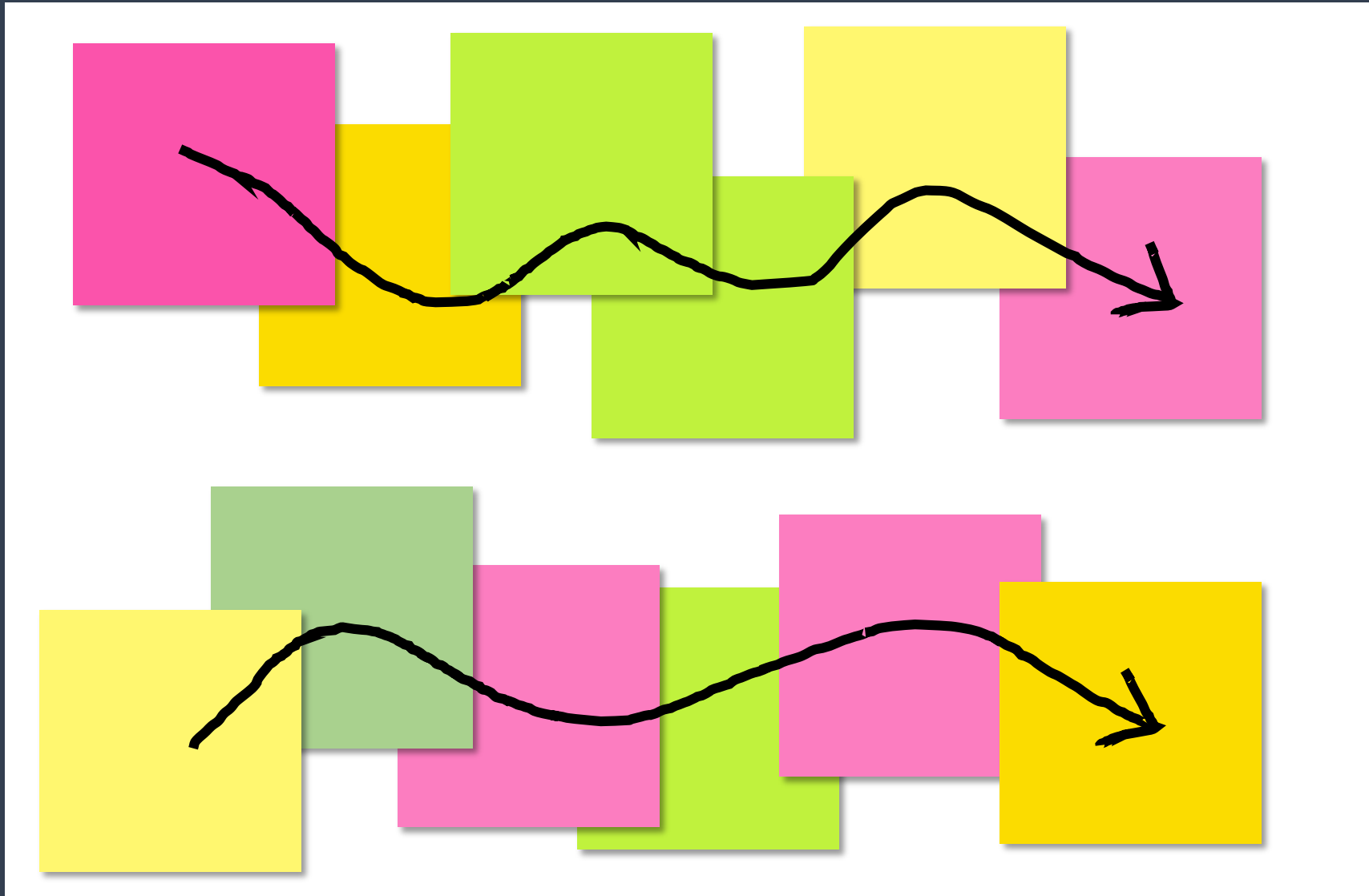


**Topic/theme/idea/location/
paper/argument/author/
definition/concept/example/
feeling/material/decision/
inspiration/form/medium/
method/emotions**



One piece of information per note

- Topic
- Theme
- Idea
- Location
- Research Paper
- Argument
- Author
- Definition
- Concept
- Example
- Feeling
- Material
- Decision
- Inspiration
- Form
- Medium
- Method



Construct potential narratives

Constructing
your narrative

Supporting
your delivery

Constructing
your narrative

Supporting
your delivery

Know your first line

Set a tone that you are comfortable with



I nearly
drowned



Know the purpose of your presentation

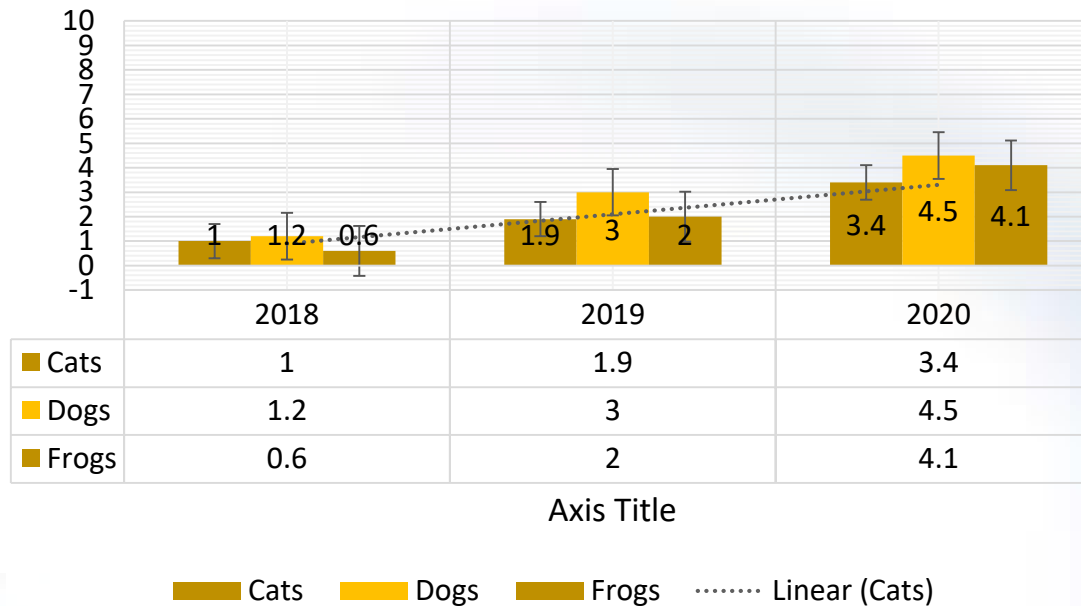




Design your slides

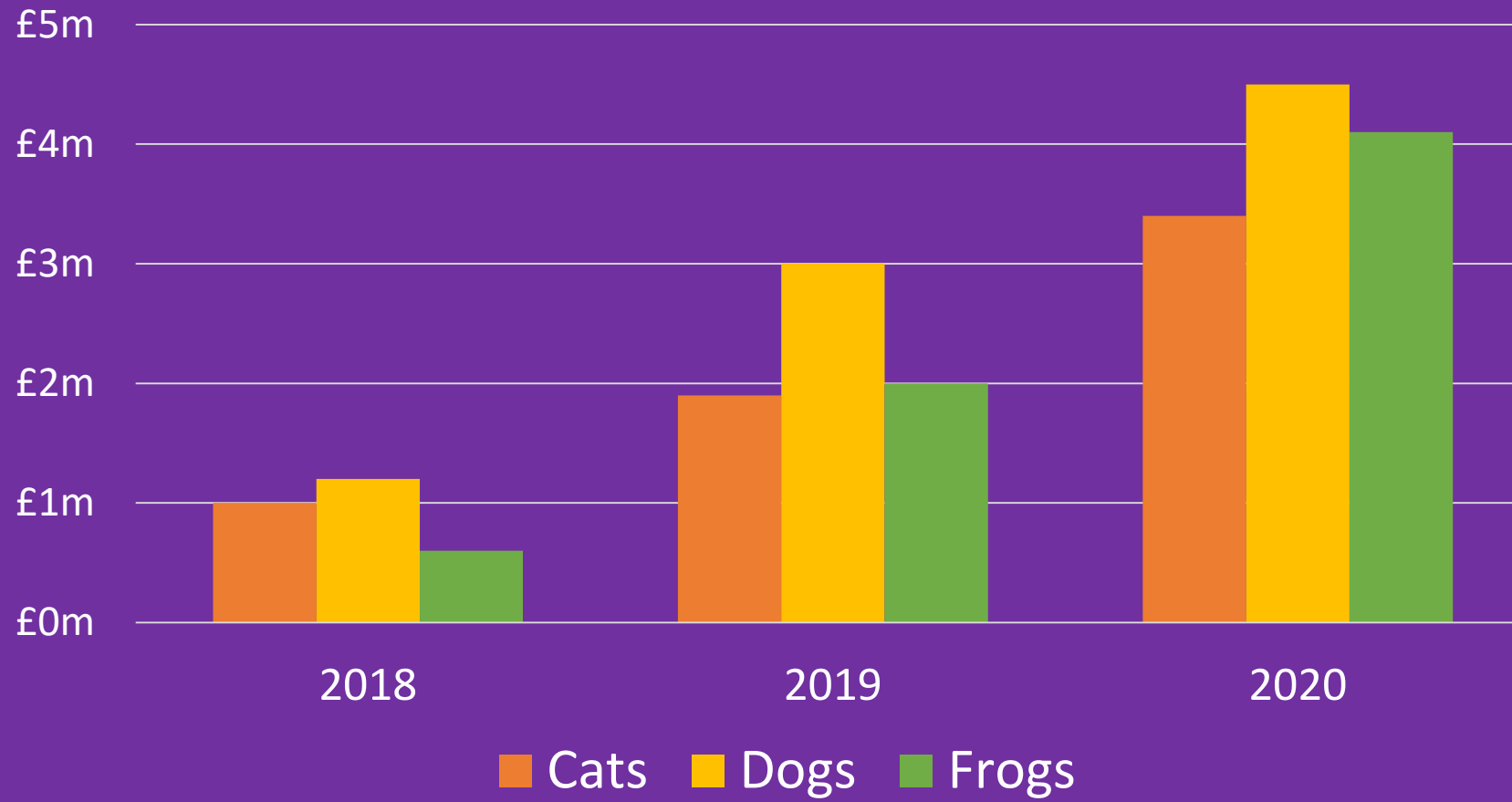
PET SALES OVER THE LAST FEW YEARS

Chart Title

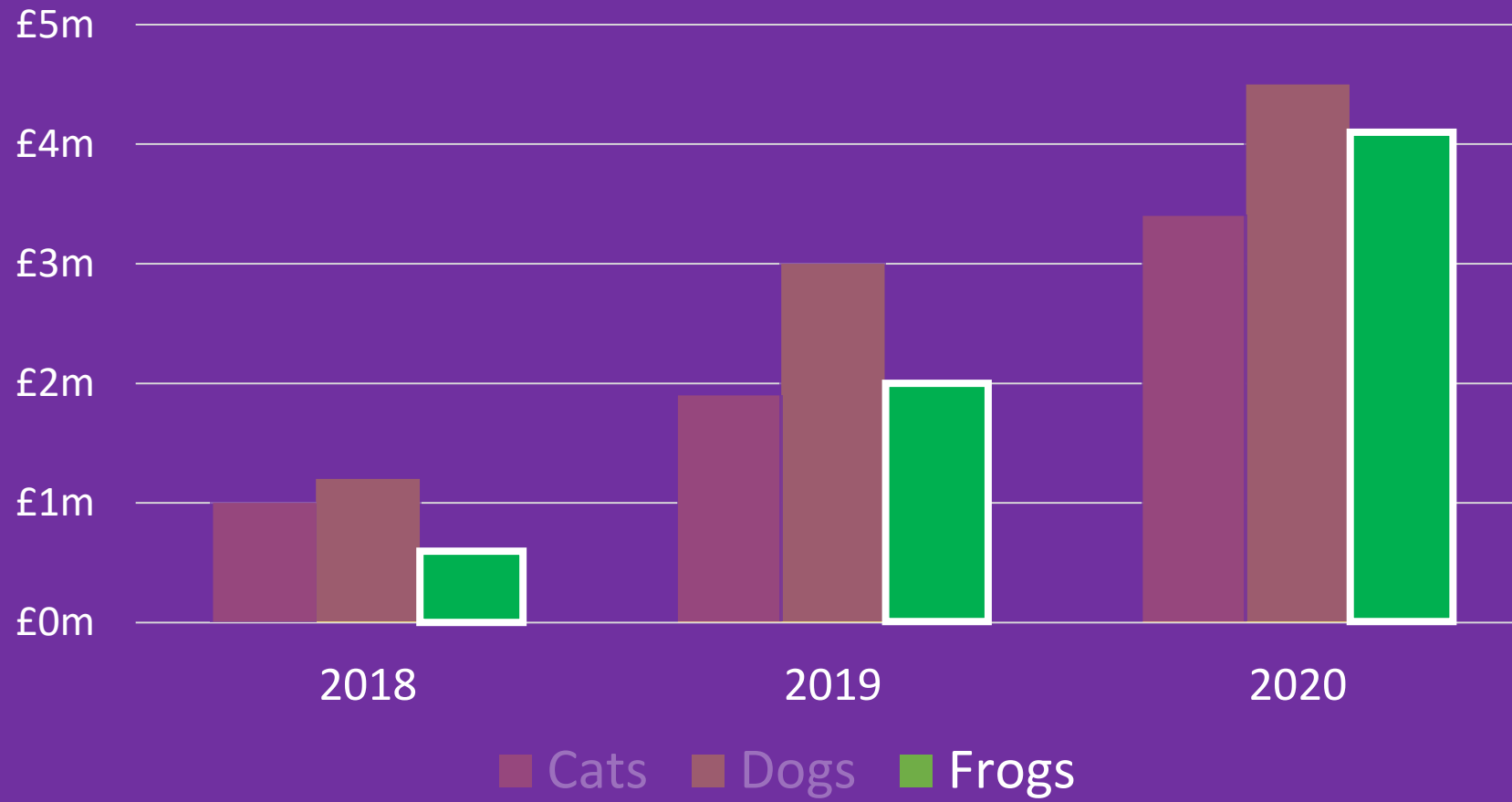


The graph shows that all of the cats and dogs and frogs the numbers are going up but not all of them. In 2018 the frogs cats and dogs were all lower and the year that followed showed that while cats were higher, the dogs and frogs were lower than previous year and then there is another rise in the overall cat dog frog market with a clear trend of increasing market.

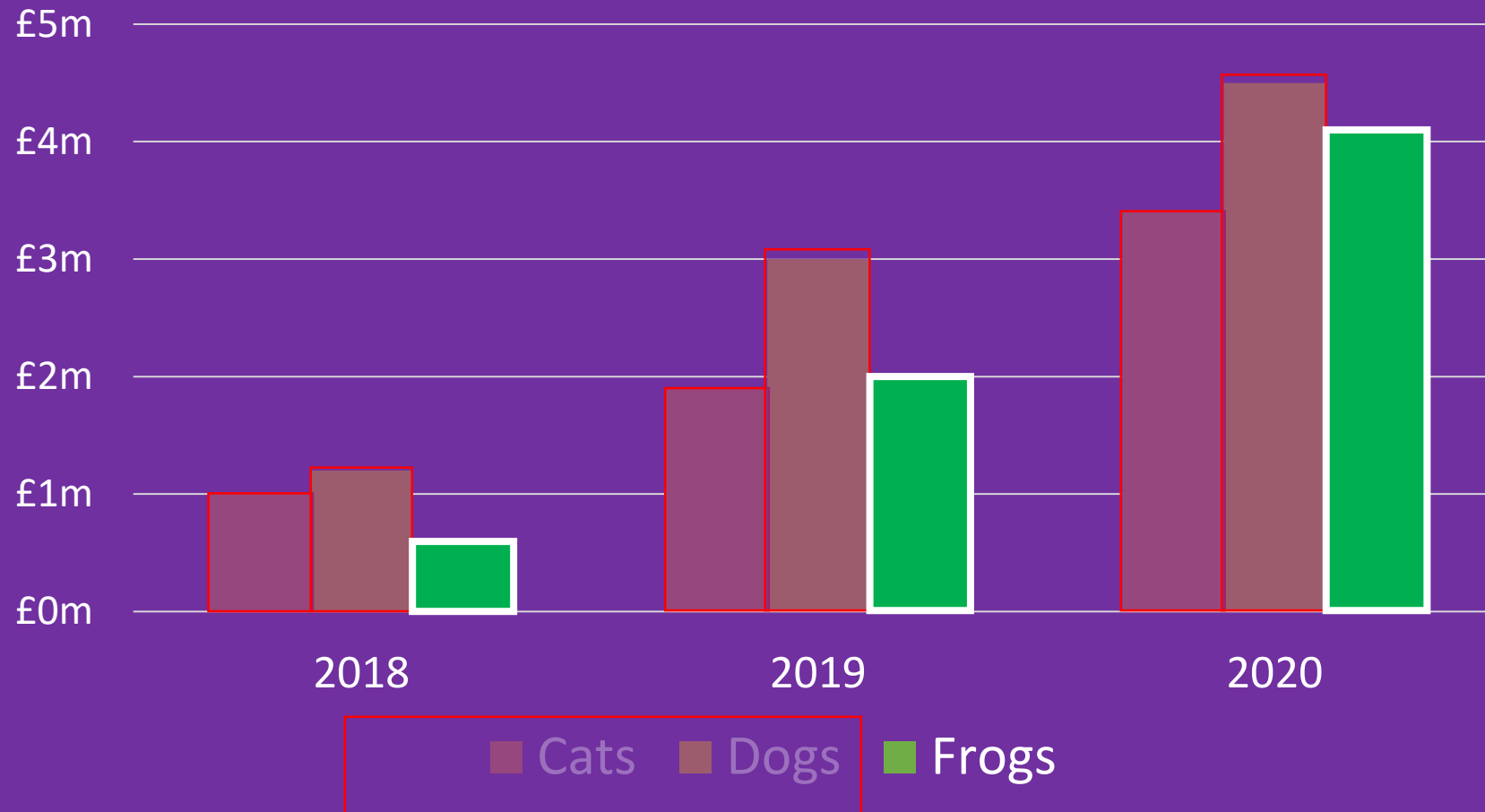
Pet sales per year



Pet sales per year



Pet sales per year



FileHomeInsertDrawDesignTransitionsAnimationsSlide ShowReviewViewHelpAcrobat

Aa

Aa

Aa

Aa

Aa

Aa

Themes

Variants

Share

Comments

Slide Size

Format Background

Customize

Design Ideas

Designer

State the purpose of your presentation

Design Ideas

State the purpose of your presentation

State the purpose of your presentation

Constructing your narrative

Supporting your delivery

State the purpose of your presentation

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State the purpose of your presentation

Constructing your narrative

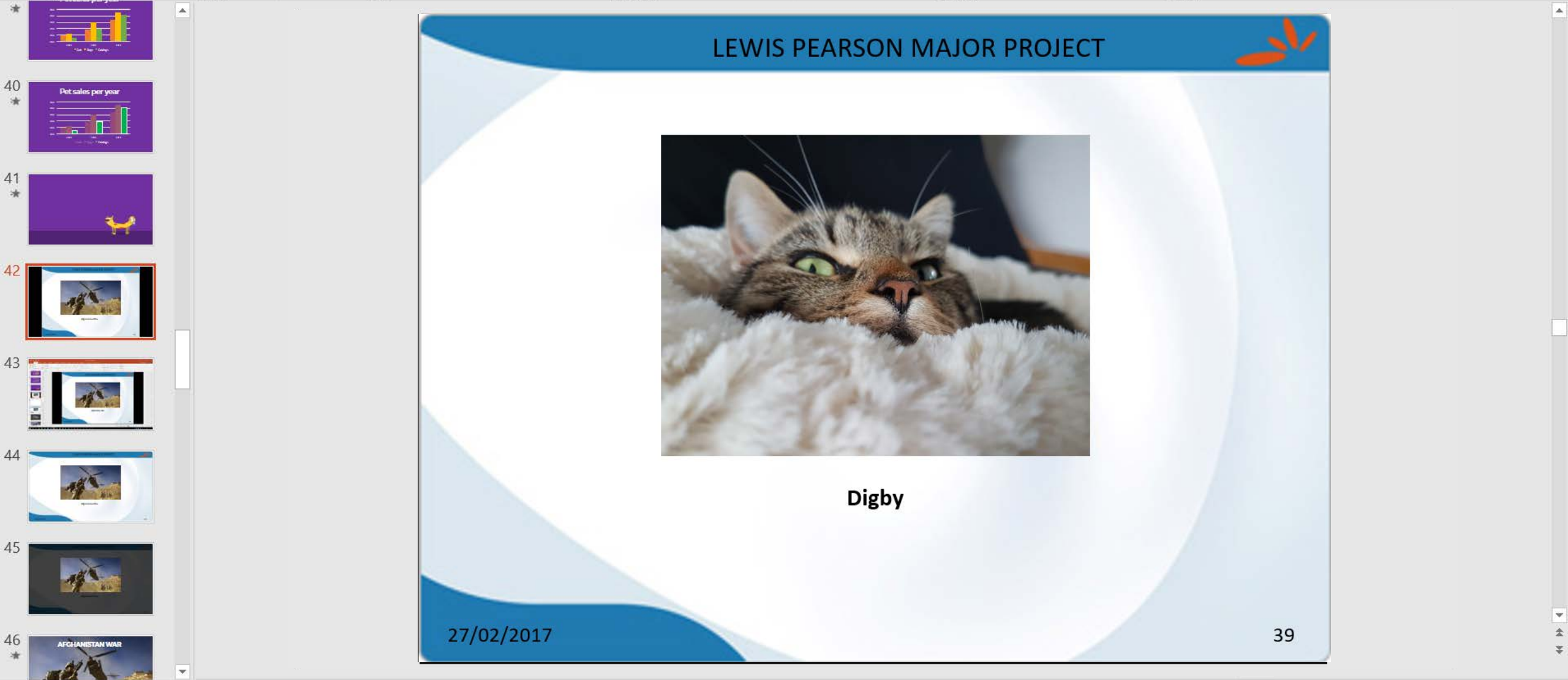
Supporting your delivery



Digby



Digby



- 40
- 41
- 42
- 43
- 44
- 45
- 46

LEWIS PEARSON MAJOR PROJECT



Digby

27/02/201739

Pitching V4 - PowerPoint

File

Home

Insert

Design

Transitions

Animations

Slide Show

Review

View

Mix

ACROBAT

Tell me what you want to do...

Lewis Pearson

Share

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Themes

Variants

Slide Size

Format Background

Customize

40

41

42

43

44

45

46

LEWIS PEARSON MAJOR PROJECT



Digby

27/02/2017

39

Slide 42 of 79

Notes

Comments

89%

16:06

43

44

45

46

47

48

49

50

Slide 46 of 81

LEWIS PEARSON MAJOR PROJECT



Digby

27/02/2017

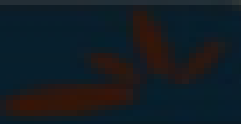
39



Digby



Digby

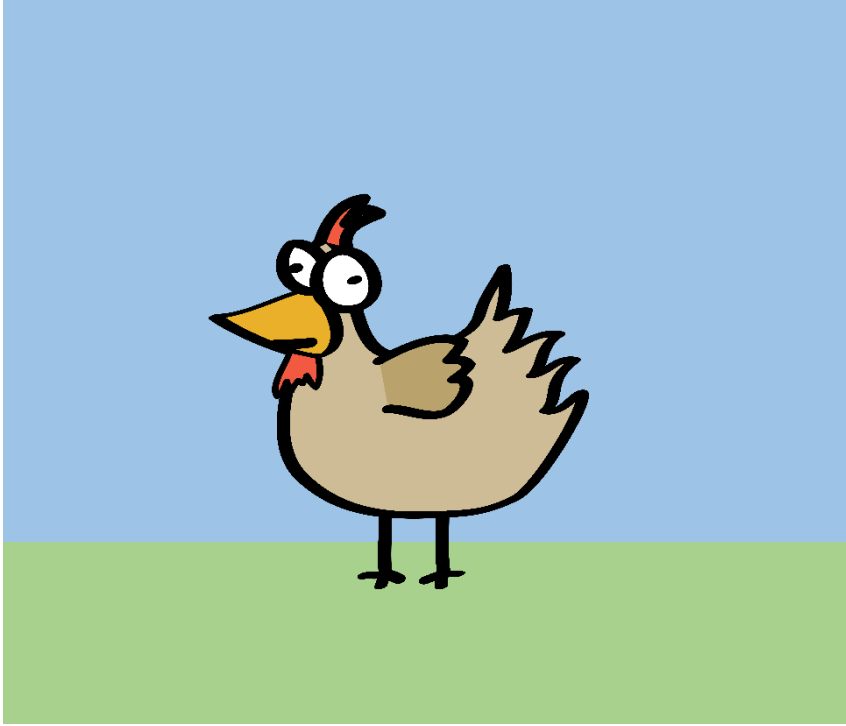


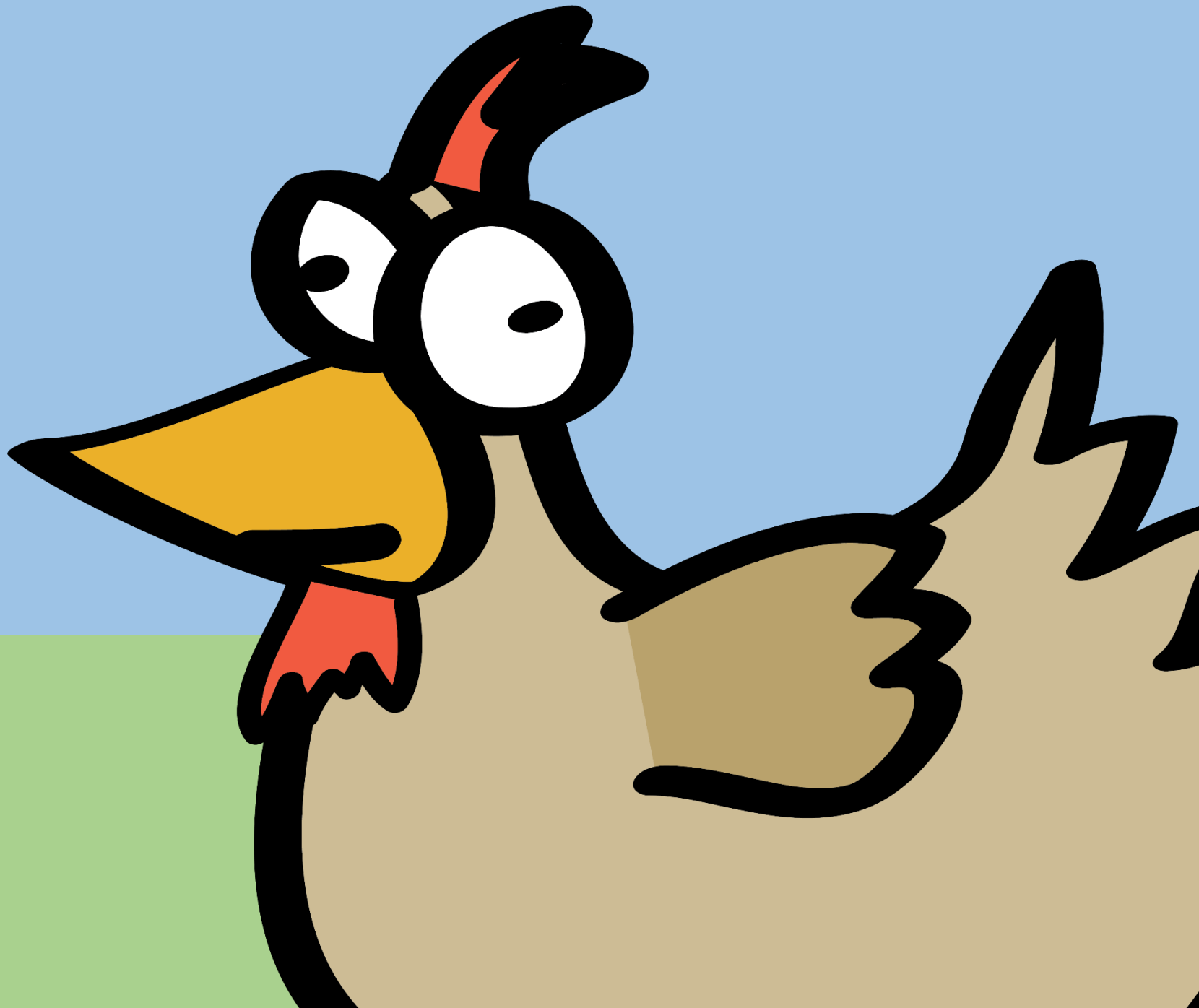
Digby



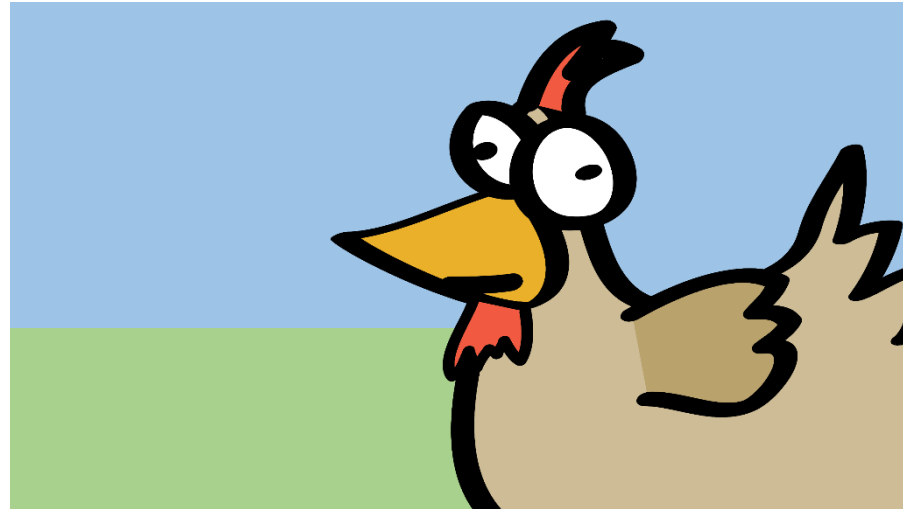


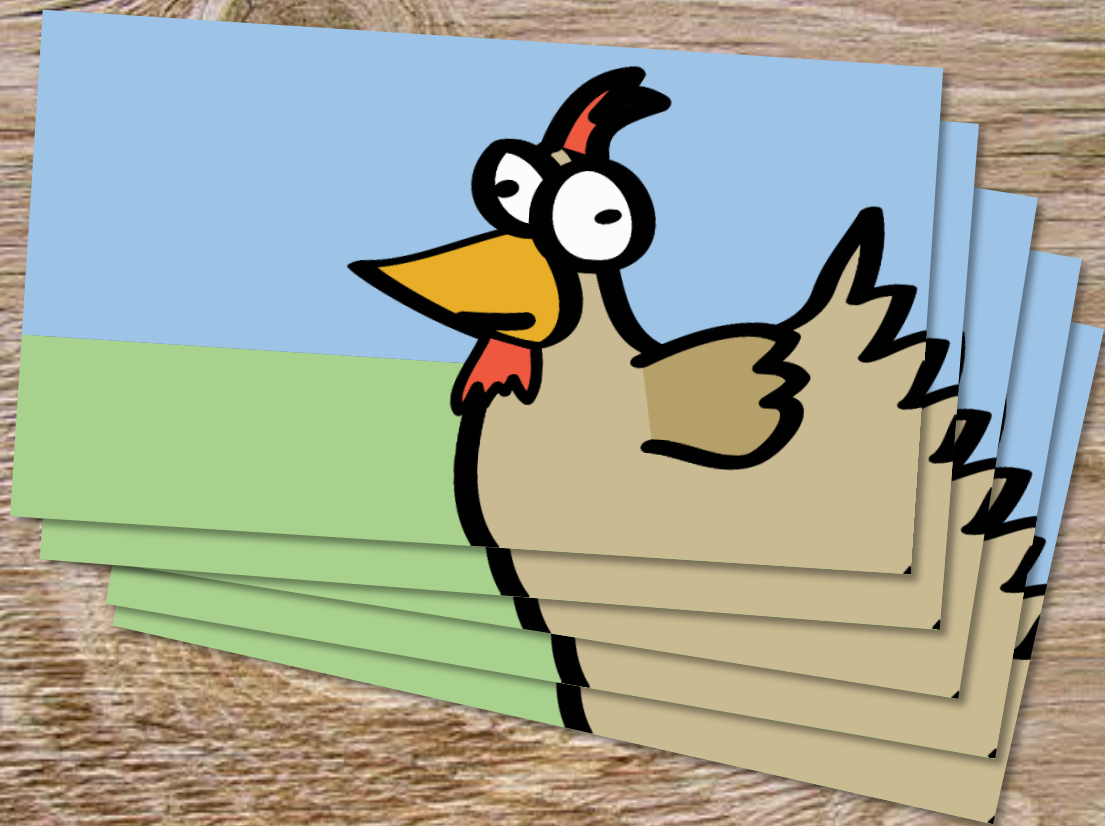




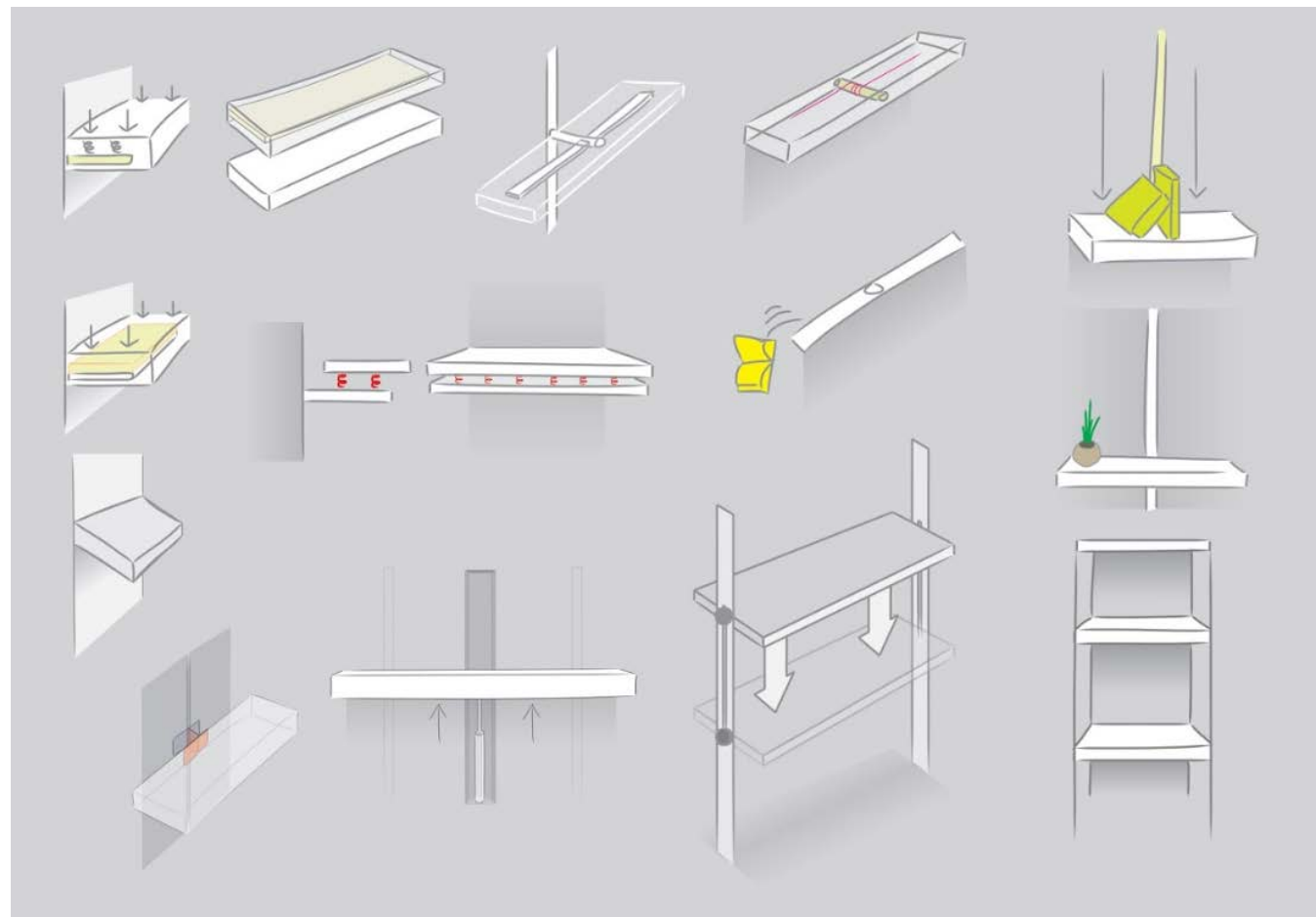


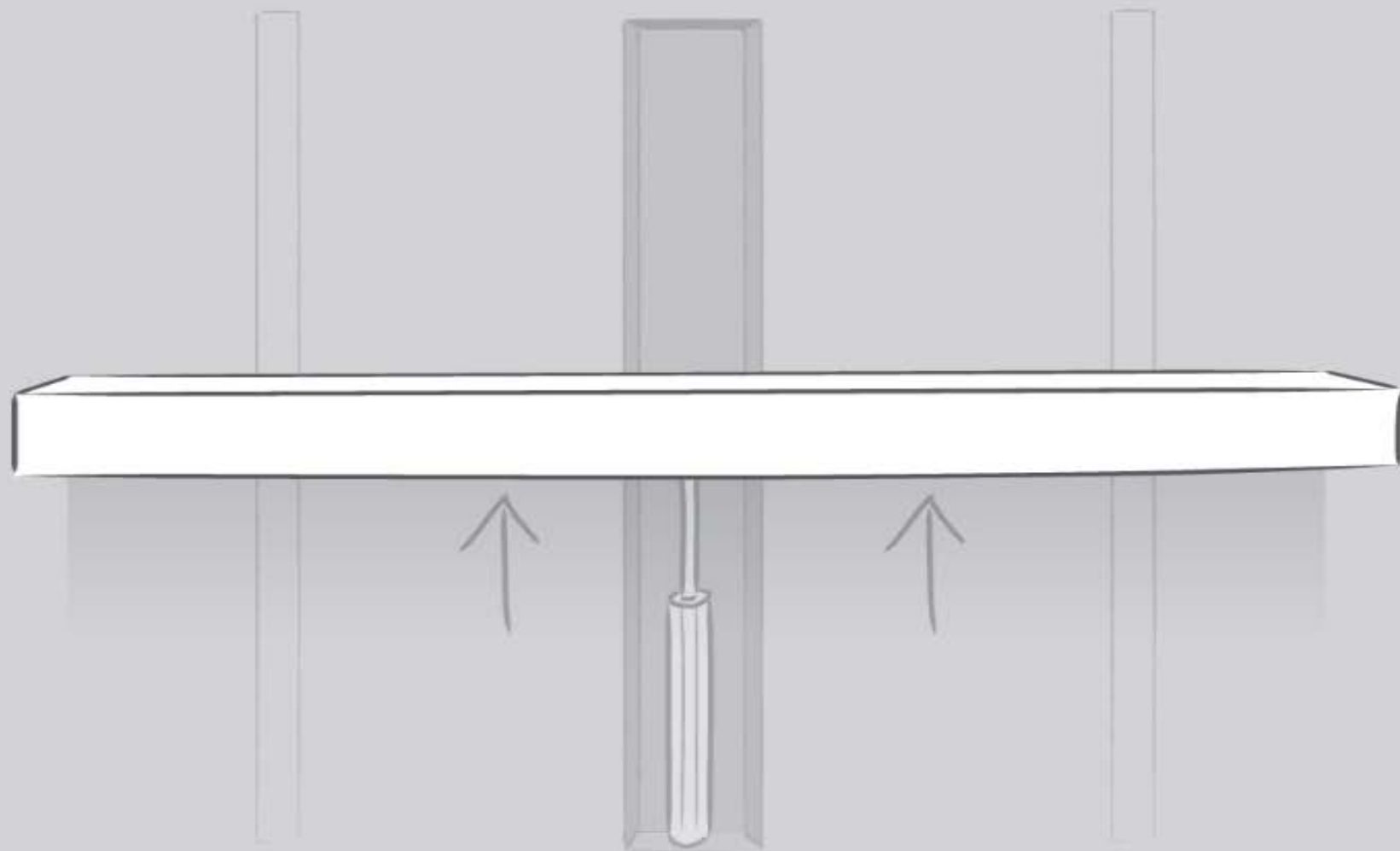
My business card





Initial Ideas







Use relevant
high resolution
stock images



TheNounProject.com



What you say



How you act



How you look



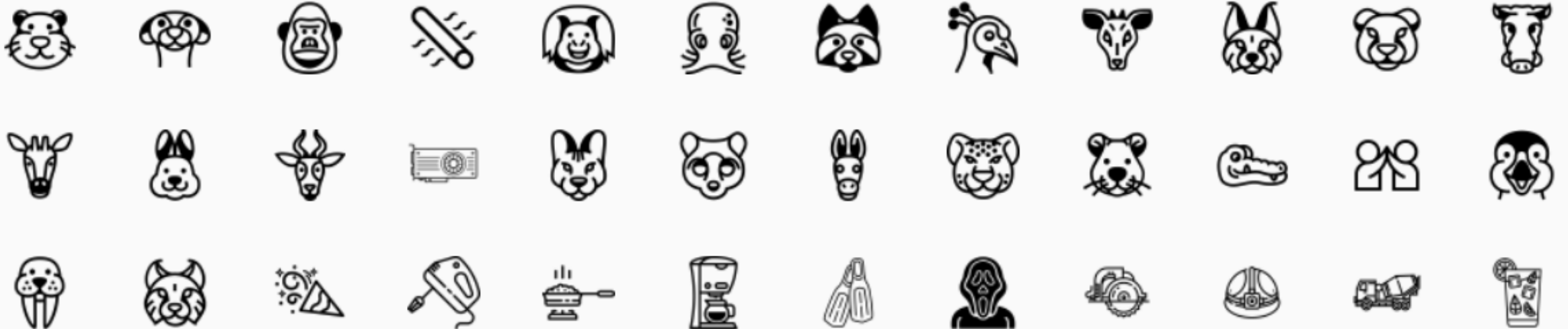
Your slides

TheNounProject.com

Icons for everything

Over a million curated icons, created by a global community

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Shōrin-zu byōbu (Pine Trees screen) by Hasegawa Tōhaku



Shōrin-zu byōbu (Pine Trees screen) by Hasegawa Tōhaku



Consider the
composition

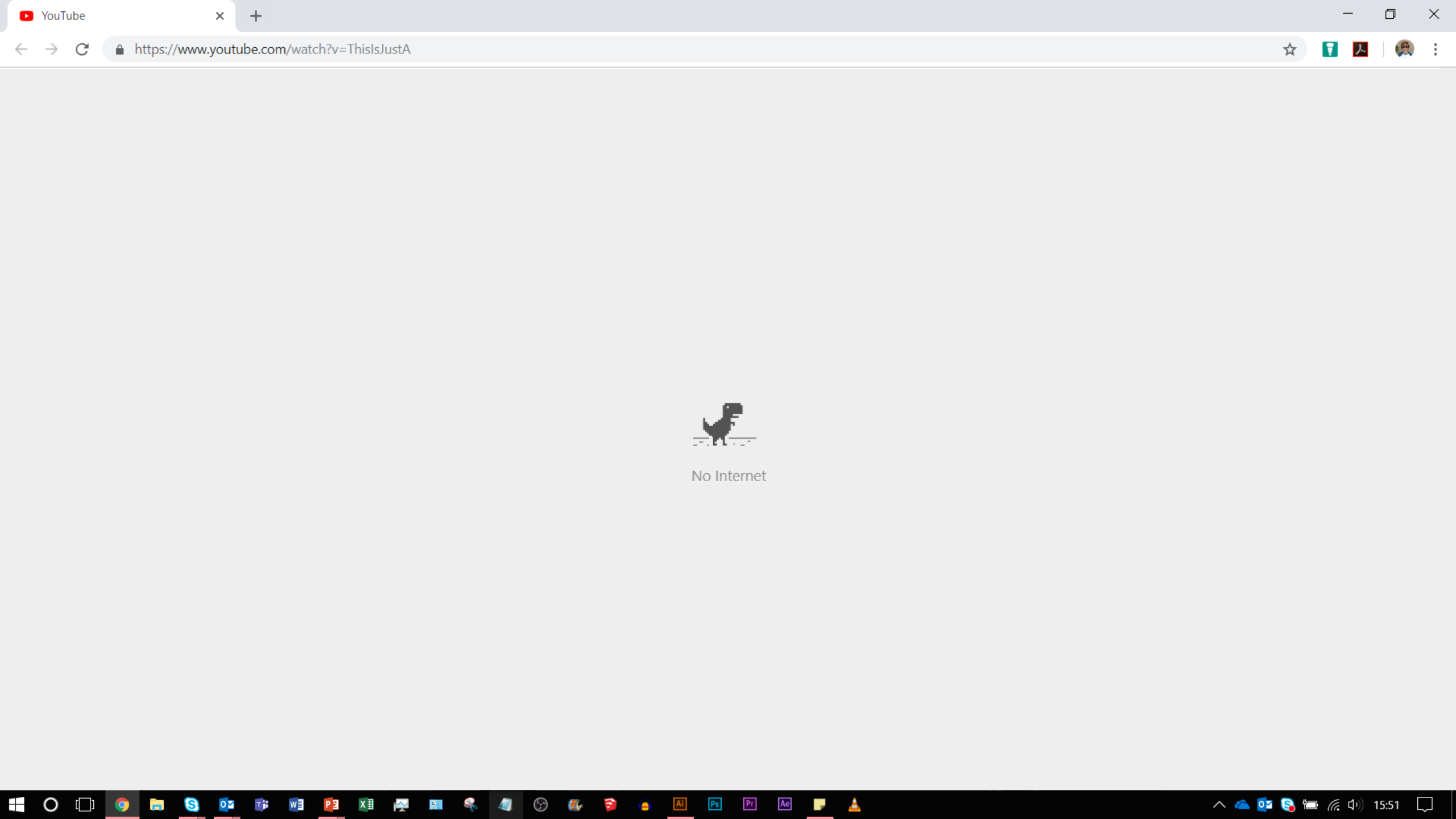


Consider the
composition

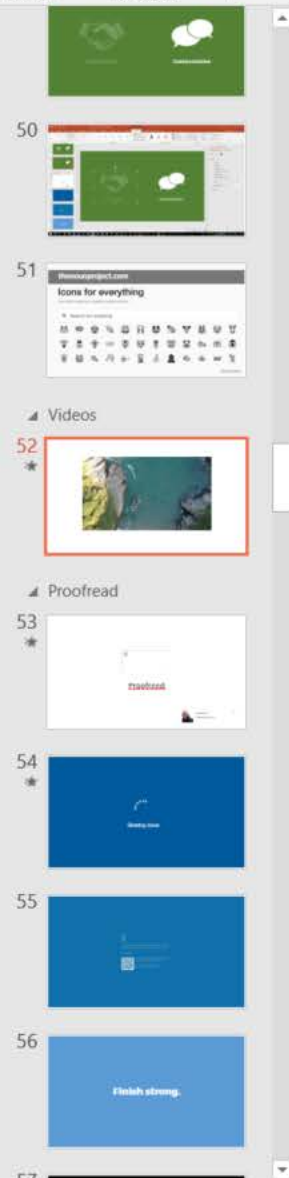


Consider the
composition

<http://www.youtube.com/watch?v=Th15l1nkvv0ntW0rk>





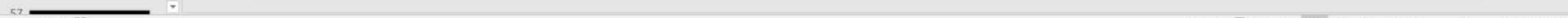


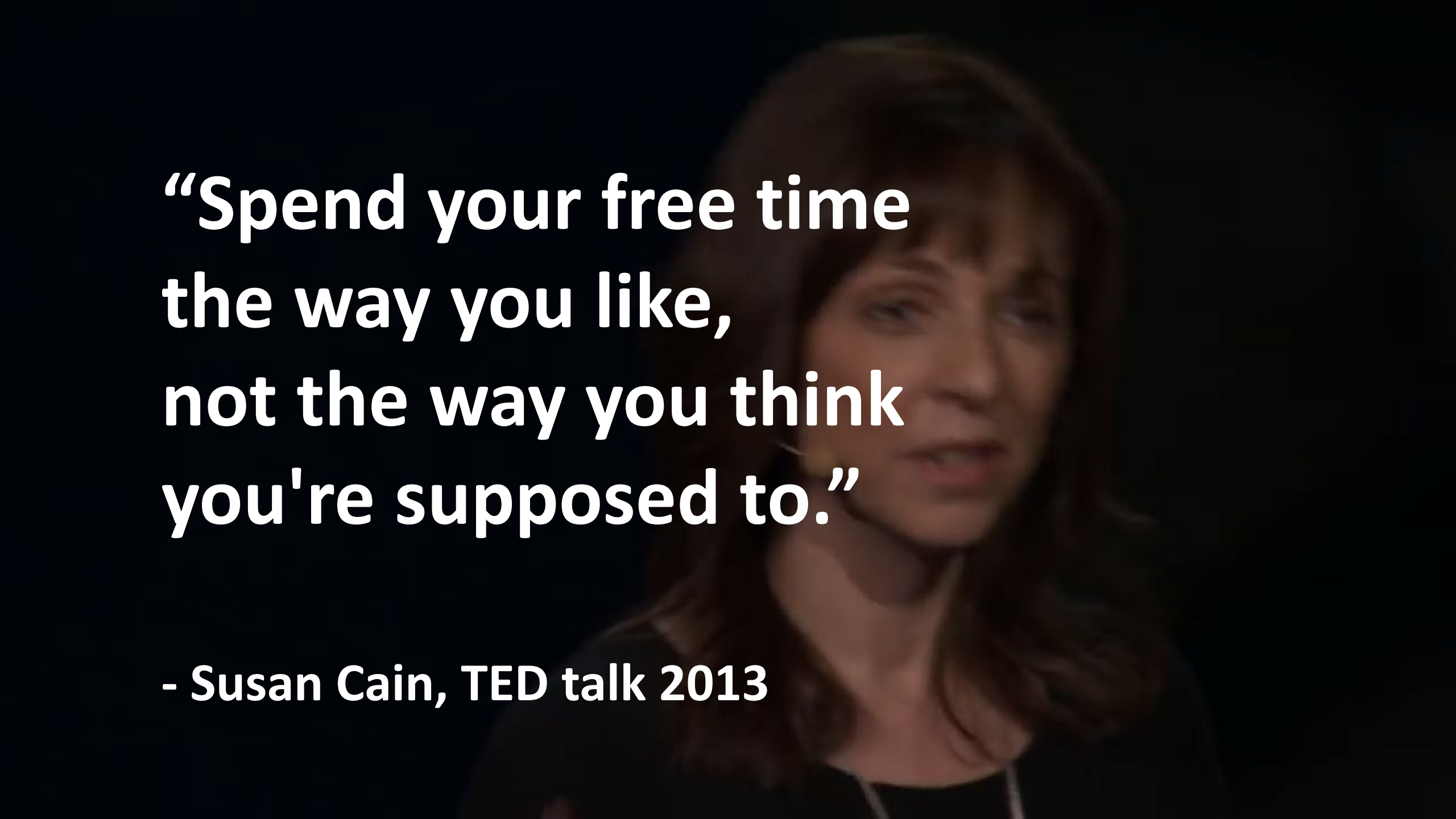


An aerial photograph of a rugged coastline. On the left, steep, rocky cliffs are covered in patches of green vegetation. The water is a deep turquoise color, with white foam from waves crashing against the base of the cliffs. The overall scene is dramatic and scenic.

LIFE
DESIGN:

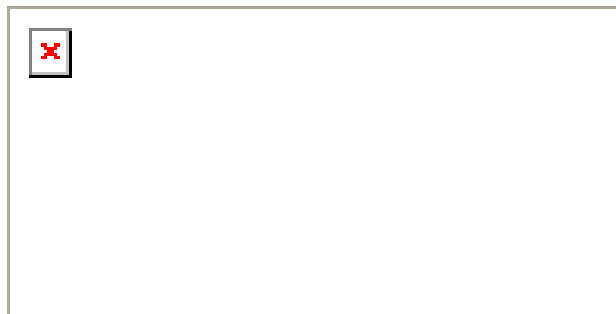
Pitching & Presenting





**“Spend your free time
the way you like,
not the way you think
you're supposed to.”**

- Susan Cain, TED talk 2013



Proofread



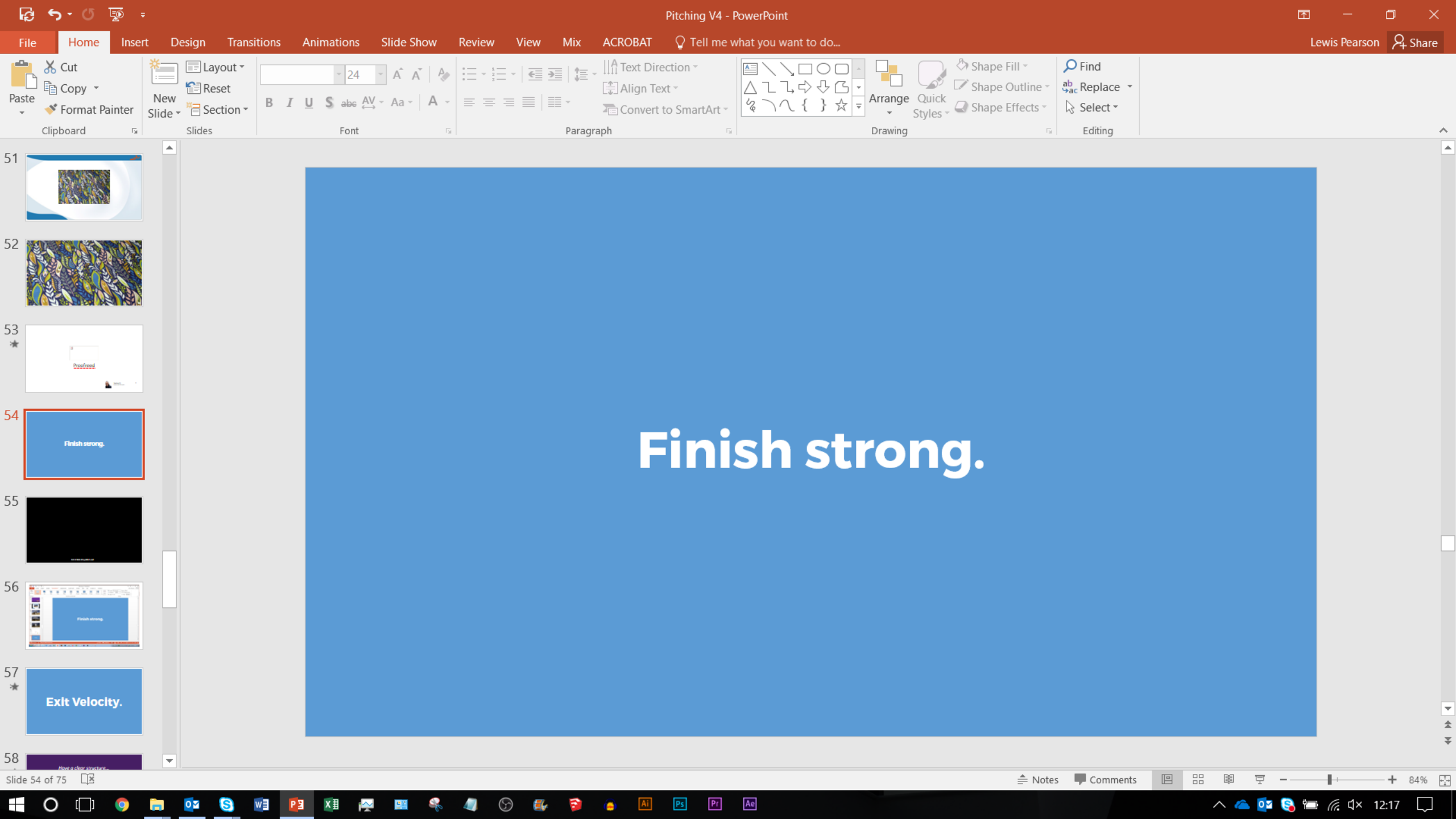
Facebook (1)

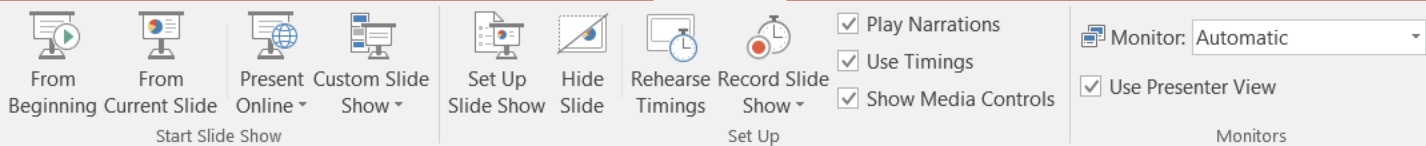
Obama likes your post.

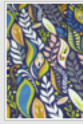


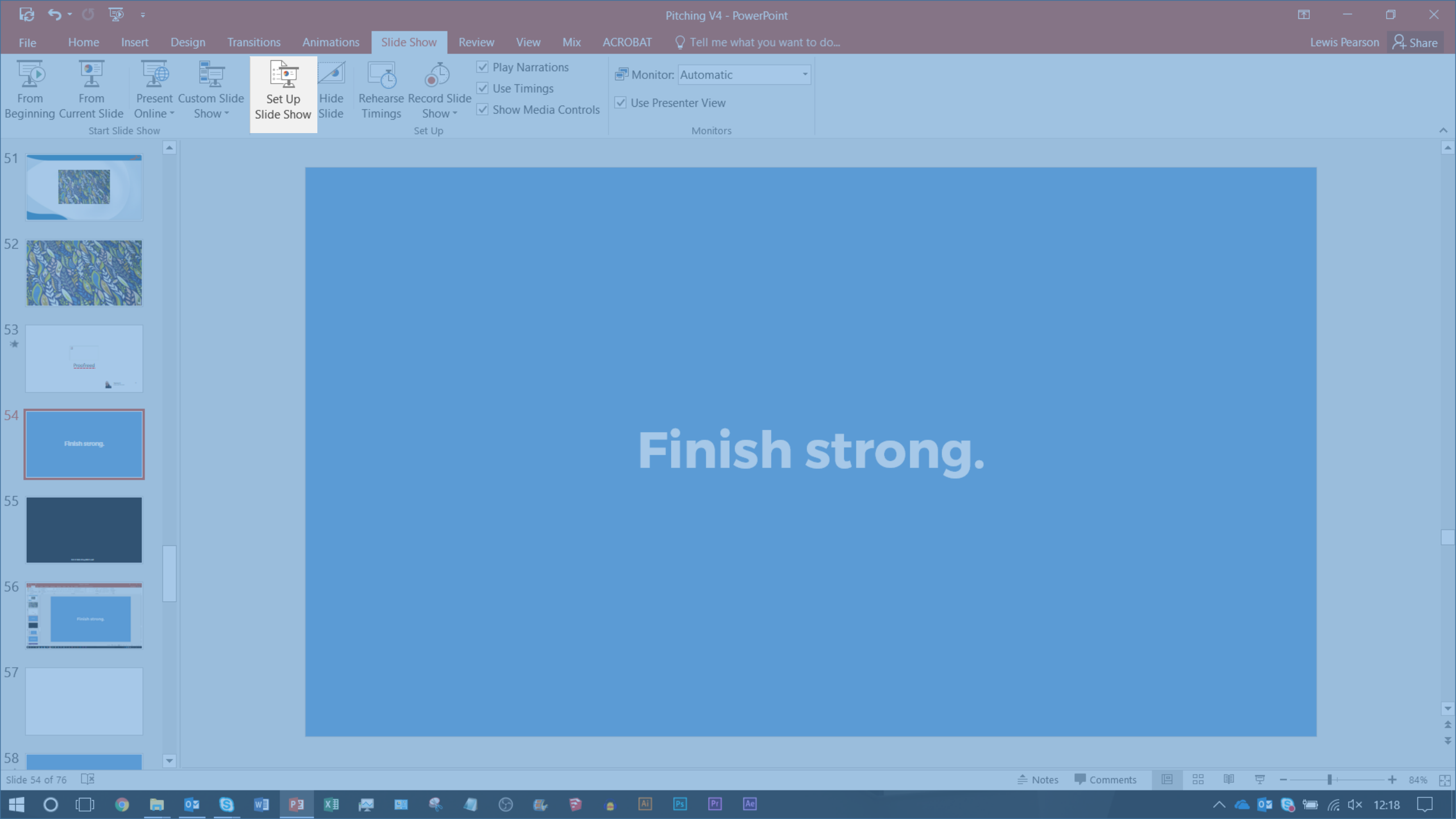
Finish strong.

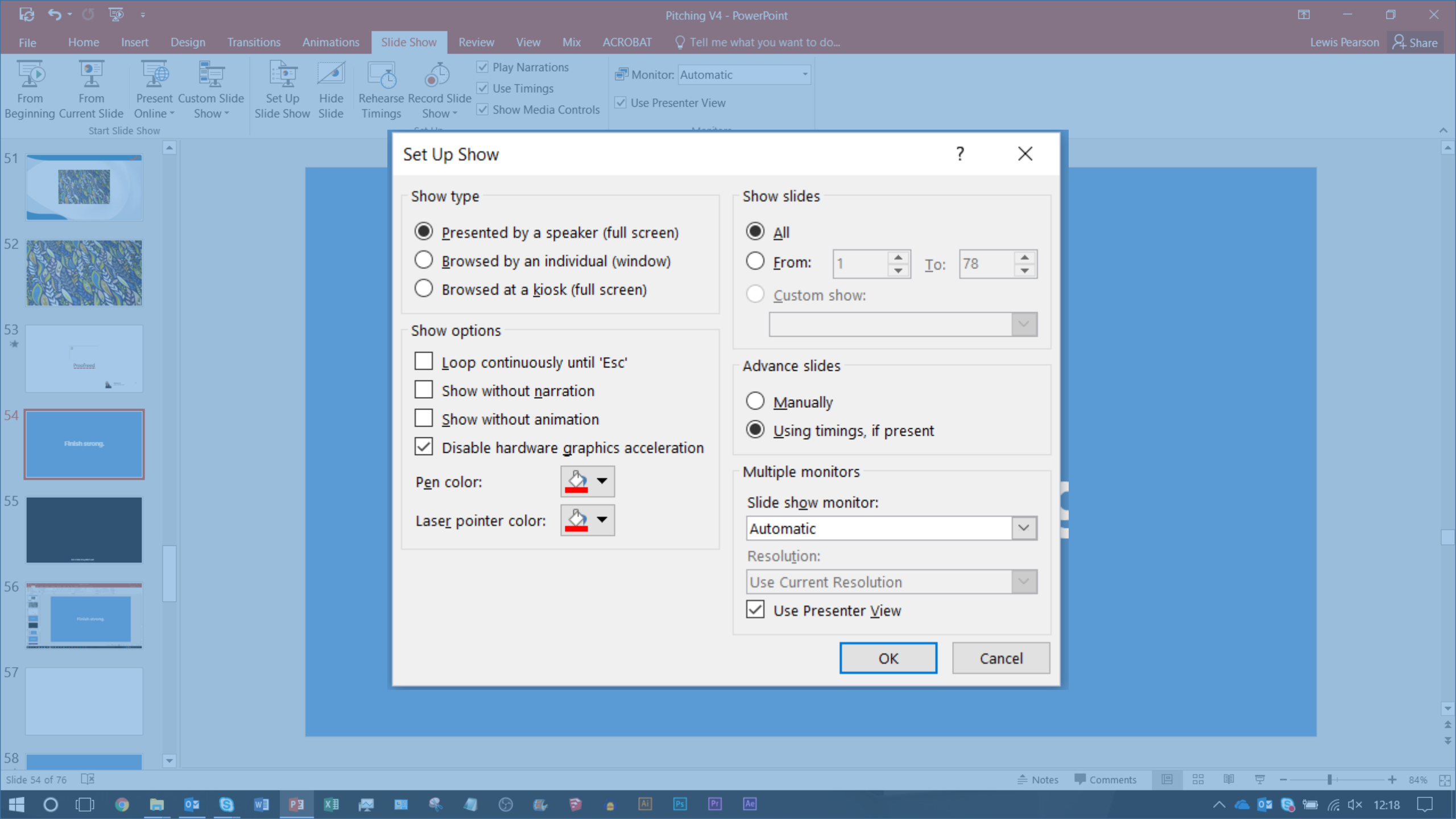
End of slide show, click to exit





- 51 
- 52 
- 53 
- 54 
- 55 
- 56 
- 57 
- 58 





Set Up Show

Show type

- ☒ Presented by a speaker (full screen)
- ☐ Browsed by an individual (window)
- ☐ Browsed at a kiosk (full screen)

Show options

- ☐ Loop continuously until 'Esc'
- ☐ Show without narration
- ☐ Show without animation
- ☒ Disable hardware graphics acceleration

Pen color:



Laser pointer color:



Show slides

- ☒ All
- ☐ From: 1 To: 78
- ☐ Custom show:

Advance slides

- ☐ Manually
- ☒ Using timings, if present

Multiple monitors

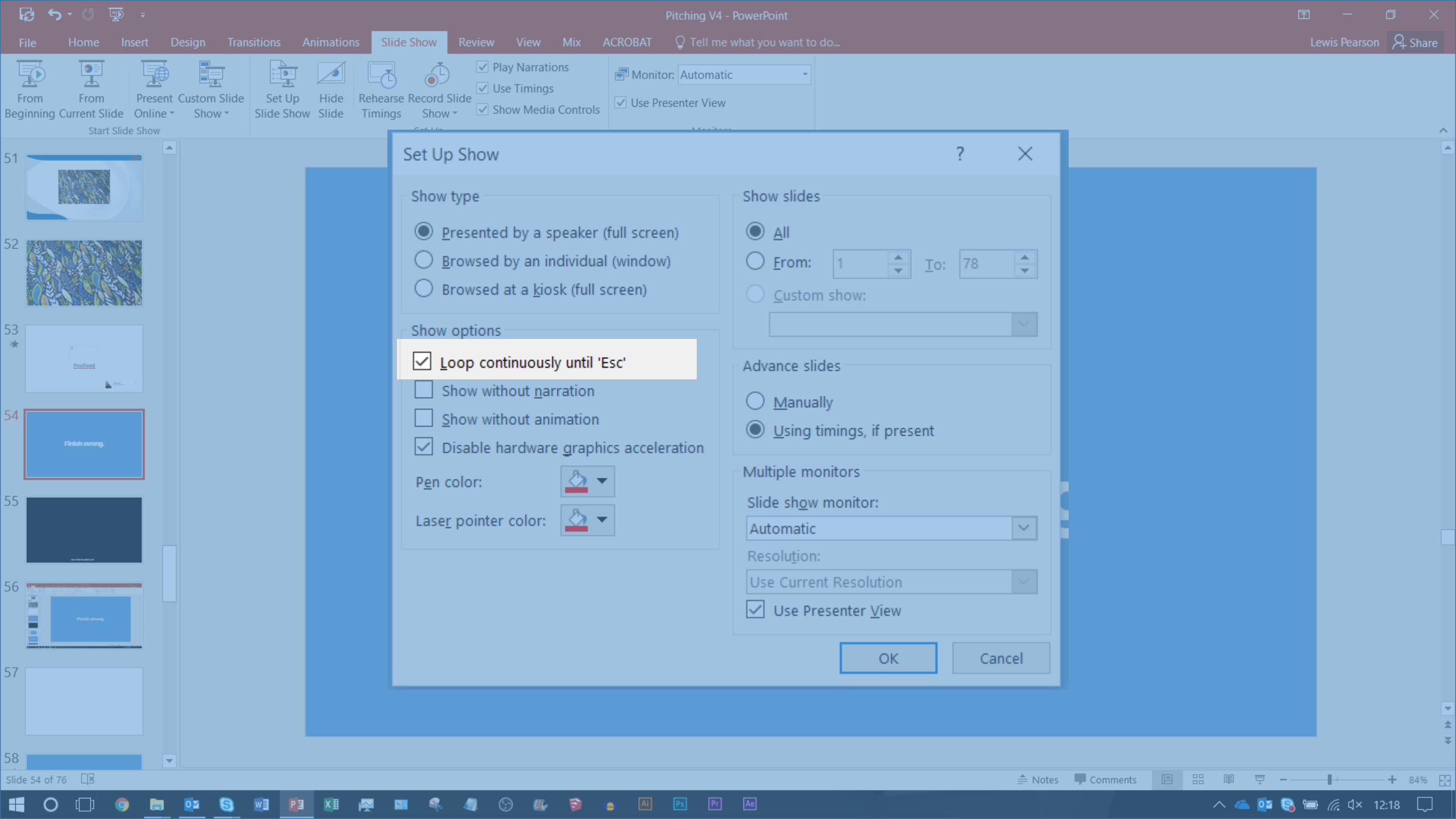
Slide show monitor:

Resolution:

- ☒ Use Presenter View

OK

Cancel



Set Up Show

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- ☐ From: 1 To: 78
- ☐ Custom show:

Advance slides

- ☐ Manually
- ☒ Using timings, if present

Multiple monitors

Slide show monitor:

Automatic

Resolution:

Use Current Resolution

- ☒ Use Presenter View

OK

Cancel

Finish strong.



Pitching & Presenting

Dr Lewis Pearson

Constructing your narrative

Adopt a **pro** mindset

Unpack

Justify your decisions

What info? *then* What order?

Supporting your delivery

Know your **first** line

Design your slides

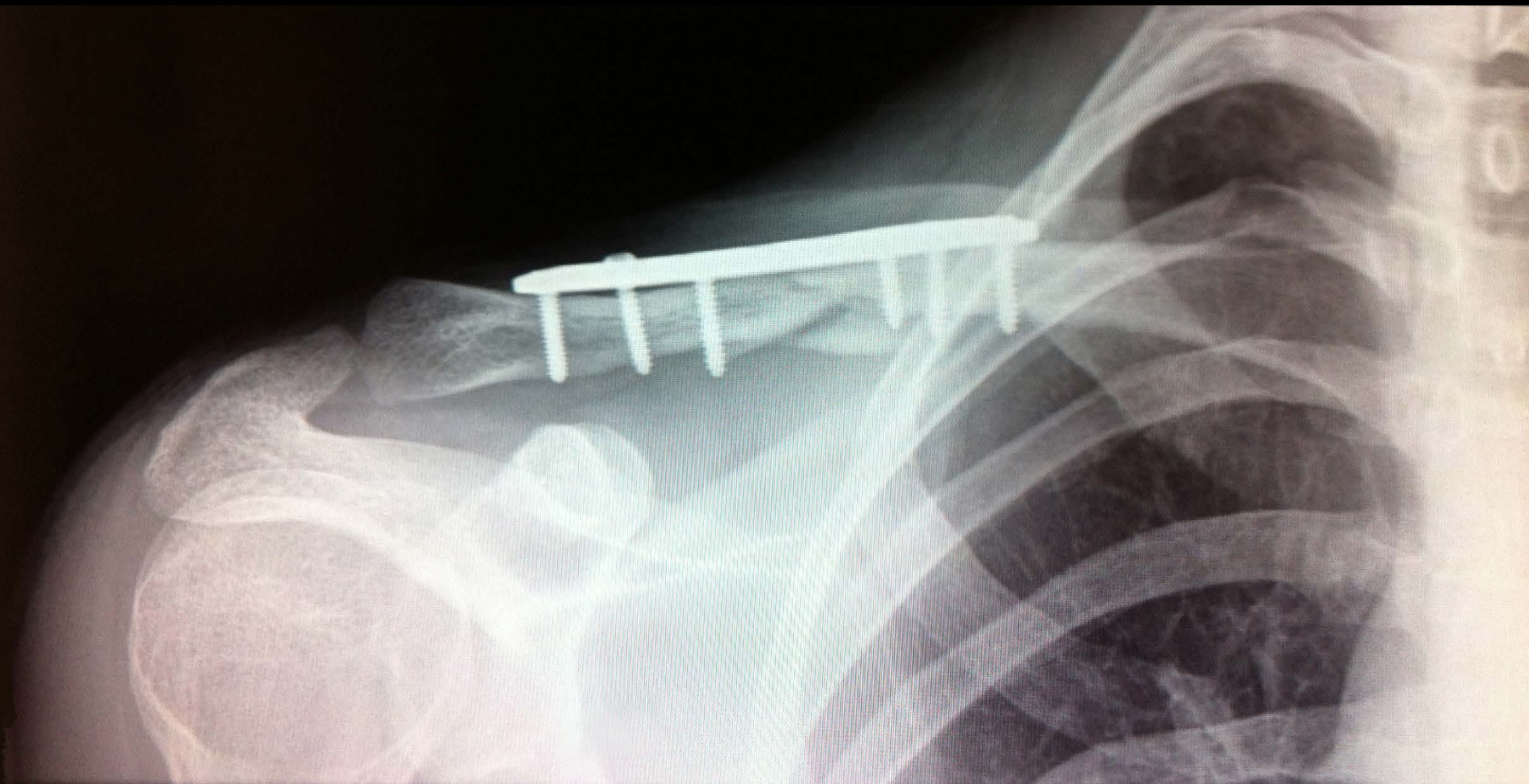
Full screen

Proofread

Exercise – 4 slides

- ***Hypothetical*** presentation
- 4 slides about you (professional or personal)
 1. Decide on core message (e.g. one of your values/skills/hobbies)
 2. Decide what information to include
 3. Explore nonconventional narratives
 4. Design the slides
- No pressure, no wrong answers and no script
- The outcome of this exercise is not important...
- Nounproject (icons)
- Unsplash (images)

Example











1. Decide on core message (e.g. one of your values/skills/hobbies)
2. Decide what information to include
3. Explore nonconventional narratives
4. Design the slides



1. Decide on core message (e.g. one of your values/skills/hobbies)
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