

Engaging By Design

10 tips to keep your staff, students and coworkers
alive and engaged during your presentations



Dave Kootman

Promethean Teaching and Learning Consultant

dave.kootman@prometheanworld.com

Fall 2009-

a handout to the presentation “Engaging by Design”



10. Have an agenda- Participants need to know what is coming. They need to know how to pace themselves and what to expect. Furthermore-→ “if you think I (stink), I at least want you to be able to track my progress through the speech so that you know approximately know how much longer I'm going to (stink).” ~ Guy Kawasaki

9. Use Left Brained slides minimally- stay away from excessive bullets and lists. If you use them, pace your audience and reveal one at a time. Do not put paragraphs of words on a page without a plan. The less, the better. Keep it simple. If you use a lot of text, stay silent while your audience reads it. Reading a lot of text will create a disconnect from your audience, as they will read faster than you can speak. Remember, less is better and simplicity rules!

8. Images- Use quality images that are relevant to your topic. Don't throw an image in just to fill space. Watch out for clipart.

7. Tell Stories- Stories are engaging and will keep your audience's attention. Make them relevant, brief and interesting.

6. Statistics- Ask yourself what your goal is when using them. Make them relevant, concise and visible. Examine your format to ensure readability and simplicity. Do your titles/labels add or detract?

5. Quotations- Keep them brief and relevant. Include the source for context. Don't use quotes that may be stale or overused.

4. Fonts- Keep it simple, readable and large. Use one font type, but you may vary the size or style of it. Try a sans-serif font. Remember that if you are sharing or moving your flipchart or PPT, you will need the same font on all computers.

3. Colors- Use dark on light or light on dark. Be careful of certain color combinations that may confuse viewers. Don't use too many colors and keep a color structure to your entire presentation. Google “color scheme”

2. Less is More- Keep it simple. Clutter is bad. Ask yourself “So what?” “Why am I including this?” Use simple transitions. Pages/slides should reinforce your words, not repeat them. Remember, you are the expert.

1. Effects to add emphasis- drop shadow, gradients, reflections

Bonus- CARP Tips-

Contrast- if it's going to be different, make it really different (color, font, style, size...)

Alignment- stay organized, add structure. Don't just throw things on the page. Think “Rule of Thirds”

Repetition-color, shape, spatial relationships = organization

Proximity- Items relating to each other should be grouped in some way

Additional tips:

Keep the backgrounds simple and relevant.

Repeat important details/points.

You are the presenter/teacher, not the software.