

HOW TO AVOID DEATH BY POWERPOINT?

**Barcamp Antwerp
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Nancy Verbrugghe

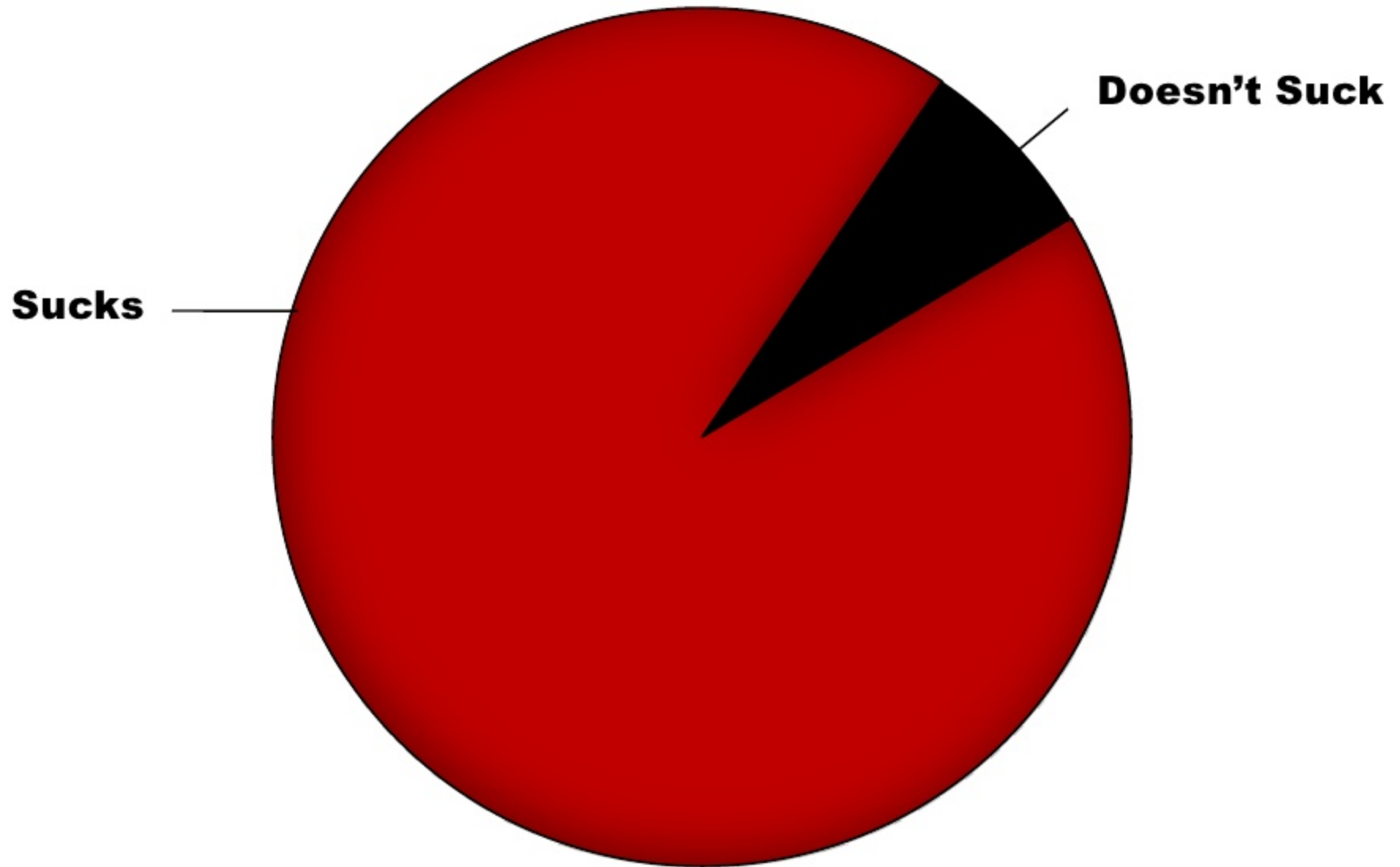
NANCY VERBRUGGHE

- 
- content specialist
 - MSN.be & FemiStyle.be
 - into politics
 - loves motorbiking

So does my daughter ...



95% of presentations **SUCK**



What we see:

**Long
Boring
Bad Slides
Content-free**

What we want to see:

**Short
Simple
Legible
Engaging**

DEATH BY POWERPOINT



Bad habits

- ❖ **Too many slides**
- ❖ **With too many headings and subheadings**
- ❖ **and too many bullets**
- ❖ **Cheesy clip art**
- ❖ **Distracting animations**
- ❖ **Reading from the slide**
- ❖ **Handing out the deck**
- ❖ **Going over time**



Oh Shit, I'm sick



3 STEPS TO SUCCESS

Preparation

Design

Delivery

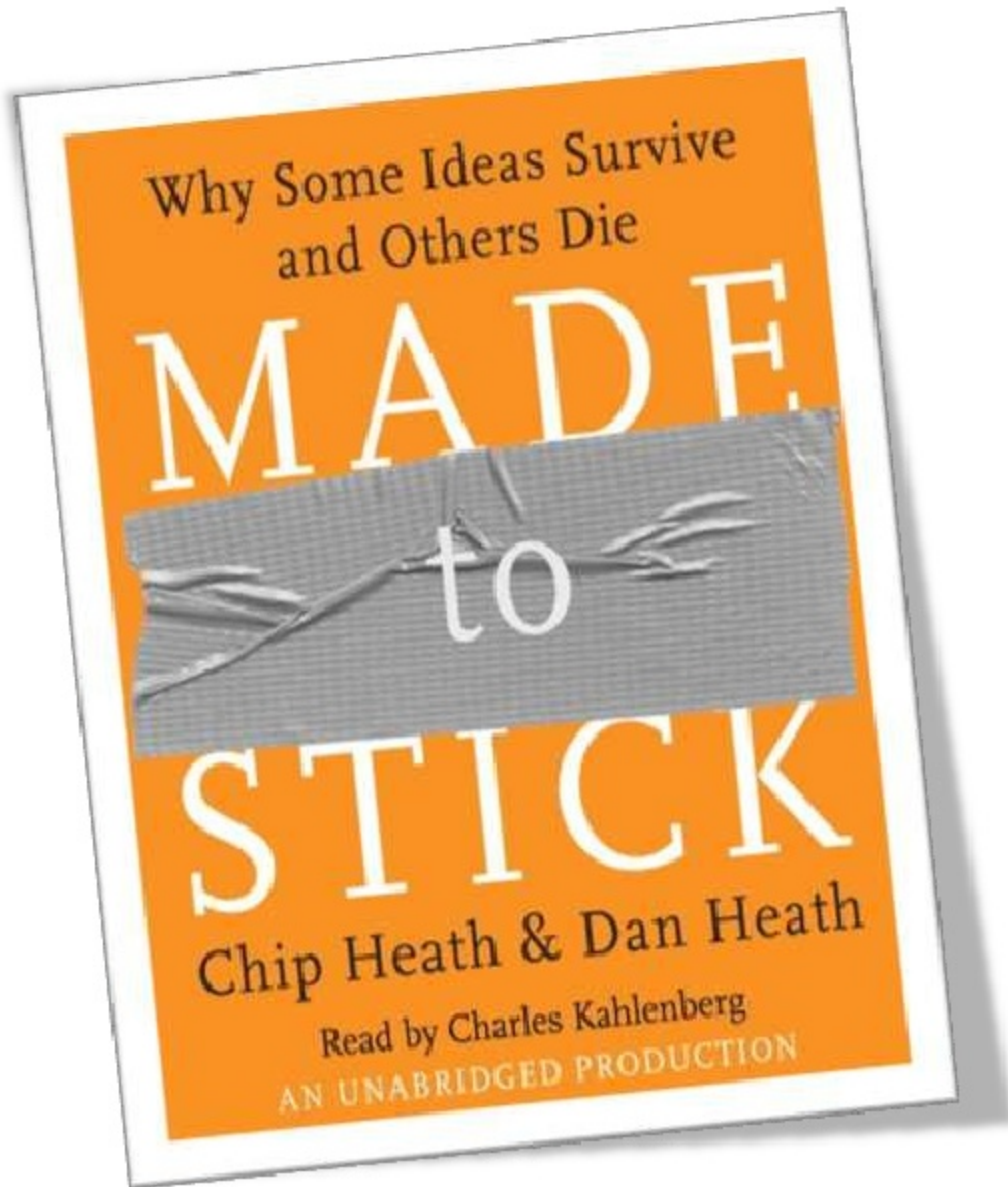


THE BACK OF THE NAPKIN



DAN ROAM

Does your message stick ?



Simplicity

Unexpectedness

Concreteness

Credibility

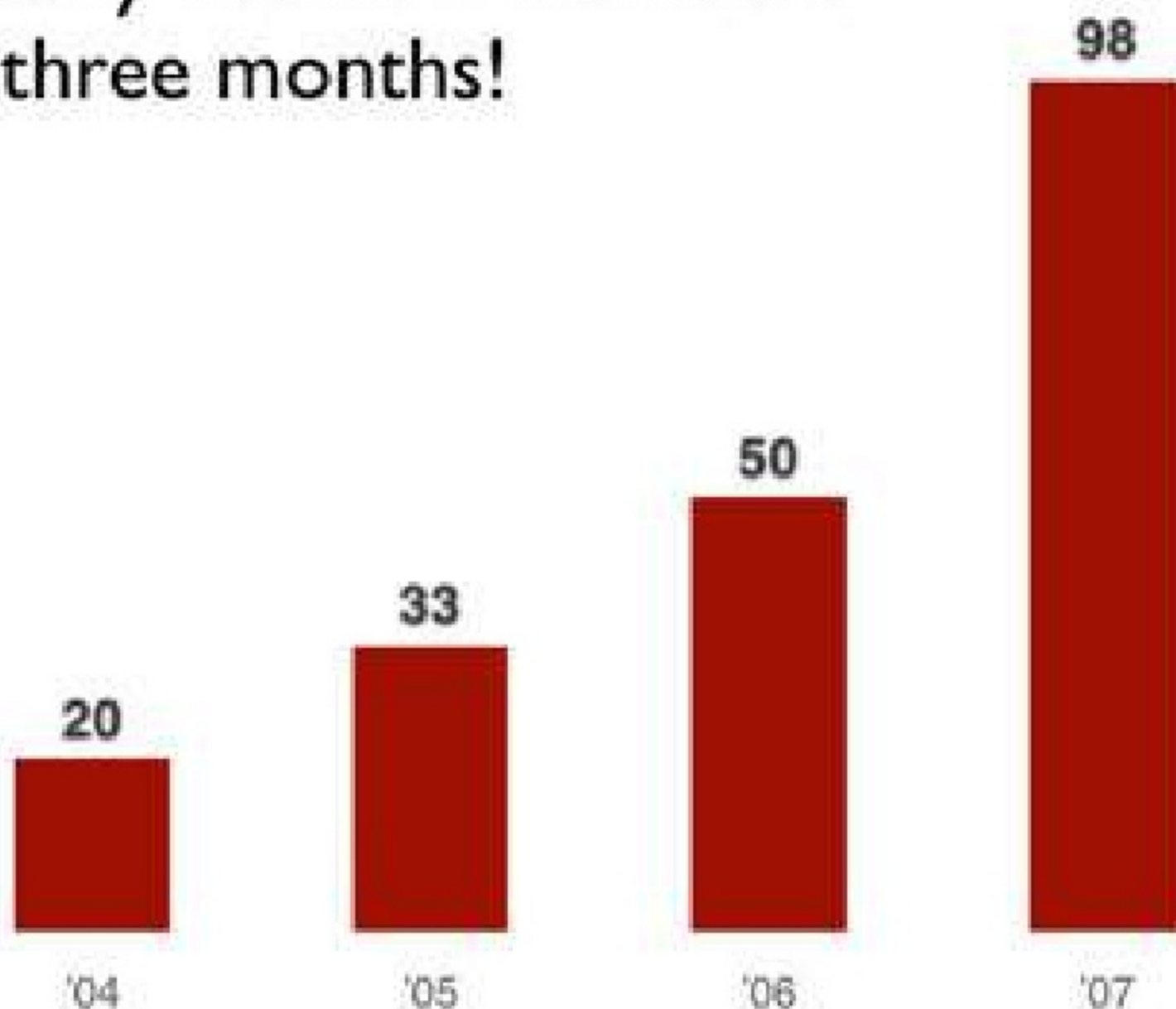
Emotions

Stories

Signal To Noise Ratio



Nearly 100 new members
in three months!



Using 2D or 3D ?

Ecological Era: Organic Foods

Arable Land in Organic Production
by Continent



Arable land in organic production

Europe 66%



N. America 23%



L. America 7%



Asia 2%



Oceania 1%



Africa 1%



Technology is changing us

This is about our way of life. An historical analog would be the Industrial Revolution, but compressed into 15 years - not played out over a century. Hang on - this will be quite a ride.

- Joseph S. Kraemer

**Technology is
changing us**



Using Before and After Then and Now

