The graphic features a background with a teal-tinted image of a classical building facade on the left, partially obscured by white, curved, overlapping lines. The right side is a solid white area with teal and green curved accents at the bottom.

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28 SHERATON BOSTON HOTEL

APMP
BID & PROPOSAL
CON

apmp.org

Become a Presentation Pro

Gillian Dionne, CPP APMP: Moderator
Beth Wingate, APMP Fellow: Panelist
BJ Lownie, APMP Fellow: Panelist
Dick Eassom, APMP Fellow: Panelist
Mike Parkinson, APMP Fellow: Panelist




#APMP2016


apmp.org

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL


Presentation Pro Panel




Beth Wingate



BJ Lownie



Dick Eassom



Mike Parkinson

APMP BID & PROPOSAL CON
#APMP2016
apmp.org

Welcome

I am honored to have the following APMP presentation rock stars join me on this panel to discuss their proven methods of becoming a presentation professional. All of my panelists are multi-session presenters this year here at Bid & Prop con – and all are APMP fellows. See the connection? Maybe there is one??

Let me introduce these four individuals, who really don't need introductions, but I will anyways.

BETH WINGATE
BJ LOWNIE
DICK EASSOM
MIKE PARKINSON



The slide features a decorative background on the left with overlapping green and blue shapes. The title 'Agenda' is in a large blue font. The main content is a bulleted list. Logos for 'APMP BID & PROPOSAL CON BOSTON 2016' and 'apmp.org' are present, along with the hashtag '#APMP2016'.

Agenda

- Best Practices
 - Developing a Presentation Topic
 - Preparing Your Presentation
 - Making it Happen: Presenting Like a Pro
- Presentation Tools
- Lessons Learned

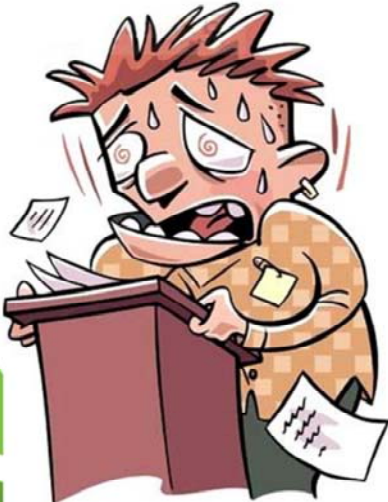
APMP BID & PROPOSAL CON
BOSTON 2016 MAY 25-28
apmp.org
#APMP2016

Agenda – our approach will be for each section our esteemed panelists will provide some insight and then we will show a slide or two with some takeaways/nuggets of information for you. This is NOT death by PowerPoint! Audience engagement and participation is required here – our goal is to empower each and every one of you to become a presentation pro.

However, we will start with a QUIZ to keep you on your toes.

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL

What is the Fear of Public Speaking?



1. Trypophobia
2. Mysophobia
3. Glossophobia
4. Cynophobia
5. Aphenphosmophobia

APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org

Trypophobia – the fear of holes (coral, sponges, dried honeycombs)

Mysophobia – the fear of germs (usually related to OCD)

Glossophobia – fear of public speaking


Cynophobia – fear of dogs

Aphenphosmophobia – fear of intimacy


DEVELOPING YOUR TOPIC

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL


Presentation Pro Panel




**Beth
Wingate**



**BJ
Lownie**



**Dick
Eassom**



**Mike
Parkinson**


APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org


FOR DEVELOPING TOPIC

Before the slides – each panelist talks about his/her development activities – what works for each panelist



Developing Topic Takeaways

1. Do Your Research
 - Audience
 - Message
 - Desired outcome
2. Develop Your Presentation
 1. Brainstorm
 2. Develop annotated outline
 3. Refine topic/content as necessary
 4. Develop/revise presentation drafts




#APMP2016 apmp.org

1. Know your audience. It is ALL about your audience (not you.)
2. Know your message. Trying to motivate? Then you need a benefit. Give the audience a reason to care. Start, repeat, and end with your overall message/takeaway. People make it a habit of saying no to things they do not understand. Keep your message simple.
3. Know what the desired outcome is – building trust, selling a product/service, informing, motivating???


PREPARING TO PRESENT

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL


Presentation Pro Panel




**Beth
Wingate**



**BJ
Lownie**



**Dick
Eassom**



**Mike
Parkinson**


APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org


FOR PREPARING TO PRESENT SECTION

Before the slides – each panelist talks about his/her preparation activities



Preparation Takeaways

1. Be yourself
2. Know your topic inside/out
3. Practice (practice, practice) OUT LOUD!
4. Involve emotions:
 - Tell stories
 - Use graphics and photos



#APMP2016

apmp.org

When you are confident, you project your confidence to the audience – who then trust you as an expert on the topic you are speaking about.

PRESENTING LIKE A PRO




#APMP2016


apmp.org

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL


Presentation Pro Panel




**Beth
Wingate**



**BJ
Lownie**



**Dick
Eassom**



**Mike
Parkinson**

APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org

PRESENTING LIKE A PRO

Before the slides – each panelist talks about his/her favorite approaches to presenting – tricks, tips?

Presentation Takeaways

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON
BOSTON
HOTEL

- Generate empathy with the audience
 - Warm up, ask a general question: “Who’s enjoying the conference?”
 - Survey the audience at key points: “Show of hands – who’s using Microsoft Word 2016 already?”
 - Show them you understand the underlying problem and how your presentation will help them
- Give the audience a takeaway:
 - A solution, options, inspiration, empowerment
- Position yourself as an expert
 - Make yourself available as a SME for follow up – provide contact information, reach out to answer questions




#APMP2016

apmp.org


TOOLS TO HELP YOU BECOME AN EFFECTIVE PRESENTER

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON HOTEL


Presentation Pro Panel




**Beth
Wingate**



**BJ
Lownie**



**Dick
Eassom**



**Mike
Parkinson**

APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org

TOOLS

Before the slides – each panelist talks about his/her favorite tools



Brainstorm/Preparation Tools

- Mike Parkinson
 - Cubicle Ninjas
 - iStockphoto.com
- BJ Lownie
 - Social group
- Dick Eassom
 - Whiteboard
 - “Starbursting”
- Beth Wingate
 - MindJet
MindManager
 - Quote Book and other quote repositories
 - Blogs, books, articles
 - Evernote
 - Dropbox
 - AudioNote


#APMP2016
apmp.org

- Mike Parkinson:
 - Cubicle Ninjas (<http://cubicleninjas.com/top-20-best-powerpoint-presentation-design/>)
 - iStockphoto.com
- BJ Lownie:
 - Social group of comedians, speakers, humorists to spark/vet ideas
- Dick Eassom:
 - Whiteboard on office wall
 - “Starbursting” to develop questions to answer in presentation (answering who, what, where, when, why, how) (https://www.mindtools.com/pages/article/newCT_91.htm)
- Beth Wingate:
 - MindJet MindManager to brainstorm and organize content; then export to MS PowerPoint and/or MS Word
 - Quote Book and other online quote generators/repositories
 - Blogs, books, articles
 - Evernote to store and organize content for future presentations as I find it
 - Dropbox to store all presentation files for access anywhere I’m working
 - AudioNote to record quick audio notes/thoughts on my iPhone/iPad and sync to Dropbox (helps capture thoughts “in the moment”)




Presentation Development Tools

- **Mike Parkinson**
 - MS PowerPoint
 - Prezi
 - emase
 - Getmygraphics.com
 - Presentationload.com
 - Canva
- **BJ Lownie**
 - PowerPoint
- **Dick Eassom**
 - MS Word
 - MS PowerPoint
- **Beth Wingate**
 - MindJet MindManager
 - MS PowerPoint
 - MS Word
 - Prezi
 - Bigstock.com
 - Citelighter
 - SnagIt
 - NXPowerLite
 - PPTools Image Export
 - Colorpix

APMP Bid & Proposal Com
#APMP2016
apmp.org


- **Mike Parkinson:**
 - MS PowerPoint
 - Prezi (only if requested by client)
 - emaze (Suggests looking at <https://www.emaze.com/> (online presentation creator/presentation platform. View and edit presentations on any computer, laptop, tablet, or smartphone))
 - Getmygraphics.com (fully customizable PowerPoint graphics and templates)
 - Presentationload.com (“really good” graphics)
 - Canva (drag and drop graphic design software for PC/iPad with stock layouts, photos, illustrations)
- **BJ Lownie:**
 - PowerPoint (with full-bleed photos/images and a couple of bullet points)
- **Dick Eassom:**
 - MS Word (to build and flesh out outline; transfer outline to PowerPoint)
 - MS PowerPoint (needs to have “template” to know how much available real estate)
- **Beth Wingate:**
 - MindJet MindManager
 - MS PowerPoint for presentation
 - MS Word for handouts
 - Prezi for presentation
 - Bigstock.com for stock photos, illustrations, videos
 - Citelighter – cloud-based browser research tool to create citations
 - SnagIt for screen, text, video capture and markup/management

- NXPowerLite for on-the-fly file compression that looks “invisible” visually
- PPTools Image Export for high-res image extraction from PowerPoint
- Colorpix for color picking/matching



Practice/Presentation Tools

- Mike Parkinson
 - MS PowerPoint
- BJ Lownie
 - Adobe Ovation
 - MS PowerPoint
- Dick Eassom
 - MS PowerPoint
- Beth Wingate
 - MS PowerPoint
 - SlideShark
 - MindJet MindManager
 - Presentation Clock
 - PromptSmart Pro



#APMP2016

apmp.org

- Mike Parkinson:
 - MS PowerPoint
- BJ Lownie:
 - Adobe Ovation (old application that allows easy presentation timing)
 - MS PowerPoint
- Dick Eassom:
 - MS PowerPoint
- Beth Wingate:
 - MS PowerPoint to present from PC or iPad
 - SlideShark to present from iPad
 - MindJet MindManager to present
 - Presentation Clock to track timing
 - PromptSmart Pro to practice timing of speeches

LESSONS LEARNED (THE HARD WAY!)

Presentation Pro Panel



**Beth
Wingate**



**BJ
Lownie**



**Dick
Eassom**



**Mike
Parkinson**

Lessons Learned Takeaway

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON
HOTEL

- Beware live demos/“follow along with me”
- Not enough or too much material
- Adequate preparation is essential (rehearse)
- Expect technical issues (audio, video, computer, Internet access)
- Anticipate questions (especially hard ones!)

APMP
BID & PROPOSAL
CON

#APMP2016

apmp.org

In Closing...

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
SHERATON BOSTON
HOTEL

- Enhance your career and position yourself as a SME by becoming a presentation pro
- Reach out to our panel with your questions and comments – we want to empower each of you to become a presentation pro
- Take the next step: develop an abstract for a local or national professional event (how about New Orleans 2017?)



#APMP2016

apmp.org

Questions and answers

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28
OPERATOR
BOSTON
HOTEL



#APMP2016

apmp.org

RESOURCES



#APMP2016

apmp.org

Articles About Public Speaking

- <http://www.bbc.com/news/business-35397409>
- <http://www.mayoclinic.org/diseases-conditions/phobias/expert-answers/fear-of-public-speaking/faq-20058416>
- <http://www.forbes.com/sites/work-in-progress/2012/10/09/five-reasons-why-the-fear-of-public-speaking-is-great-for-you/#53cf64df168f>
- <http://www.briantracy.com/blog/public-speaking/27-useful-tips-to-overcome-your-fear-of-public-speaking/>

Brainstorm Tools

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 25-28

- MS Word: word processor
- Apple Pages: word processor
- Google Docs: word processor
- Quote Book: 3,000 categorized quotations
- MindJet MindManager: mindmapper
- Outliner for iPad: outline creator
- SmartMouth Public Speaking Toolkit



#APMP2016

apmp.org

- MS Word: Word processor (can also use cloud capabilities to work on content residing in cloud from PC, someone else's computer, mobile devices/tablets).
- Apple Pages: Word processor (can also use cloud capabilities to work on content residing in cloud from PC, someone else's computer, mobile devices/tablets).
- Google Docs: Word Processor in the cloud. Collaboration abilities, access and edit from mobile devices/tablets.
- Quote Book: 3,000 categorized quotations from 400 authors (can search for and then copy/paste quotes into presentation/notes), iPad \$1.99
- MindJet MindManager: mind mapping software (for brainstorming presentation ideas/content and then easily organizing topics/content, and exporting to other presentation applications or presenting from MindJet MindManager), \$349
- Outliner for iPad: outline creator. Organize thoughts, tasks, and projects. Create to-do lists, track projects, share outlines, edit outlines online with the free Outliner Online, and collaborate with other Outliner users (can link to Dropbox or set up an Outliner account). iPad, iPhone \$4.99
- SmartMouth Public Speaking Toolkit: "The app provides an in-depth 'how to' discourse that breaks down the parts of a speech, as well as an easy-to-use speechwriting template with step-by-step prompts." Coaching, journal for adding ideas and notes for current and future presentations. Can email outline so you can continue working from another device. \$1.99 (iOS, A, W) <http://appcrawlr.com/ios/smartmouth-public->

[speaking-tool](#)

Practice and Presentation Tools

APMP BID & PROPOSAL CON
BOSTON
2016 MAY 29-30
SHERATON BOSTON HOTEL

- SlideShark Presentation: Present PowerPoints using iPad
- SlideDog: switch between different media
- mPrompt: teleprompter
- SpeakerClock: time management
- Promptster Pro: teleprompter
- A Better Speaker – Vocal Coach
- PromptSmart: teleprompter
- Presentation Clock: countdown timer
- Speeches: organize speaking notes/timer apmp.org



#APMP2016

- SlideShark Presentation: Present PowerPoints using your iPad (maintains all formatting from PowerPoint, stores your presentations in the cloud as well. Integrates with OneDrive, Dropbox, Box, and other cloud storage. Presenter mode helps with practice and delivery - see slide notes, timers, animation counter and next/previous slides when presenting from your iPad.) (iOS, mobile with SlideShark Pro account) Add pricing info
- SlideDog: Easily switch between different media for a presentation (Powerpoint, Prezis, documents, PDFs, movie clips, web pages, images, etc.). Create playlists with any kind of presentation media and show them to the audience seamlessly. Pre-queue all presentations for a meeting. Free and various Pro payment plans.
<http://slidedog.com/pricing/> (W)
- mPrompt: Teleprompter (speech practice/refinement) app for your iPad/iPhone (includes Apple Watch remote control app), iPad/iPhone/AppleWatch \$1.99
- SpeakerClock: Time management during presentations. Don't go over time on your speeches and bore your listeners to death. iPad \$0.99
- Promptster Pro: teleprompting app. Voted Best Public Speaking and Presentation app by iPhoneLife Magazine. Can import documents from iTunes or DropBox. Docs must be saved as .txt files to import into Promptster Pro. Can create .txt docs within app. Can turn on camera and see yourself as you speak or record yourself to review later. (iOS, A) \$9.99
- A Better Speaker – Vocal Coach: 110 exercises to improve your public speaking and presentation skills developed by professional speakers and voice-over artists. (iOS) \$2.99 for base package, \$6.99 for full package
- PromptSmart: Teleprompting app that follows your speech in order to scroll using voice recognition software. Will hold place if you go off-script and continue when you come back. Create digital notecards to prompt yourself. (iOS) \$11.99

- <http://appcrawlr.com/ios/promptsmart-the-smartest-telepr>
- Presentation Clock: Countdown timer. Large, easy to read numbers that change colors at thresholds you determine. When the timer hits 0:00, the colors invert (black on red) and continue counting up indicating how long you've gone over. Can add a vibration or sound at the change. (iOS, A) \$.99
- Speeches: Organize speaking notes and easily swipe between pages. Timer helps you practice and shows how long you have left. Ability to compare time left with how far you are in your notes. Import speeches from Mail and Dropbox. (iOS) \$4.99
- 10 Teleprompter Apps: <http://appsineducation.blogspot.com/2011/12/10-teleprompters-apps-to-make-you.html>



Presentation Development Tools


- Apple Keynote: slideshow creator
- Prezi: presentation creator
- Templates for Keynote Pro
- Google Slides: slideshow editor
- MS PowerPoint: slideshow creator



#APMP2016


apmp.org

- Apple Keynote: slideshow creator, app is \$9.99 (check and see if this is now free)
- Prezi: presentation creator with formatting in a mindmap style (add pricing and platforms)
- Templates for Keynote Pro: App for slide templates for Keynote Pro (iOS), \$4.99
- Google Slides: slideshow editor with advanced sharing/collaboration functions including concurrent editing (iOS, A) Free?
- MS PowerPoint: slideshow creator and editor (can use on PC, tablet, cloud)



Logistics Checklist

- Always have a backup
 - Printed copy of presentation and notes
 - Electronic copy on thumb drive, iPad, PC, email, Cloud
 - Maintain version control on multiple devices
- Create/use a “logistics checklist”
 - Where are you presenting? Physical/online/virtual/combo?
 - What technologies do you need to use/load?
 - Do you have all necessary cables/connectors?
 - Names/contact info for host, A/V, meeting contacts
- Arrive early for setup
- Last minute doesn't work – just like in proposals!



#APMP2016 apmp.org

- Always have a backup (horror stories)
 - Have printed copy of presentation and notes with you in case of power failure/tech failure so you can describe what people would be seeing on the screen and continue doing presentation without the projection.
 - Put presentation on thumb drive, iPad, PC, email to yourself so you can always retrieve, put copy on Dropbox (be sure to put on your machine and don't run from Internet unless you're sure you have a reliable connection at a hotel/off-site)
 - maintain version control - especially if you make last-minute changes.
- Create/use a “logistics checklist”
 - Where are you presenting – conference room, auditorium, small room, online/virtual?
 - What technologies do you need to use or load?
 - Are they compatible with your hardware (PC, Mac, tablet, phone)?
 - Do you have all the cables/connectors you need?
 - Power, adapters to connect to projectors (e.g., HDMI to VGA, mini-HDMI to VGA, HDMI to HDMI, etc.), projector cables (charge battery if battery-operated projector).
 - Charge laptop fully before presentation in case nowhere to plug in.
 - Arrange to borrow a friend's PC/iPad/etc. "just in case" and potentially put a copy of presentation materials on that device "just in case" so you can do a "hot swap" (practice doing a hot swap with the projector you'll be using so you know that it works or if you have to do a reboot). Have a friend/tech support set up ahead of time in case of emergency.
 - Plan to arrive early for presentation to allow time to test equipment, set

everything up, confirm microphone, work with any tech support or AV support folks, implement “Plan B”, etc.

- NO matter what kind of presentation, last minute doesn't work - just like in proposal development!