



The *Art* of Presentation

Training for APA Colorado

By: David W. German, AICP

Multi-Purpose Room, Westminster City Hall

6:00PM, January 9, 2017



WESTMINSTER

THE ART OF PRESENTATION

Q: What IS a
Presentation?

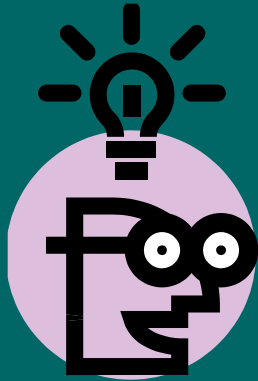


THE ART OF PRESENTATION

A: A Presentation is
the offering of one or
more ideas.

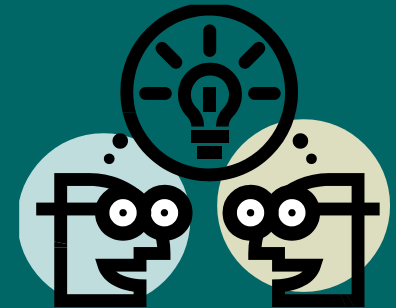


THE ART OF PRESENTATION



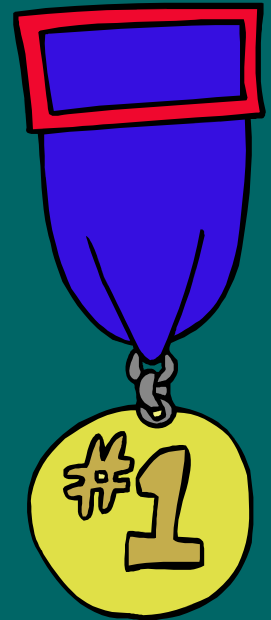
At its core, a Presentation is
Communication.

Thus, by extension, the art of
Presentation is *the art of*
Communication.



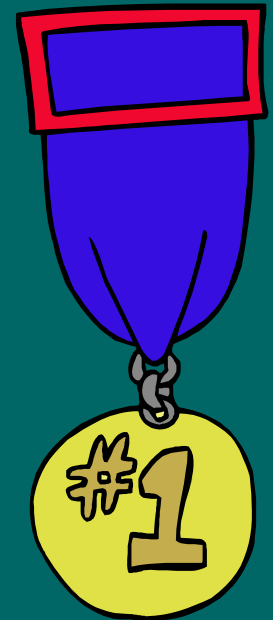
THE ART OF PRESENTATION

Q: What is the
NUMBER ONE
RULE
for Presentations?



THE ART OF PRESENTATION

A: Perception is
EVERYTHING.



THE ART OF PRESENTATION

A Presentation may be designed to:

Inform • *Instruct* • *Educate* • *Provoke* • *Arouse*
• *Persuade* • *Convince* • *Inspire* • *Teach* •
Encourage • *Invite* • *Intimidate* • *Mandate* •
Coax a Decision • *Illicit a Response* • *Present a*
Course of Action • *Entertain* • *Foster Good Will*
• *Introduce* • *Honor* • *Recognize...* *...etc.!*



THE ART OF PRESENTATION

Presentations come in many forms:

- 1) Lectures, Seminars, Classroom Instruction
- 2) News Reports, Online Articles, Videos
- 3) Routines by Stand-up Comedians and Emcees
- 4) Concerts, Performances, Recitals, Movies
- 5) Books, Magazines, Newspapers
- 6) Social Media Posts, Internet Posts
- 7) Religious Assembly
- 8) Etc.!!!



THE GOOD, THE BAD, & THE UGLY



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THE GOOD, THE BAD, & THE UGLY

Think of the **BEST** presentation
you ever experienced...



...What made it so?



THE GOOD, THE BAD, & THE UGLY

Think of the **WORST** presentation
you ever experienced...

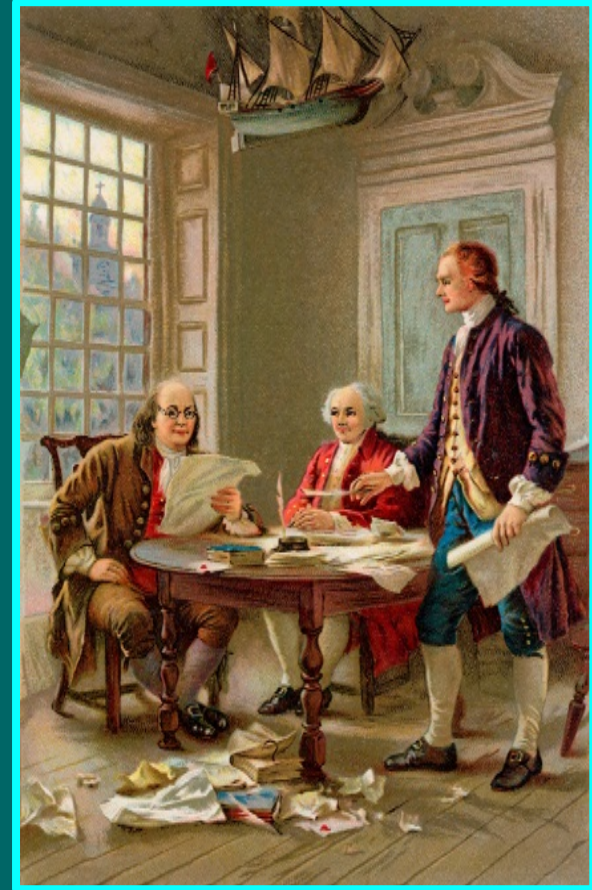


...What made it so?



THE ART OF PRESENTATION

PART I: WRITING



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WRITING

Writing allows us to record our history and our culture.

Who we are is preserved in the words of our poets, authors, historians, philosophers, teachers, activists, politicians, religious leaders, and pundits...

...as well as in the words that each of us write every day as ordinary individuals!



WRITING



How much do
YOU
enjoy *writing?*





WRITING

“If you want to be a writer, you must do two things above all others: read a lot and write a lot.” — Stephen King

“Writing is easy. All you have to do is cross out the wrong words.” — Mark Twain



WRITING

“You can make anything by writing.”

— C.S. Lewis

“I love writing. I love the swirl and swing of words as they tangle with human emotions.”

— James A. Michener



TIPS FOR WRITING

- 1) Write to the occasion.
- 2) “More” does not necessarily equal “better.”
- 3) Clear thoughts are completely lost in illegible handwriting.
- 4) Avoid slang and “texting” words.
- 5) Write like you mean it!



TIPS FOR WRITING

- 6) Spelling counts!!
(Don't be fooled by "Spellcheck!")
- 7) Paragraphs are the building blocks for writing.
- 8) Avoid run-on sentences. Use punctuation correctly.
- 9) Don't be afraid of writing more than one draft.
- 10) Use the correct word... ..in the correct manner!



WRITING EXERCISE



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IMPROVING YOUR WRITING

- 1) Write... a lot!!!
- 2) Read... a lot!!!
- 3) Mix it up.
- 4) Challenge Yourself.
- 5) Use tools often (dictionary, thesaurus, etc.).
- 6) Don't be afraid to seek help when you need it!



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PART II: SPEAKING



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SOME GREAT SPEAKERS OF OUR TIME...



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PUBLIC SPEAKING



*How comfortable are
YOU
with public speaking?*

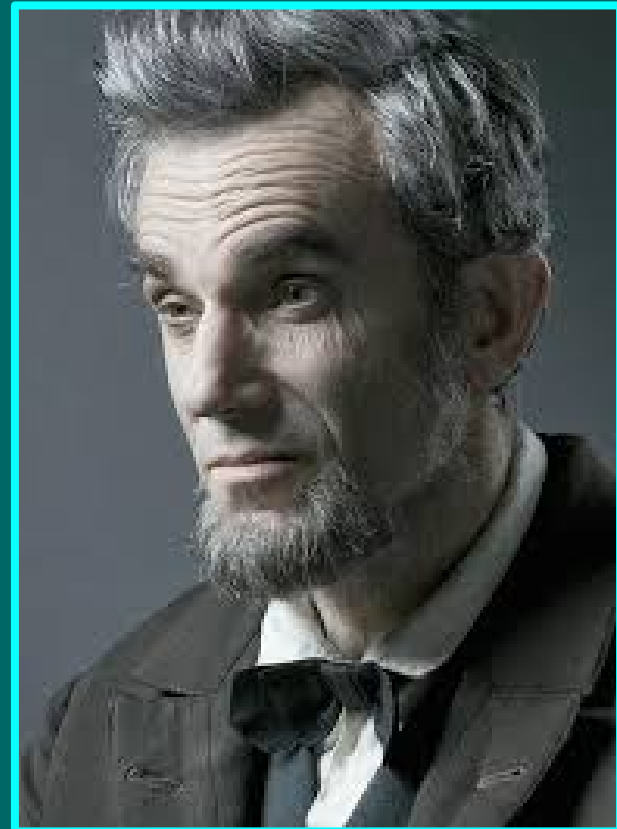


WHAT MAKES PUBLIC SPEAKING SO DIFFICULT?



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ONE OF THE GREATEST SPEECHES OF ALL TIME...



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THE GETTYSBURG ADDRESS

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate, we can not consecrate, we can not hallow this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.





THE GETTYSBURG ADDRESS

“I should be glad if I could flatter myself that I came as near to the central idea of the occasion, in two hours, as you did in two minutes.”

– Edward Everett



TIPS FOR SPEAKING

- 1) Send a clear, organized message.
- 2) Stand up when speaking.
- 3) Project confidence.
- 4) Dress for success.
- 5) Watch for reactions from your audience.
- 6) Mind your posture and your body language.



TIPS FOR SPEAKING

- 7) Know your subject matter.
- 8) Mind your timing.
- 9) Be polite and respectful.
- 10) Use humor, interaction, and other tools in an appropriate manner.
- 11) Know and present TO your audience.
- 12) Passion counts! Be enthusiastic! SMILE!!!





IMPROVING YOUR SPEAKING SKILLS

- 1) Write a speech... and then read it to a friend.
- 2) Read notable speeches. Critique them.
- 3) Watch others give speeches. What would you do the same? What would you do differently?
- 4) Rehearse often. Practice your timing and delivery. Practice makes perfect!!
- 5) Practice speaking in front of others.
- 6) Seek opportunities for public speaking.



THE ART OF PRESENTATION

PART III: POWERPOINT



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POWERPOINT POINTERS

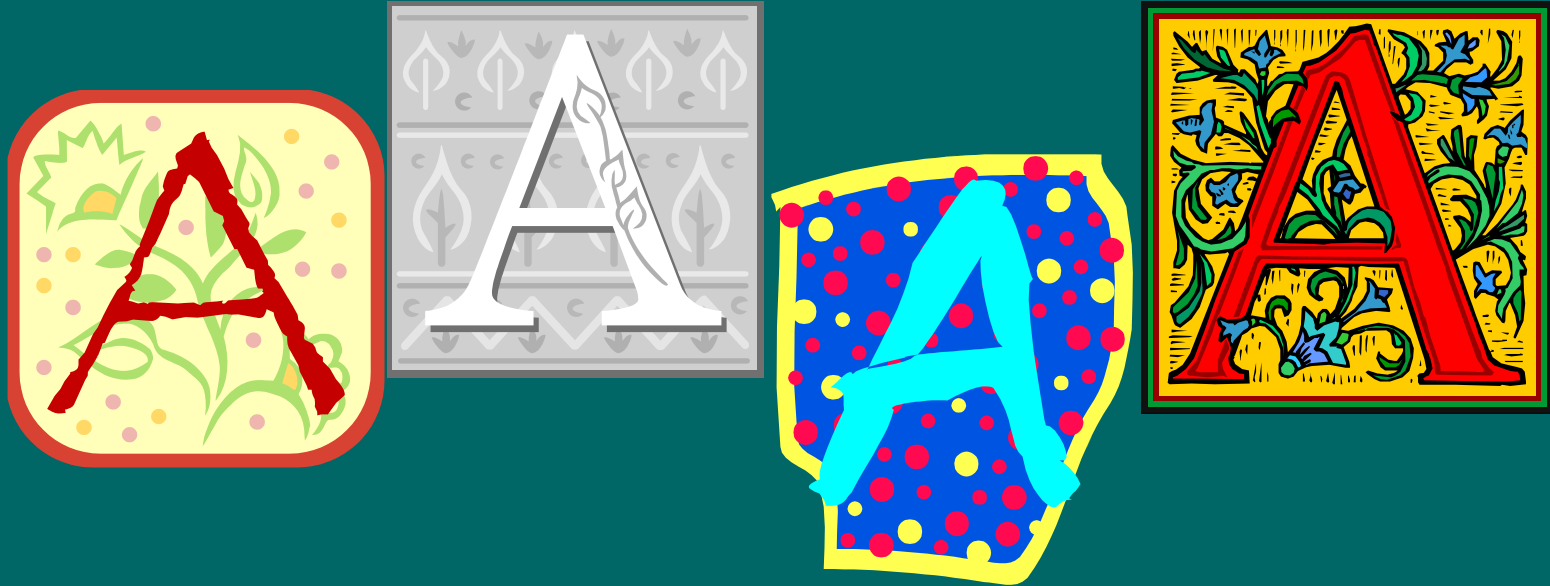
PowerPoint enables us to convey information in an electronic format, most often as a projection upon a screen.

It is important, however, that the presentation be carefully crafted, so that a **good** message is not lost in a **bad** presentation.



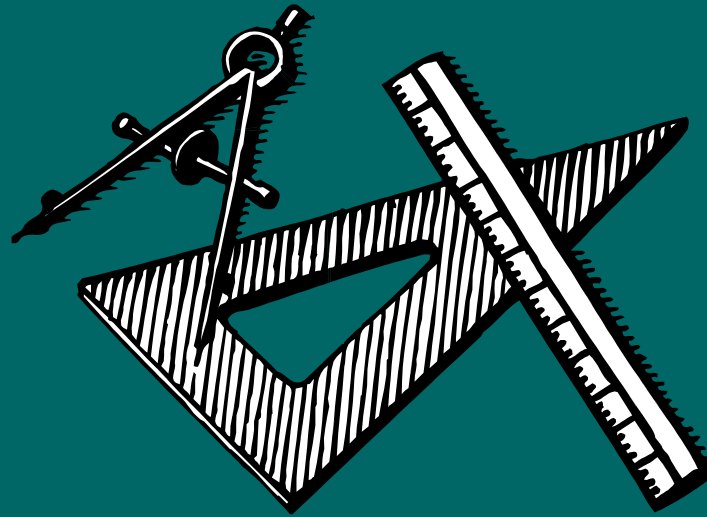
POWERPOINT POINTERS

- 1) Always use the same font throughout your presentation.



POWERPOINT POINTERS

2) Pay attention to the margins.



POWERPOINT POINTERS

3) Use light text on a dark background.



POWERPOINT POINTERS

4) Shorter slides are better slides.



POWERPOINT POINTERS

5) Know your audience.



POWERPOINT POINTERS

6) Grammar counts.

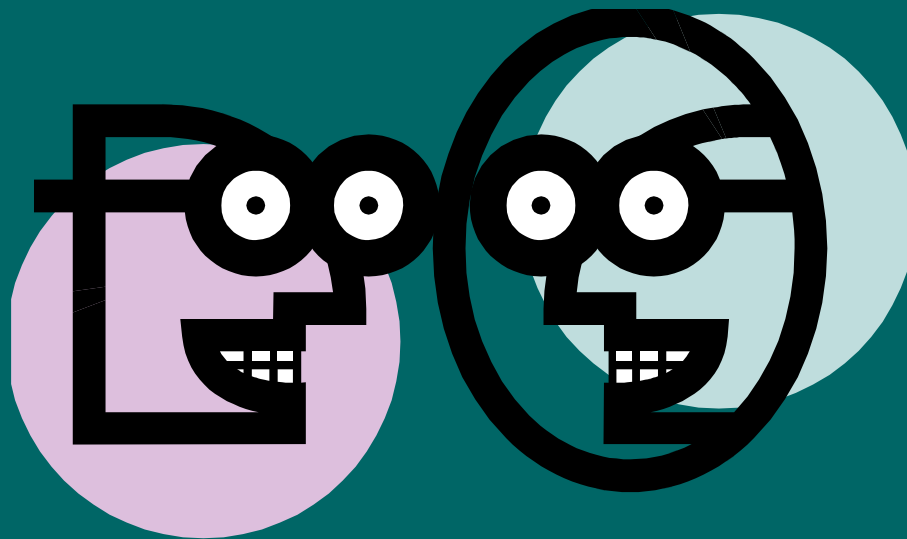
Misspeled words, pour punctuaytion, subject-verb errers, using incorrect words, and other grrammatical errers REALLY distract the viewer, and take awaaay frum you're presentashun...

...don't you think?



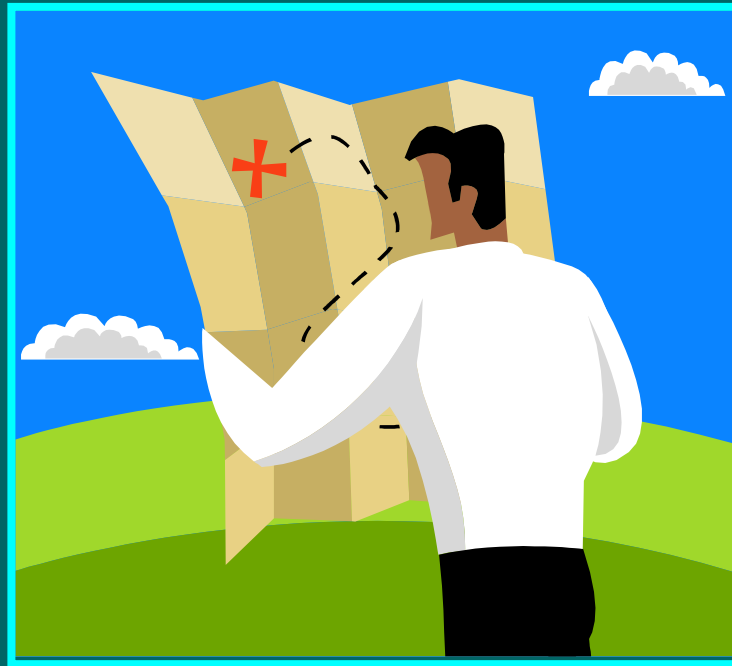
POWERPOINT POINTERS

7) Rehearse your presentation.



POWERPOINT POINTERS

8) Lay out your presentation for success.



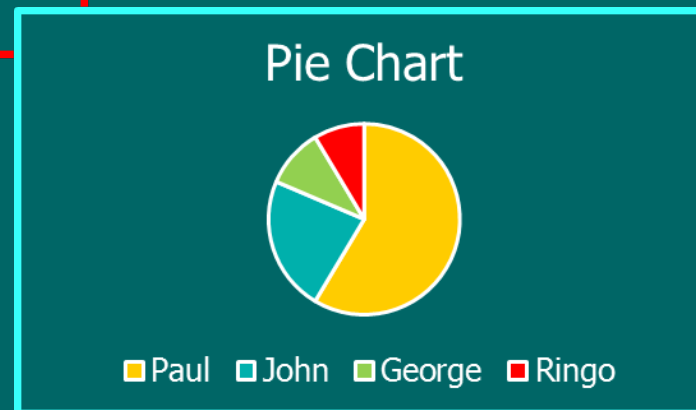
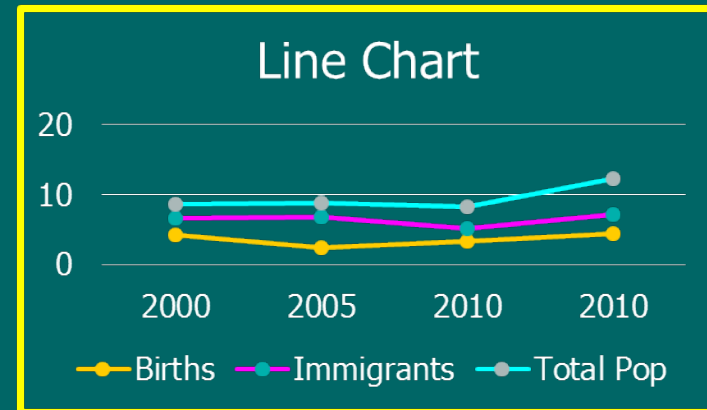
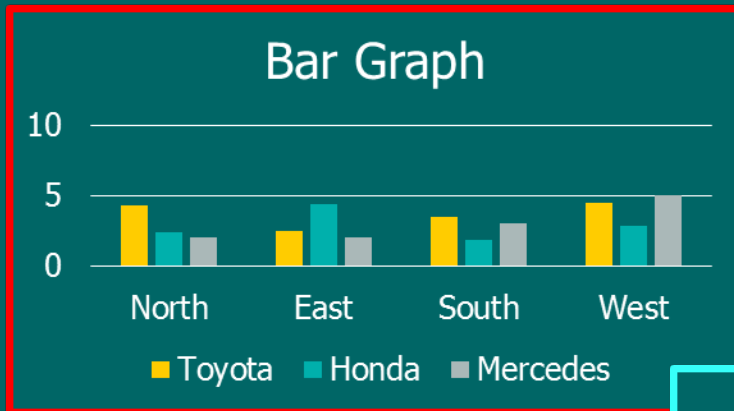
POWERPOINT POINTERS

9) Plan ahead; be prepared for the unexpected.



POWERPOINT POINTERS

10) Use Charts and Graphs to Illustrate Data



POWERPOINT POINTERS

11) **ENJOY** your presentation! **SMILE!!**



Growth Management

Sustainable Design

- Added in 2009- Design Elements Include:
 - Landscape Islands/Medians/Tree Lawns
 - Water Conservation
 - Site Design/Stormwater
 - Paving Materials
 - Pedestrian Circulation
 - Pro-active Solar Construction
 - Dwelling Unit Energy Efficiency
 - Community Facilities

GROWTH MANAGEMENT

SUSTAINABLE DESIGN:

Added in 2009 – Design Elements Include:

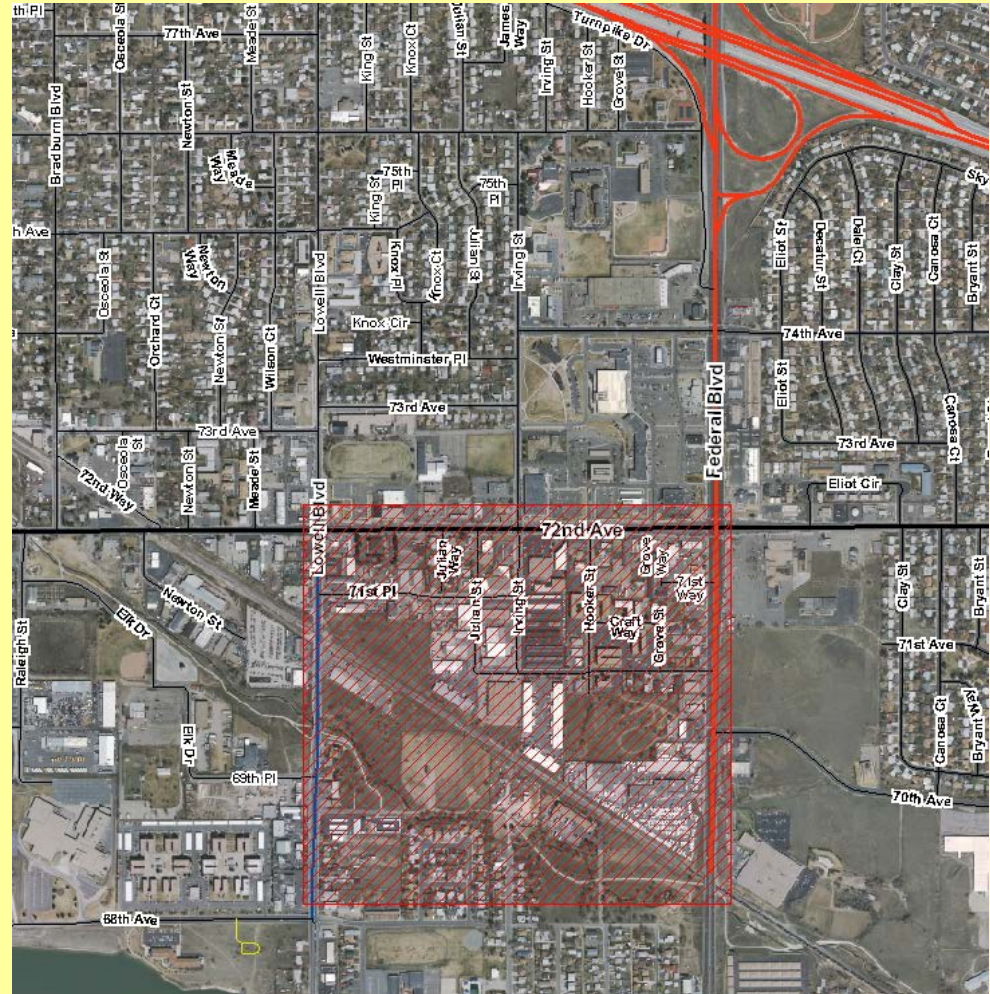
- Landscape Islands/Medians/Tree Lawns
- Water Conservation
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South Westminster

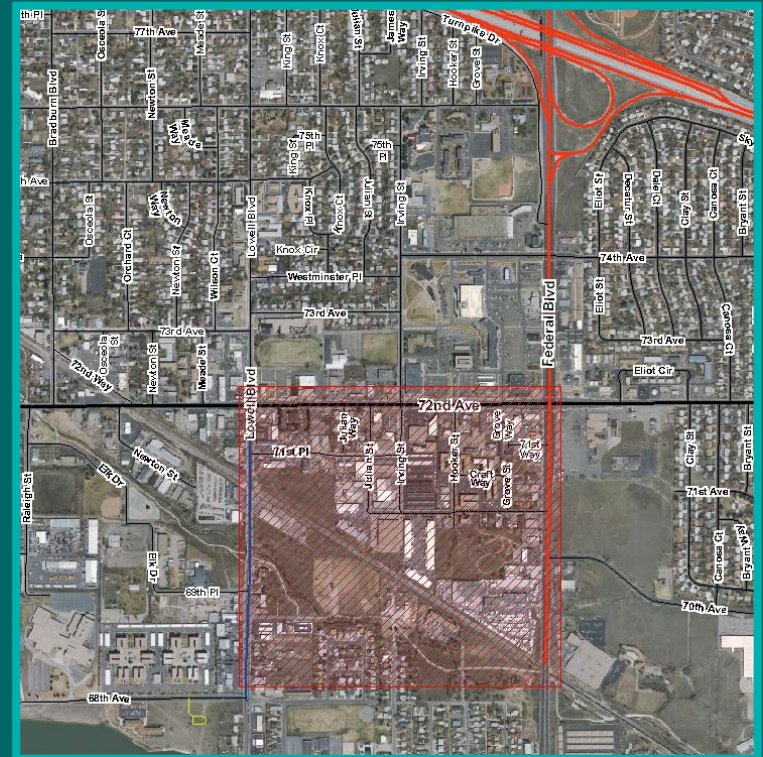
Transit Oriented Development (TOD)

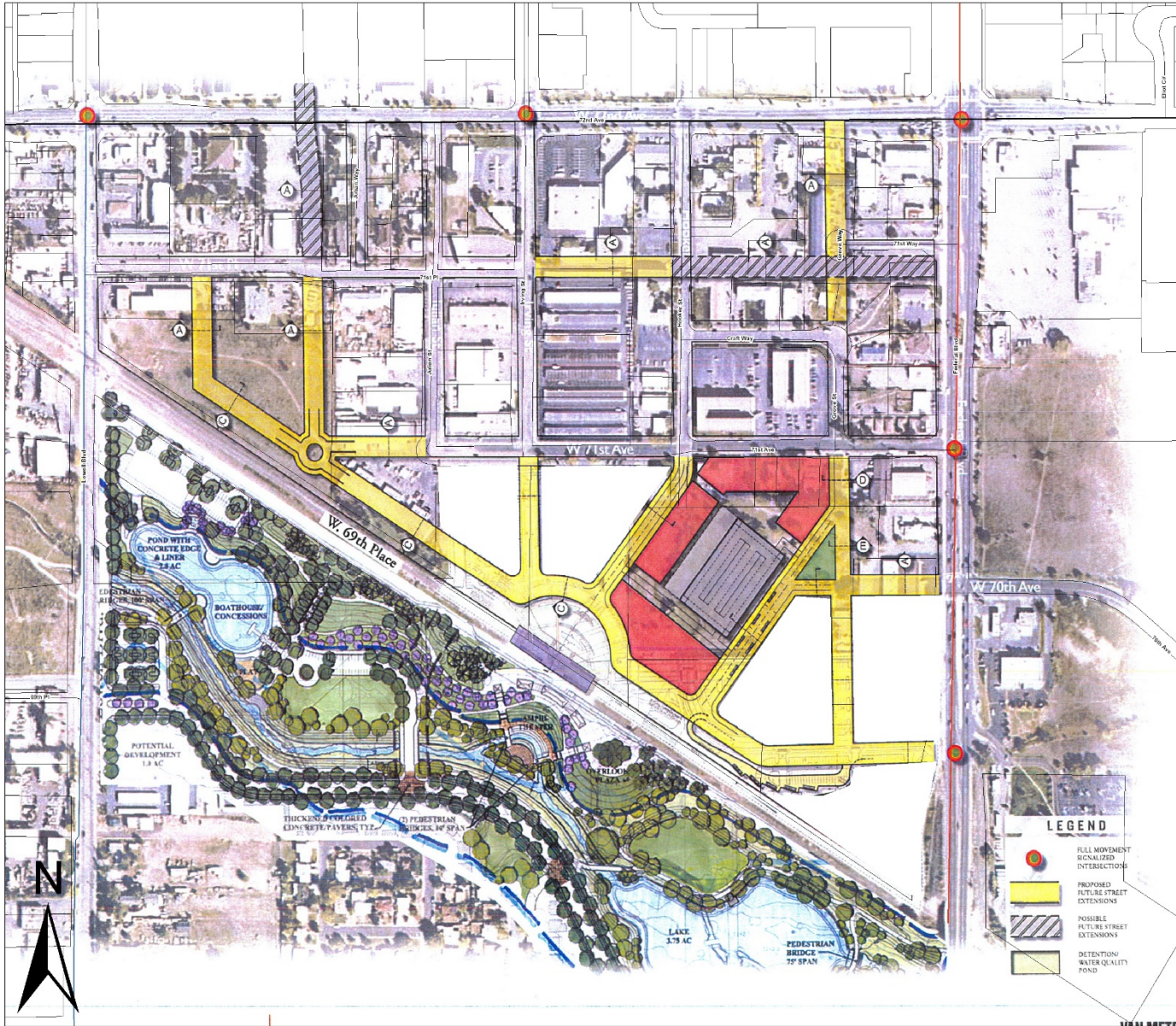
- RTD Northwest commuter rail line will be travelling between Denver and Boulder beginning in 2015
- Planning staff is creating the plan for redevelopment of the area surrounding the proposed station near 71st and Irving

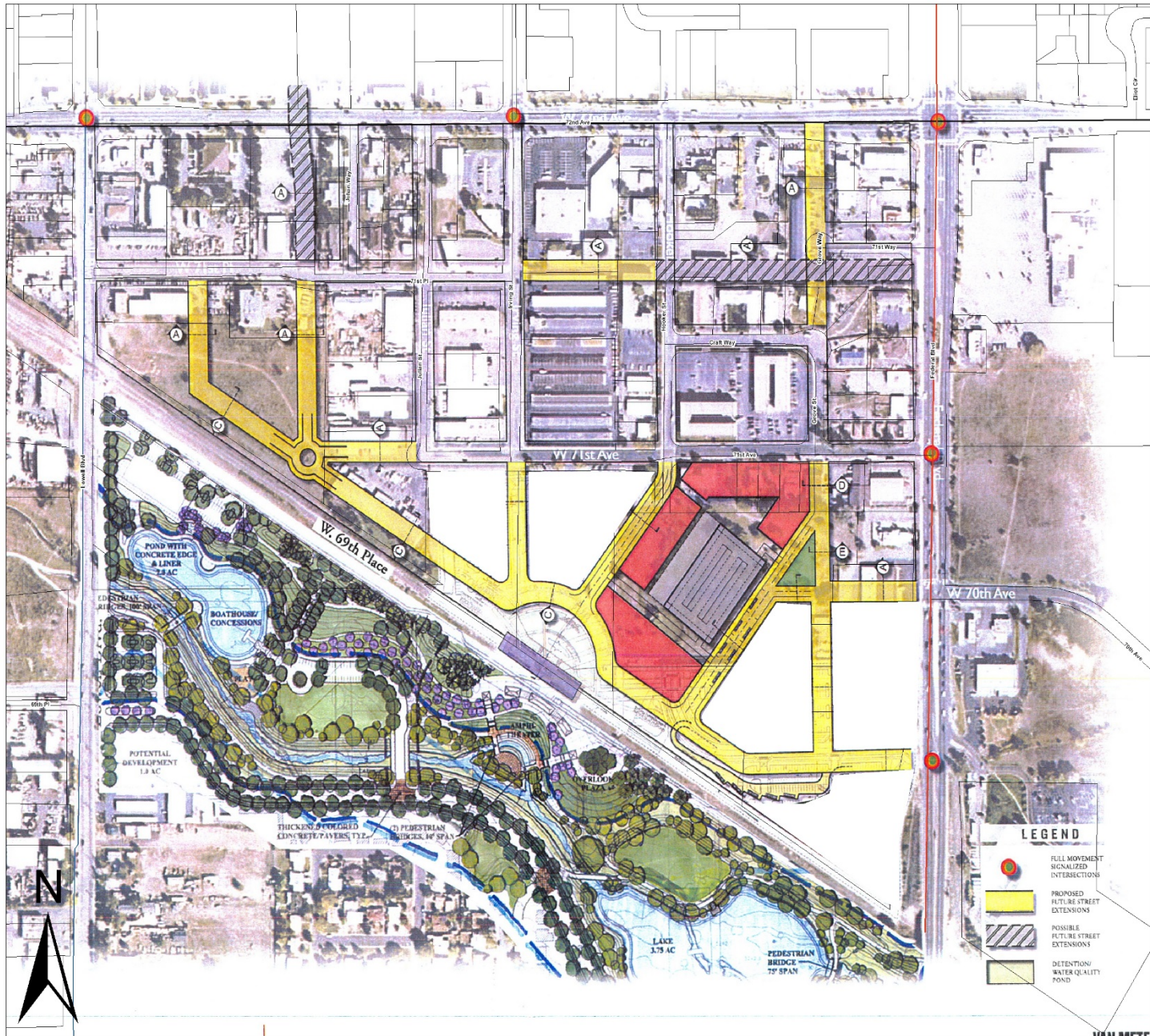


SOUTH WESTMINSTER TRANSIT ORIENTED DEVELOPMENT (TOD)





- RTD Northwest commuter rail line will be travelling between Denver and Boulder beginning in 2015
- Planning staff is creating the plan for redevelopment of the area surrounding the proposed station near 71st and Irving







LEGEND

-  FULL MOVEMENT SIGNALIZED INTERSECTIONS
-  PROPOSED FUTURE STREET EXTENSIONS
-  POSSIBLE FUTURE STREET EXTENSIONS
-  DETENTION/WATER QUALITY POND



MORE SLIDE EXAMPLES

- BLACK is generally a color to avoid, especially for backgrounds
- Black makes virtually all text harder to read, especially at a distance
- Black conveys darkness, sadness, negative emotion... black slides can even contribute to having audience members fall asleep!



MORE SLIDE EXAMPLES

- On the other end of the spectrum, harsh, bright, vivid , “hot” colors are best avoided, as well
- People may “take notice” of sharp colors such as this one, but it may not be the sort of notice that you are looking for!
- Looking at colors like this one can make people feel very uncomfortable, and may even make them ill, over time!



MORE SLIDE EXAMPLES

- Here is an example of light text on a light background. The harsh bright color is bad enough—but the text is almost lost against this background!
- Slides like this one are at best, distracting, and, at worst, annoying! They are almost never effective!



MORE SLIDE EXAMPLES

- Just like the light-on-light slides, dark-on-dark slides are not recommended
- The dark text on the dark background is VERY hard to read, especially for people sitting farther from the screen or viewing the slide in a well-lit room
- Look how bright the white “Westminster” accents are on this slide. Instead of being decorative, they become eye-catching to the point of distraction



MORE SLIDE EXAMPLES

- Many folks choose to go with black-on-white which is a default PowerPoint setting. While the text can generally be seen by the viewer, the starkness of these two contrasting colors is uncomfortable!
- The white background seems to assault the viewer's eyes with glare. Over time, the white screen may result in eyestrain

MORE SLIDE EXAMPLES

- This is a more relaxing, comfortable slide
- The differences between the light and the dark elements are less pronounced, which reduces the sense of glare that is often experienced with highly contrasting colors
- This color scheme is not the “only” good choice, but it does illustrate a light-on-dark format that is legible and easier on the eyes





The *Art* of Presentation

Thank You!!



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