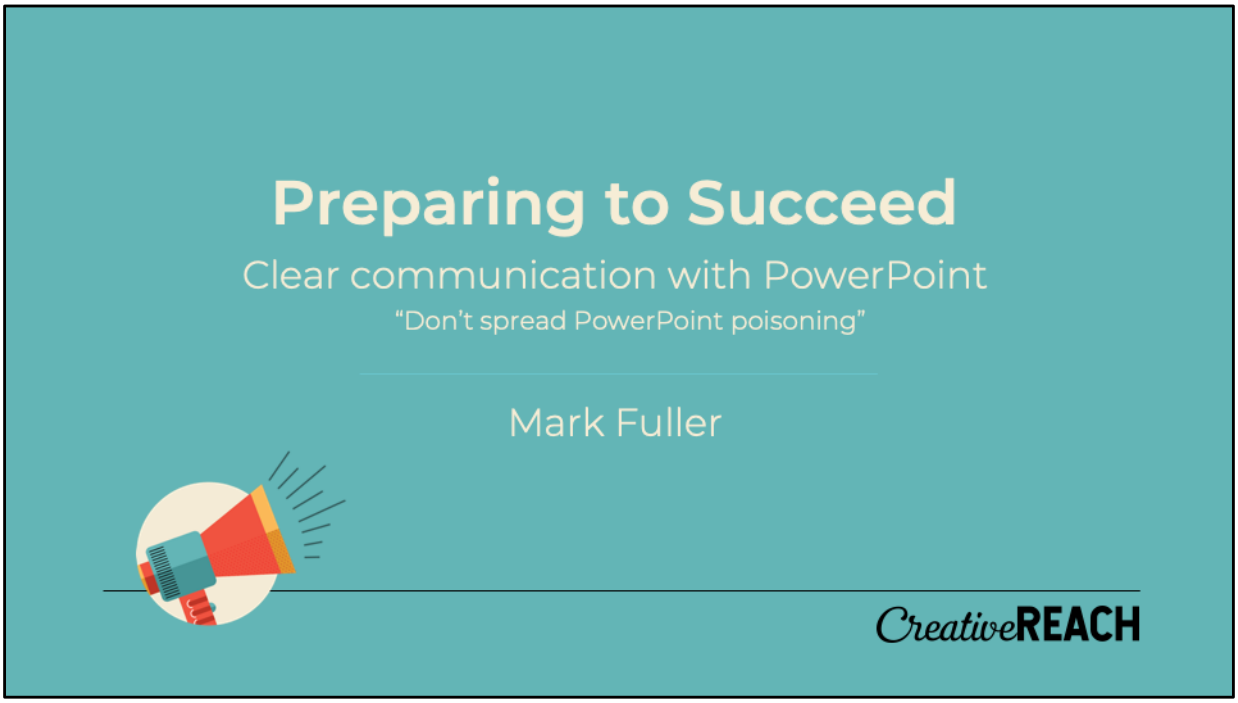
Creative
REACH
CONFERENCE
brought to you by
BOB JONES
UNIVERSITY
EST. 1927
ABOUT US

REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA

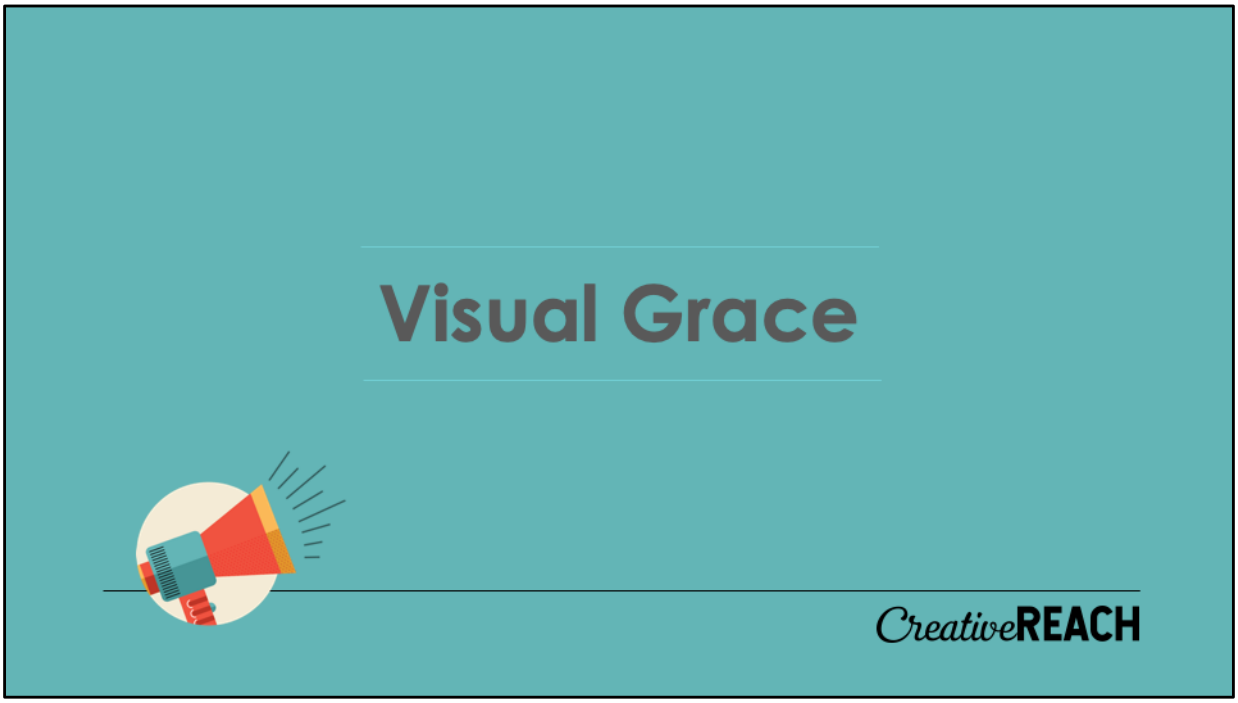


First 5 things are adopted from David JP Phillips (Swedish Communications expect) presentation methods

Help your presentations by planning
Audience
Goals
Message
Action

John Medina
Molecular biologist who specializes in the human brain development and the genetics disorders.

AS YOU CAN CLEARLY SEE IN SLIDE 397...
www.dilbert.com scottadams@aol.com
GAAAAH!
Z
Z
"POWERPOINT" POISONING.



A genuine care for human beings by providing visual content which clearly informs without increasing clutter so they grow and flourish in your organization.

I Cor 10:31
Whether therefore we eat or drive or what so ever we do do all to the glory of God!

Make it Clear - Structure

OUTLINE FIRST!!

- Controls number of slides & provides balance
  - Budget 2-3 minutes/slide (e.g. 30' talk = 10-15 slides)
- Have one story to tell:
  - decide on underlying issue to be addressed
  - divide into logical, heirarchical subquestions
  - talk should be series of answers to these questions
- Zoom-In (intro) and Zoom-Out (closure)

The telecom platform

Network

Special abilities 3-5
Strengths and weaknesses in your network
Access points close to the hub
– 3 properties
Distance and proximity
Connection and impact

Product

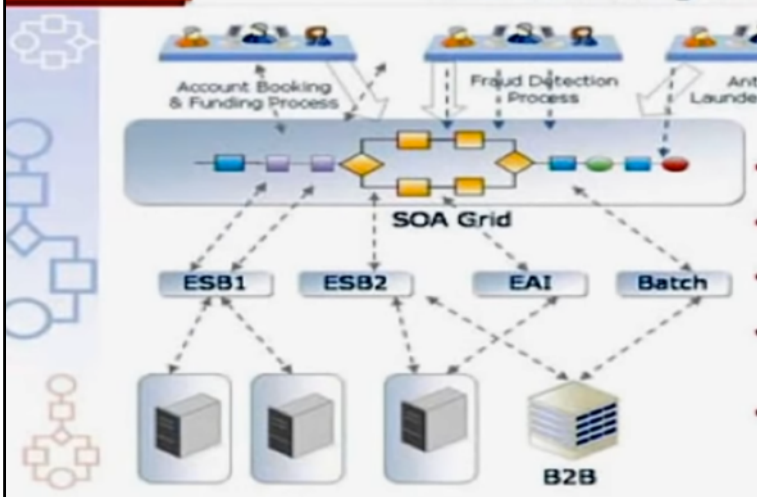
XS 4000, XS 5000
Upgrade to XS 5002
Special add-ons

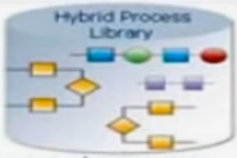
Service

24/7/365
Special service

censored

Understanding the end game





- Shifts focus from service re-use to process re-use
- Leverages domain expertise and provides autonomy to LOB
- Integration focus is on business and technology
- SOA Grid executes process model and provides persistence for long running processes
- Process defines data and semantics; abstracted and transformed from individual SORs

US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed $13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of $54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the [illegible]or operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the [illegible]4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

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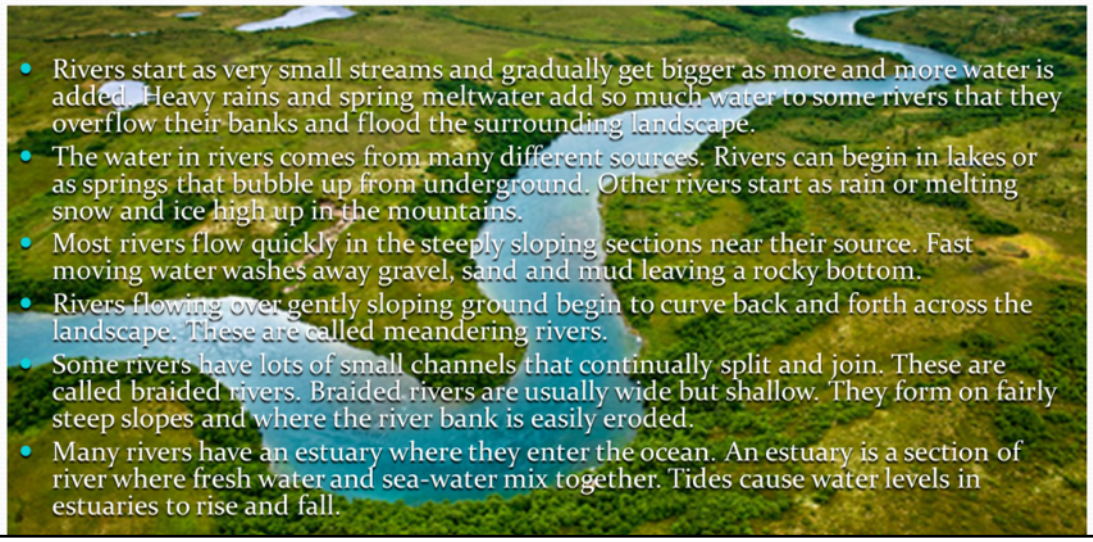
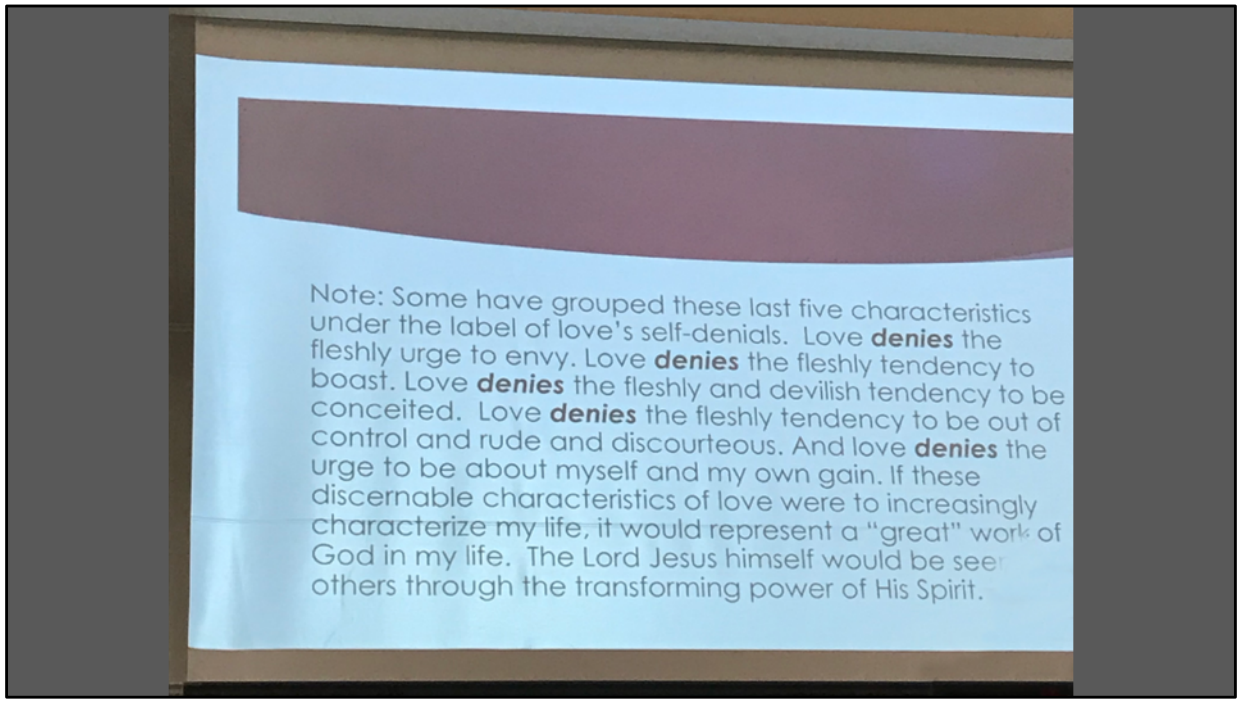
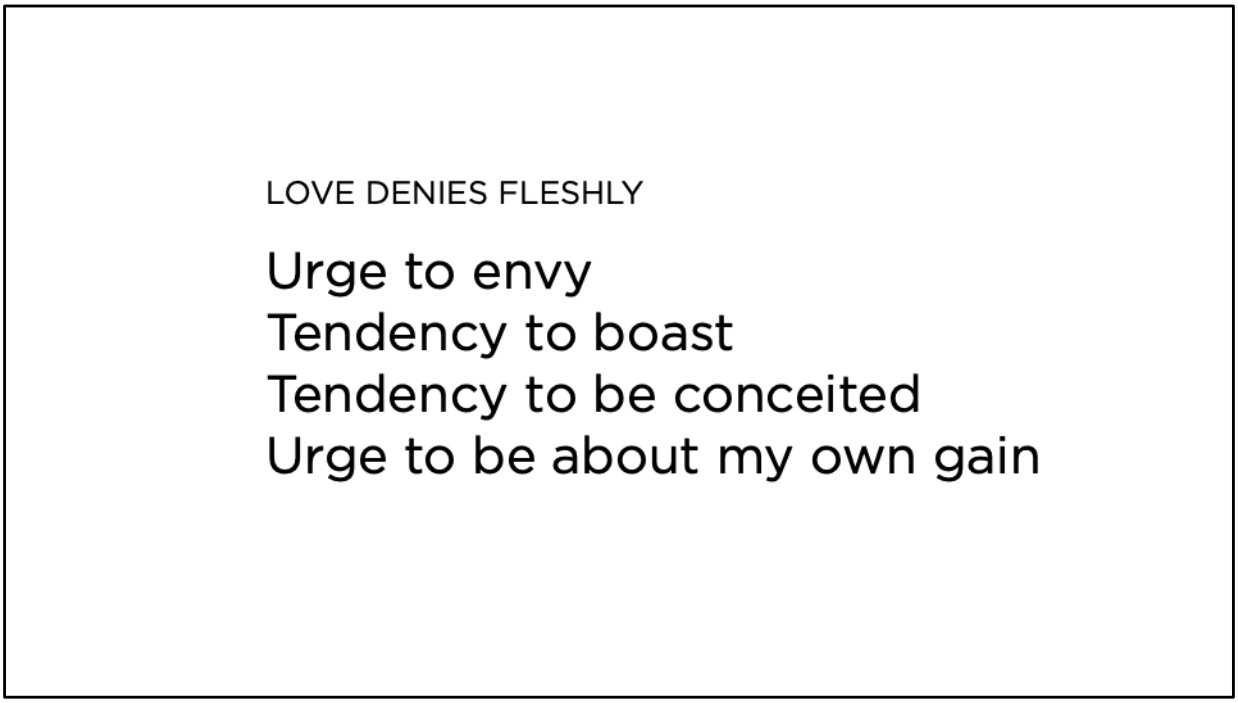
How Rivers Are Formed



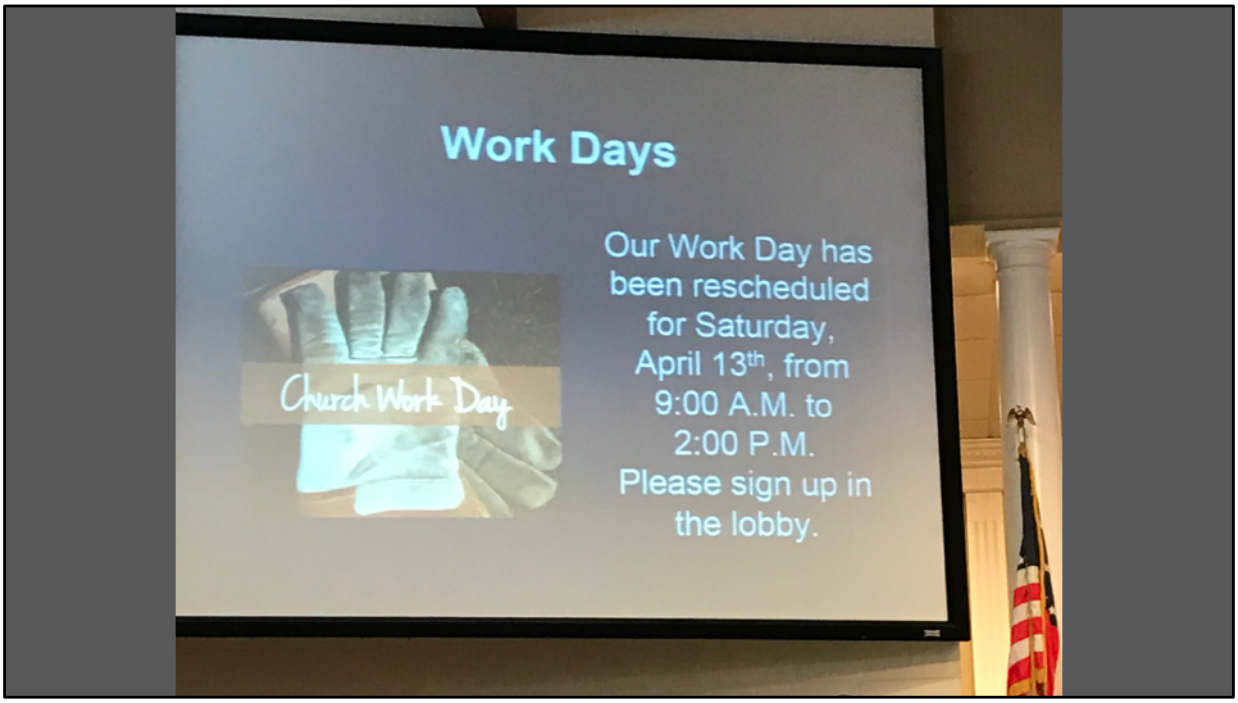
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
- The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
- Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
- Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
- Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
- Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in estuaries to rise and fall.



Before: Example of visual clutter



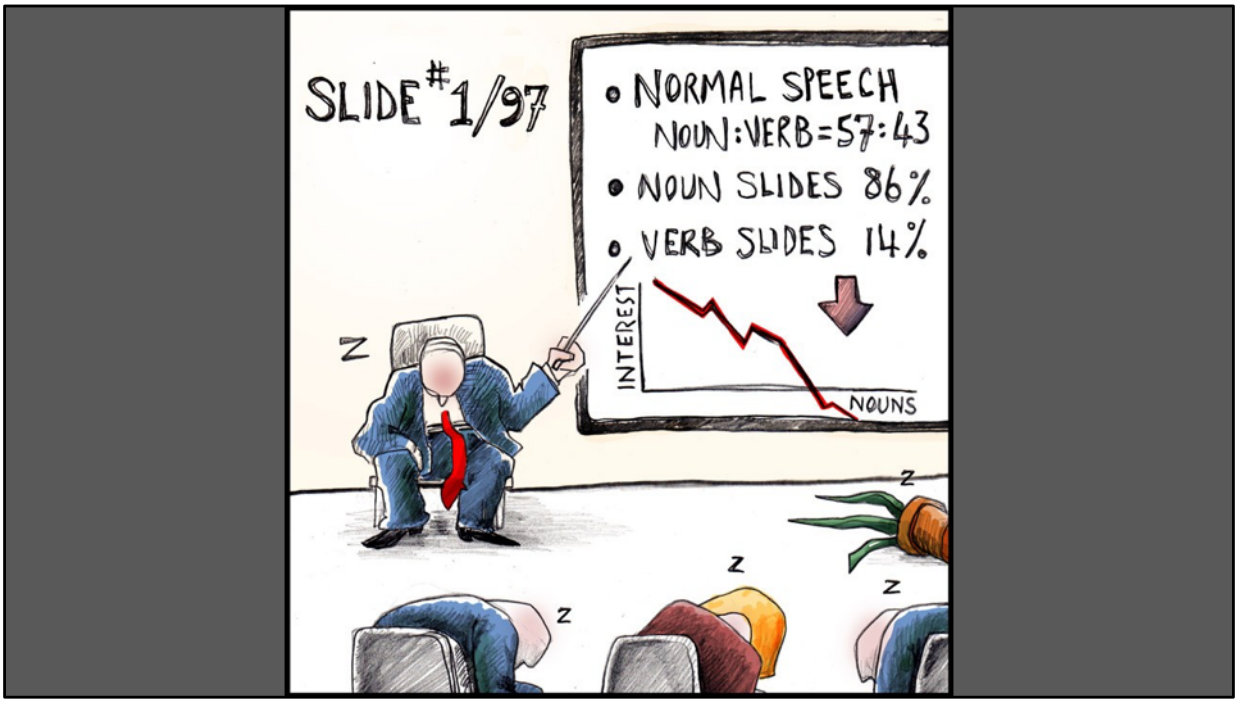
After: Example of being more concise


Work Days
Church Work Day
Our Work Day has been rescheduled for Saturday, April 13th, from 9:00 A.M. to 2:00 P.M. Please sign up in the lobby.

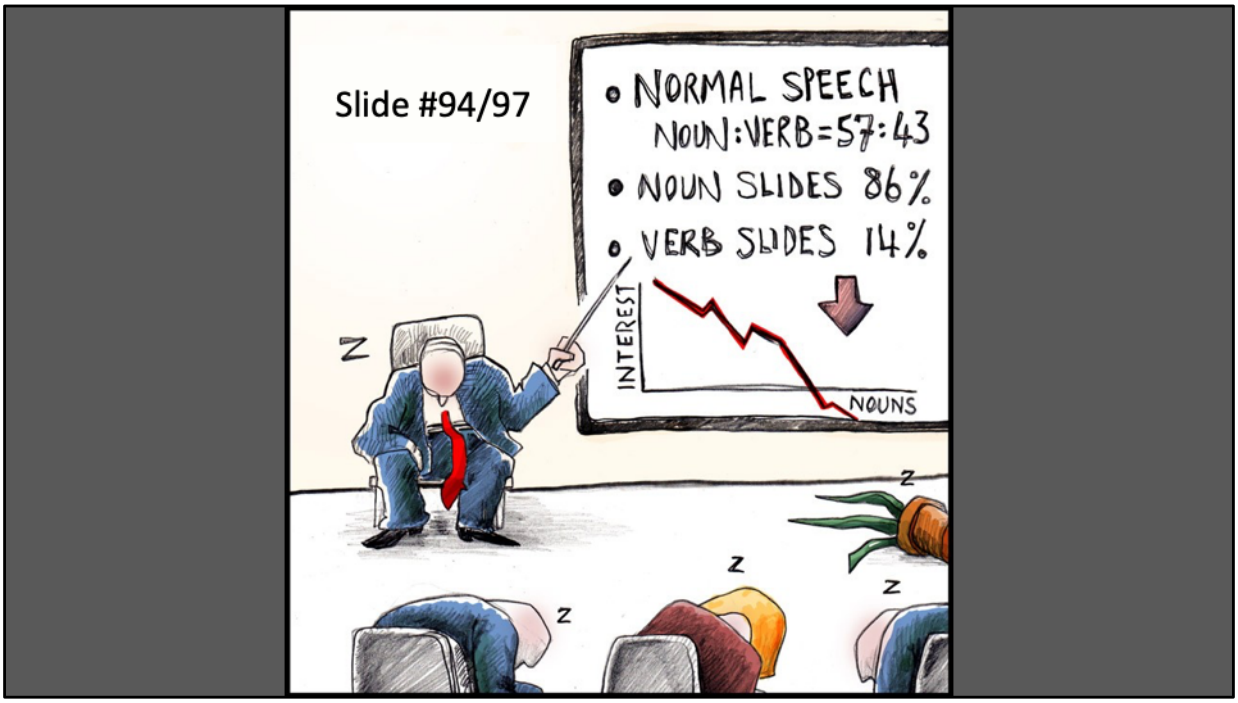
Before

After

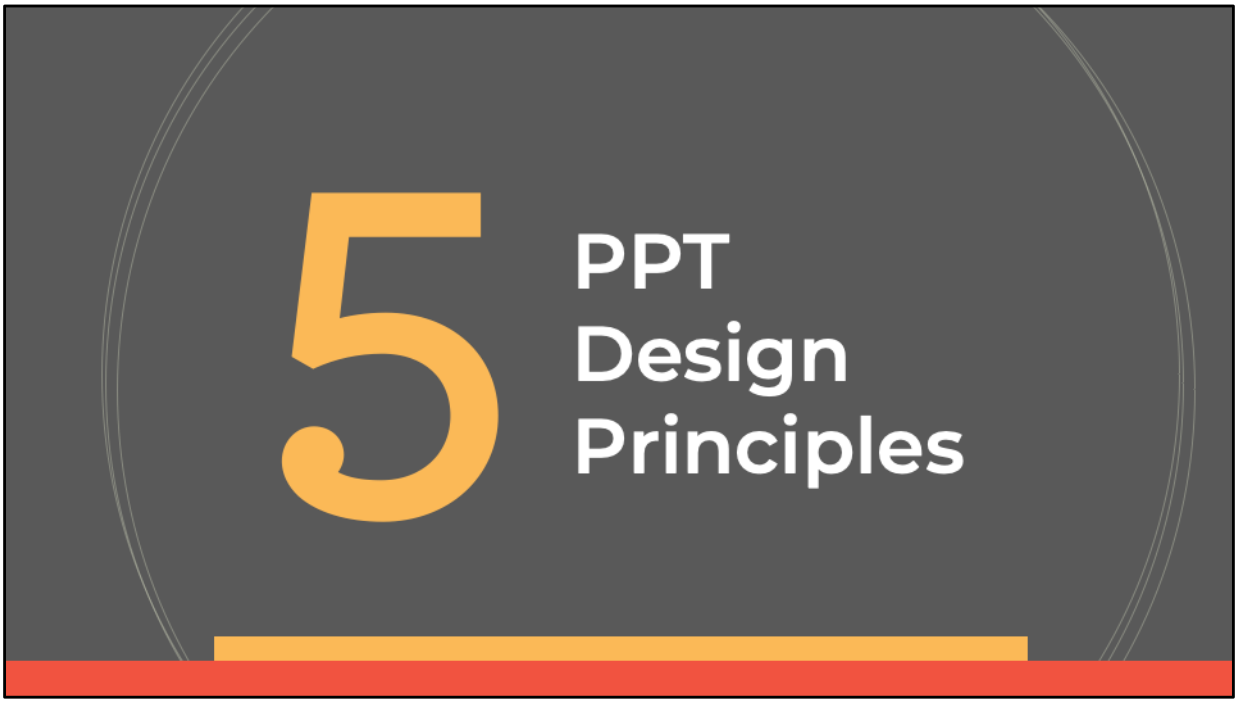
How much of these examples does the average person remember?
Some have said you remember 4 slides out of 20?
Some have suggested that our short-term memory that is concerned with immediate conscious perceptual
and linguistic processing is gone within 30 seconds.



Never number your slides!
This can induce Horrible
Or


Slide #94/97
NORMAL SPEECH
NOUN:VERB=57:43
NOUN SLIDES 86%
VERB SLIDES 14%
INTEREST
NOUNS
Z
Z
Z
Z
Z

Hope



5 design principles that will optimize and help people retain the information you present.

1
One Message

Building Expansion

Financing Through Fundraising

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

Establishing Project Goals

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words.

Building Expansion Goals

Establishing Project Goals

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2
No Sentences

Establishing Project Goals
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Establishing Goals

Improve capacity
Enhance relationships
Equip for discipleship
Sense of community
Maintenance reduction

Establishing Goals

- Improve capacity
- Enhance relationships
- Equip for discipleship
- Sense of community
- Maintenance reduction

Establishing Goals

- Improve capacity
- Enhance relationships
- Equip for discipleship
- Sense of community
- Maintenance reduction

3
Contrast & Size

Moving objects, signaling colors, contrast rich objects, big images

Illustrator: “have you ever” have you ever played that game?
Have you ever been at a restaurant with your kids or someone else’s kids you go to a senses overload restaurant.
You walk in and you hear music right away. Then you look around the room and there are televisions literally on every sq inch of the walls.
Unlike cracker barrel where all the objects on the wall are anything but rectangle in shape and none of them are moving.

So you sit down and you notice the kids can not keep their eyes off the TVs. Moving objects, signaling colors, contrast rich, big images.
Forget the kids, adults have a hard time focusing on conversations.

Reducing the size of the heading can help draw the eye to the more important info on the slide.

Facility Components

- Lobby
- Auditorium
- Gymnasium
- Restrooms
- Kitchen
- Lockers
- Office Space
- Bus Garage
- Conference Room
- Bookstore
- Library
- Fellowship Hall

Facility Components

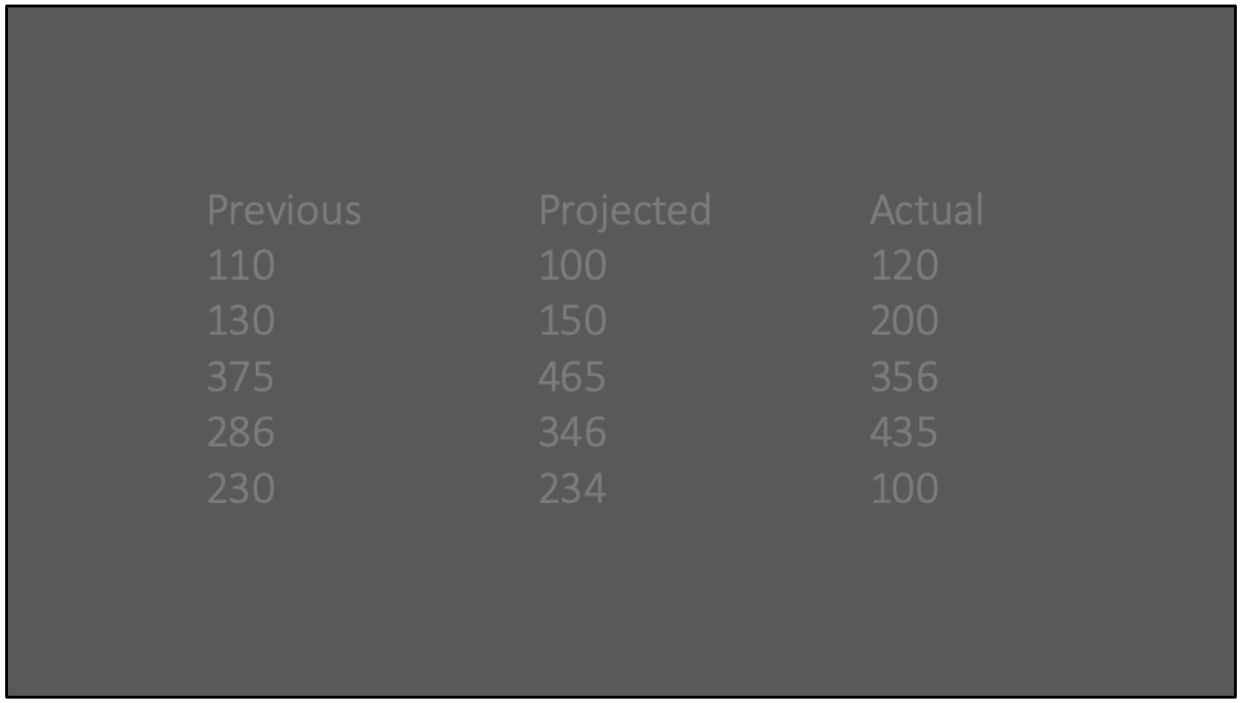
Lobby
Auditorium
Gymnasium
Restrooms
Kitchen
Lockers

Office Space
Bus Garage
Conference Room
Bookstore
Library
Fellowship Hall

Contrast and moving color helps guide the viewer through the content in an orderly cohesive manner.
For PowerPoint use the *Font Color* animation feature.

Previous	Projected	Actual
110	100	120
130	150	200
375	465	356
286	346	435
230	234	100

Use it for columns of data as well.



Contrast helps our focus

4
Dark Backgrounds

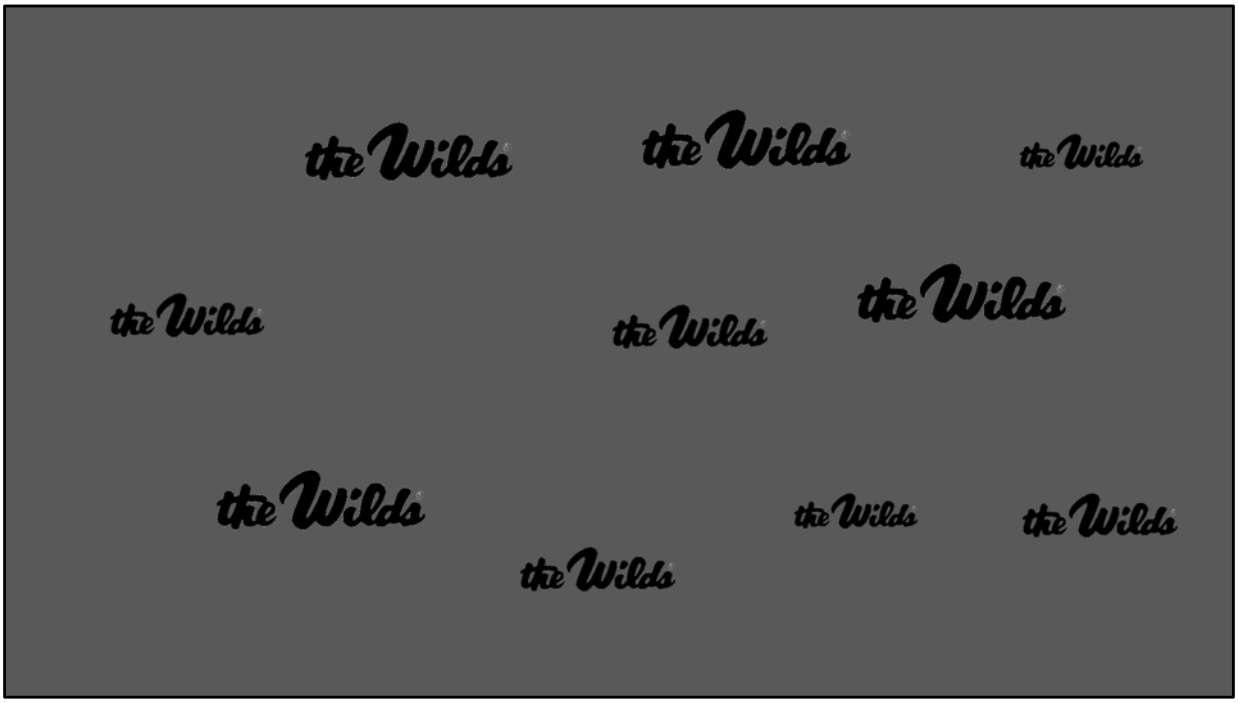
Dark Backgrounds

Contrast helps our focus but extreme contrast can bring eye fatigue to the viewer. Especially with white backgrounds.

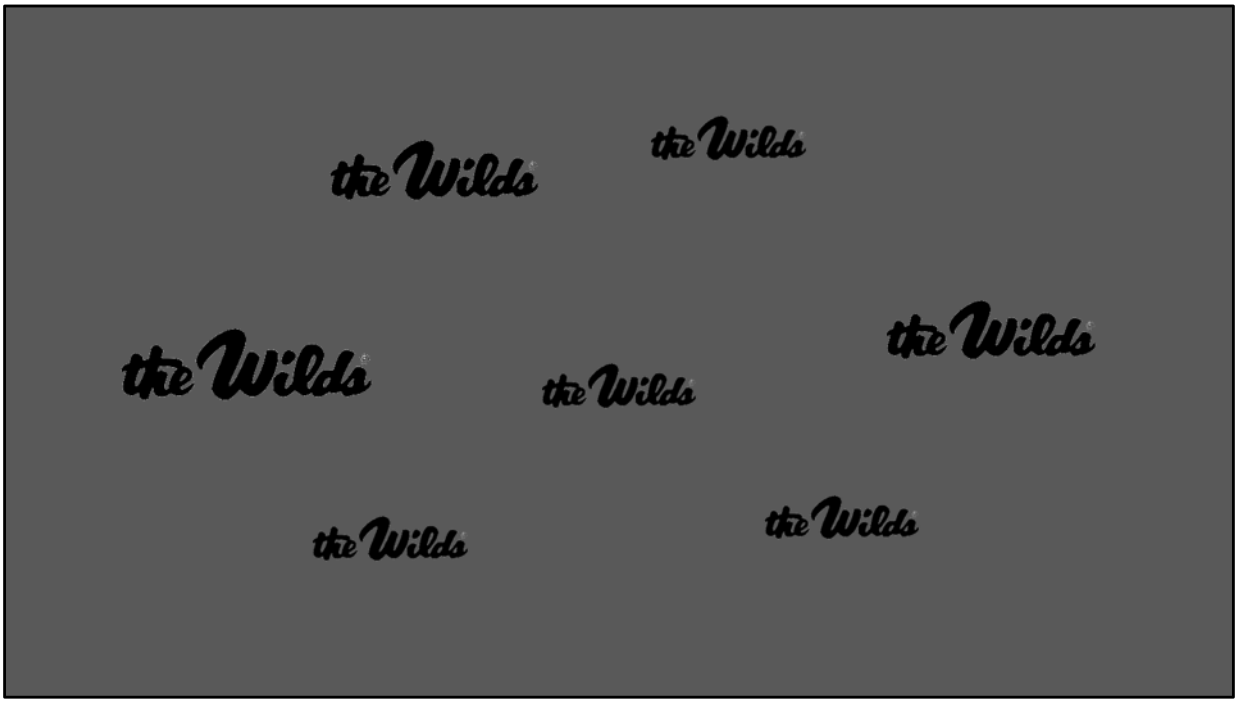
See how much easier this is on the eye?

Your eyes relax and hopefully focus on the presenter not the visual aid.

5
Objects on a slide



How quickly can you count these logos?
3-5 seconds



How quickly can you count these logos?
1-2 seconds

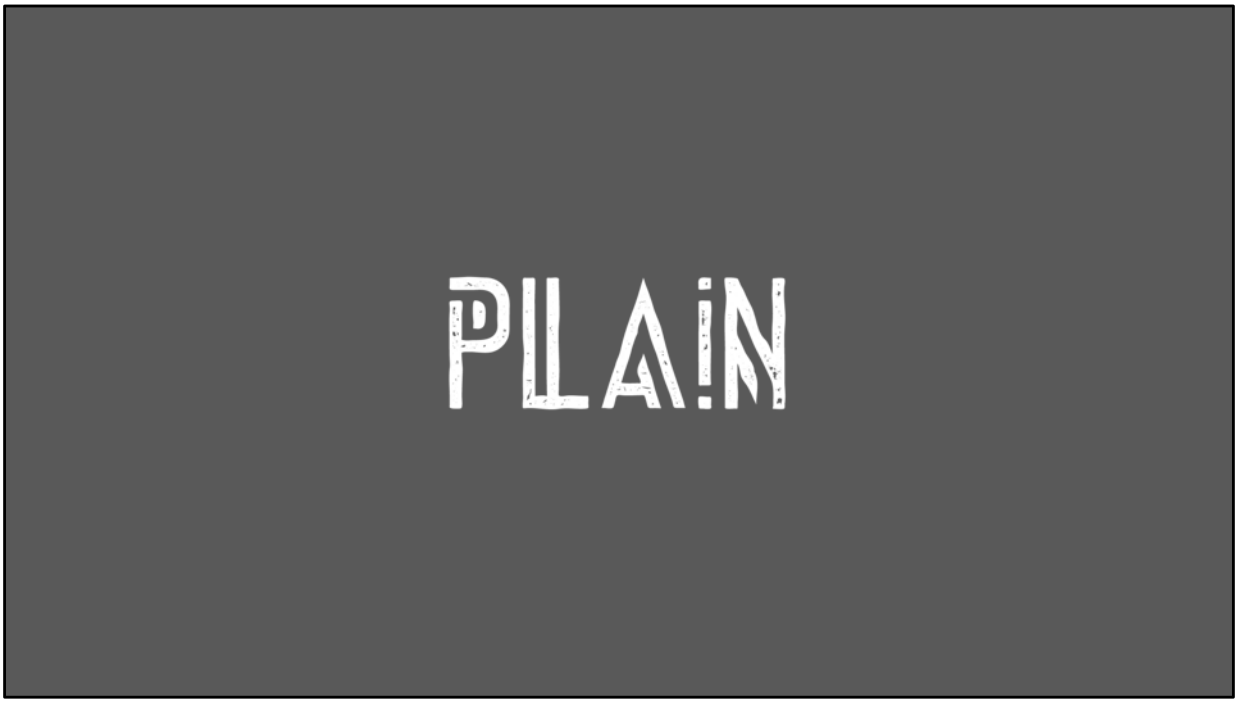
How quickly can you count these logos?
Almost instantly.

No more than 5 items on a slide.
Ughhhhhhh!!

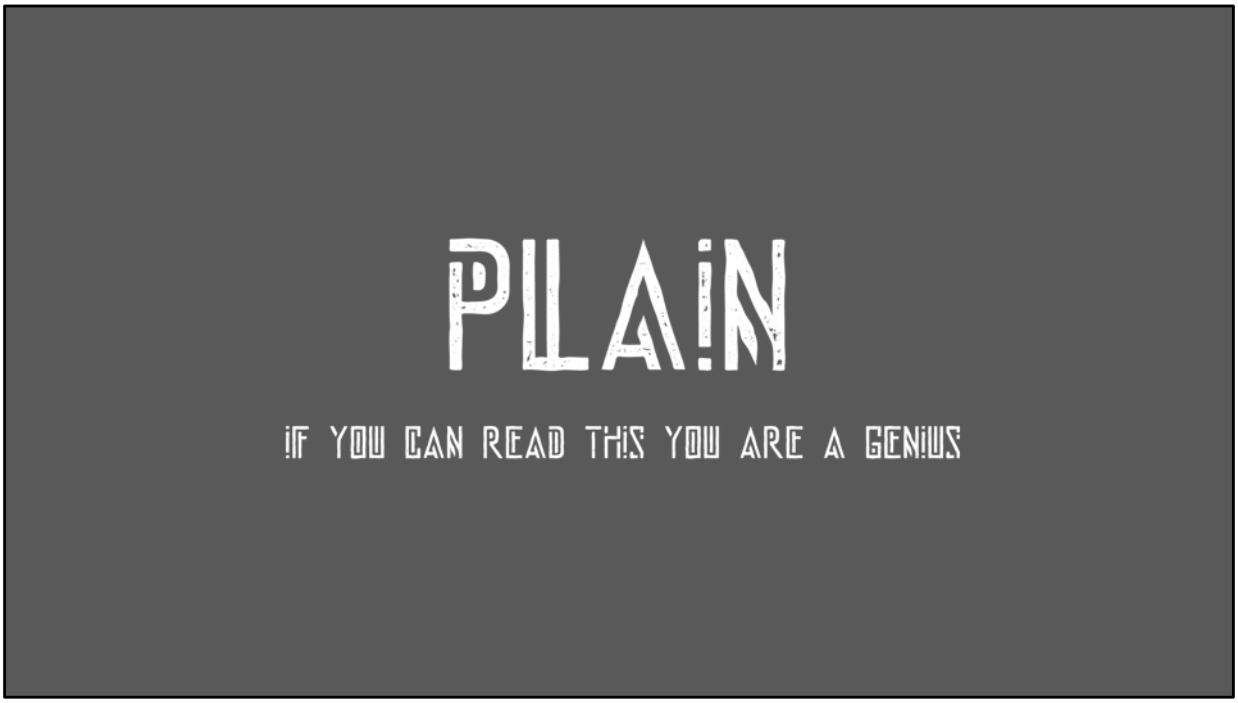
Ahhhhhhh!

Practical
The P5's

Plain is good!
Fonts should be chosen for readability rather than style



Bad example



Even worst

Polish
Optimal contrasting colors for text and backgrounds
And
No effects like drop shadow, lens flare

Who: Teen-Adult Men
What: Men's Retreat
Where: Indiana Baptist Church
When: Saturday, Nov. 2, 9 a.m.–4 p.m.

Package
Only the essential information
Who
What
Where
When

Looking for a spiritual recharge?
Join us for our annual
MEN'S RETREAT
Saturday,
NOVEMBER 2
Register Today!
IBCHURCH.ORG
Speaker:
Andy Gleiser

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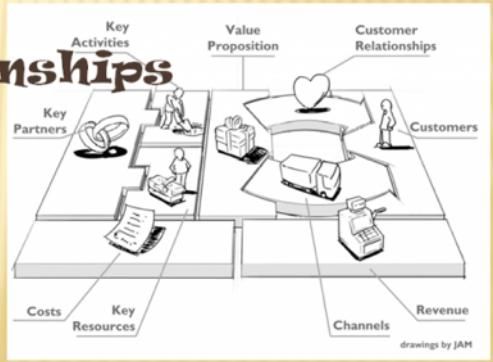
Pause
Viewers need time to read and process the information to make a decision about acting on it.

BUSINESS MODEL CANVAS

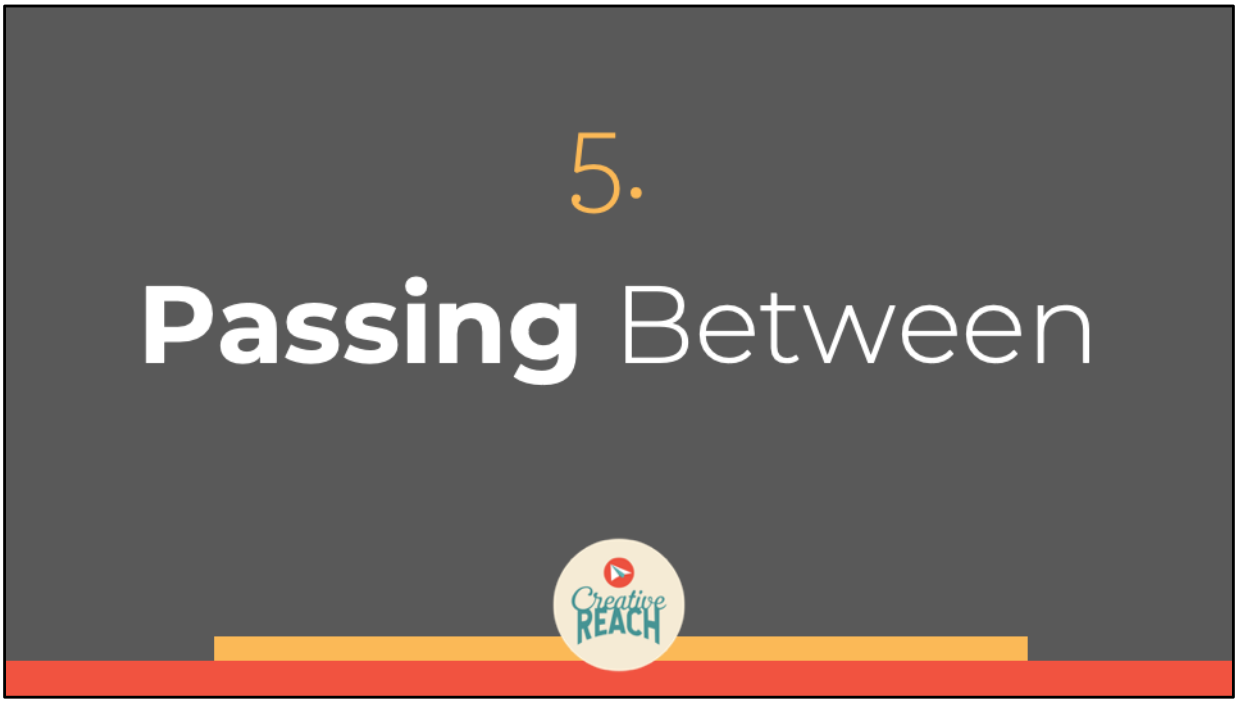
9 BUILDING BLOCKS

- Customer Segments
- Value Proposition
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partners
- Cost Structure



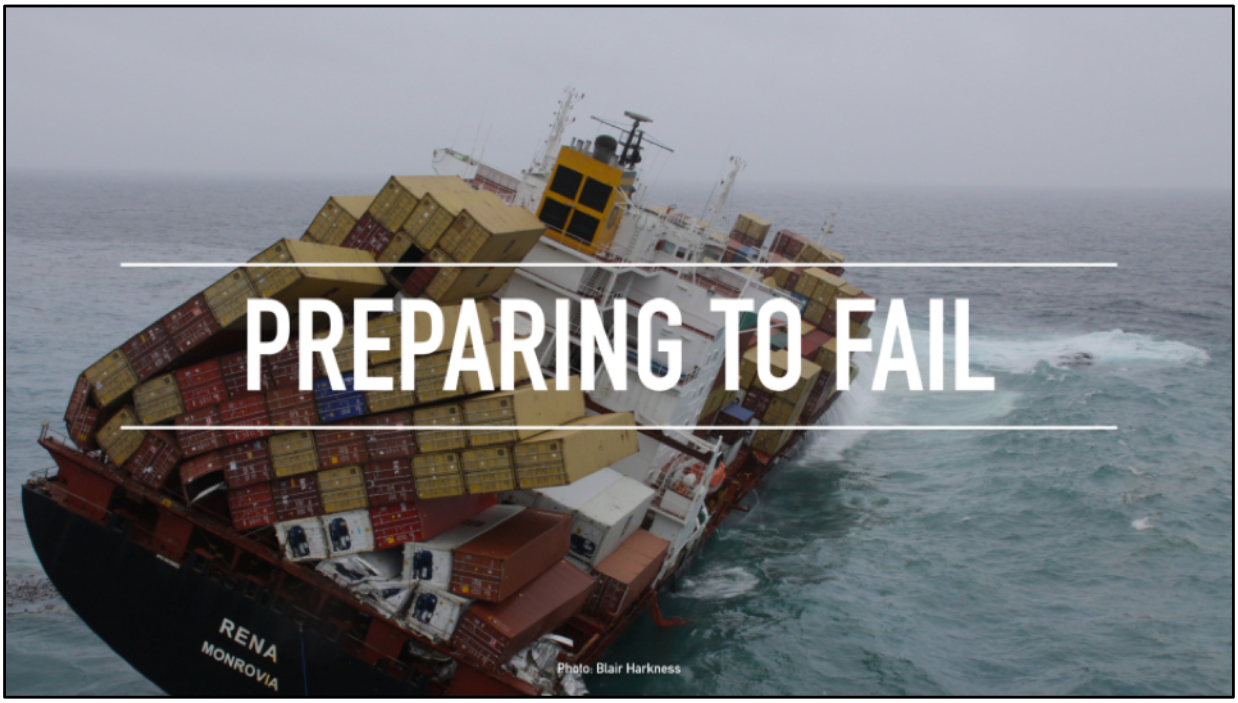
Bad Example

Good Example



Passing
Consider a soft slide transition between slides (don't use crazy default effects)

Missionary presentations:
If bringing in multiple images consider making one image the main larger image
And bring the others in with the same effect in an aligned orderly way.



Poor planning is a disaster waiting to happen.

So let’s not be like this guy!

But lets prepare for success!

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