

3-day Relational Presentation Seminar

What Is Gained: A 3-day Relational Presentation seminar has four primary goals:

- teaching fundamental visual design skills
- demonstrating how to create and use basic and advanced navigation strategies in PowerPoint
- organizing presentation materials in preparation for building a robust interactive platform
- teaching additional advanced forms of navigation that enable display of media

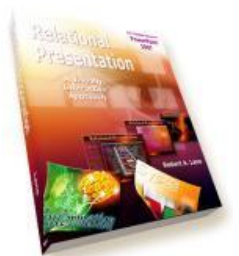
Participants leave the seminar with a working knowledge of powerfully dynamic techniques that can be applied immediately to all their existing presentations.

Agenda: The seminar begins with the instructor giving an hour-long overview talk highlighting four key principals of visually interactive presentation. This initial performance is highly interactive, meaning that it not only provides important information but also demonstrates the very techniques that will be taught. The four featured principles are:

1. **Making Content More Visual:** How does one transform text-based slides (bullet points) into more visually compelling displays, without necessarily knowing graphic design skills or having artistic ability? This segment explores the dynamic use of pictures, video clips, animations, and imbedded documents to capture viewer attention and entertain audiences. Pictures, alone, play more than 20 important roles in visually interactive presentation.
2. **Improving the Effectiveness of Design:** Making content more visual is vital, but doesn't necessarily guarantee that such displays will communicate ideas efficiently and effectively. This segment focuses on several critical design principles that assure viewers quickly absorb visual messages and then return attention to the speaker.
3. **Organizing Content:** As slides become more visually effective, attention then turns to organization. A visually interactive presenter must be able to find any slide needed within seconds while presenting, even if many hundreds of choices exist. Here we examine the power of arranging presentation materials into clusters and branches of related content. Such strategies help a speaker very quickly and easily find and display any topic on demand while adjusting focus or answering questions.
4. **Adding Navigation Strategies:** Once information is organized for quick access, the last step is to add hyperlink-based navigation elements to slides, enabling such access. This final segment looks at several *navigation styles*—strategic ways of using hyperlinks, illusion, and slide masters to move rapidly between content sections.

After the overview presentation, attendees progress through a series of hands-on learning exercises that demonstrate how to create many of the procedures they just witnessed. They gradually learn the skills necessary for forming visual content and building navigation structures in PowerPoint. See the remaining pages of this document for a schedule of specific topics taught.

What Is Needed: During hands-on exercises, each participant works in PowerPoint on his or her own laptop or workstation computer. Verify that each computer has the correct version of PowerPoint installed and that each participant is using an external (USB or wireless) mouse—as opposed to the touchpad controls available on laptop computers. Participants also should bring a collection of all their current presentation materials (slide shows, pictures, graphics) that can be customized during the course. Relational Presentation textbooks are included as part of the training package—for each participant—and the subjects taught can be found in chapters 5 through 17.





Standard 3-day Training Schedule: Day 1

- 8:00 **Arrival and Setup:** Participants should arrive by 8:00 AM and begin setting up equipment. During setup, they receive a collection of files and transfer those files to their computer's desktop for later use in exercises.
- 8:15-9:15 **Overview Presentation:** The trainer delivers an initial presentation showcasing a wide variety of Relational Presentation concepts and techniques. Additional topics are interspersed throughout the training in between, and during, exercises.
- 9:15-9:45 **Working with Shapes:** PowerPoint shapes provide the raw material for numerous navigation and design strategies. This session explains how to add, manipulate, and format shapes that serve as navigation buttons, decoration, framing, and other uses.
- 9:45-10:00 **Break**
- 10:00-10:30 **Working with Pictures:** Pictures, likewise, take on many roles in Relational Presentation—more than 20, in fact. They allow thumbnail-enhanced navigation styles, give a speaker visual cues, add depth of meaning to messages, and much more. This session explains how to add, manipulate and format pictures for use in these various roles.
- 10:30-11:00 **Working with Hyperlinks:** Hyperlinks make interactive presentation possible by allowing a presenter to click a shape or picture on a slide and immediately be taken to another location in the current slide show, a separate slide show, or a Web site. This session focuses on inserting hyperlinks and building a simple form of slide-to-slide navigation.
- 11:00-11:30 **Building Showcase Navigation:** Showcase navigation is a simple, yet powerful navigation style that works well for selecting individual slides from a group of related slides—such as displaying a single product picture from a collection of product pictures. The navigation action is a back and forth movement between a switchboard (a single slide that contains multiple links) and slides holding individual pieces of content.
- 11:30-12:00 **Building In-line Navigation:** In-line navigation resembles the functionality of Showcase navigation, except that it does not require a switchboard slide. As such, this movement between slides has a seamless appearance because the navigation element remains constantly visible, even as content changes.
- 12:00-1:00 **Lunch**
- 1:00-1:30 **Building Zone Navigation:** Zone navigation is another simple form of movement from one slide to another, yet this style differs from the others in that Zone switchboards do not seem to contain any navigational elements at all. The navigation elements really are there, but exist as invisible shapes on top of imagery, table cells, graph bars, or other forms of visual display in the background.
- 1:30-2:00 **Building Custom Show Navigation:** Custom Show navigation uses PowerPoint's Custom Shows functionality in a novel way. A presenter can select any custom show within a presentation on the fly, rather than being restricted to just one.
- 2:00-2:30 **Design Principles and Delivery (presentation)**
- 2:30-2:45 **Break**
- 2:45-4:00 **Working Session:** Participants apply lessons learned to their own materials.



Standard 3-day Training Schedule: Day 2

- 8:00-9:30 **Building *Topical* Navigation:** Topical navigation is a more complex and marvelously powerful navigation style that provides a convenient strategy for organizing a large amount of information into a single, easily accessible platform. This session demonstrates how to create a Topical navigation shell that is ready for content inclusion.
- 9:30-10:30 **Building *Nested* Navigation:** Nested navigation is similar to Topical navigation in concept, but enables an even larger development scope. This session develops a prototype nested structure that can be expanded for future use.
- 10:30-10:45 **Break**
- 10:45-12:00 **Forming a Presentation Network:** A presentation network is a collection of numerous slide shows, all tied together via hyperlinks. Think of a presentation network as similar to a Web site, integrating many different branches of PowerPoint-based content within a single, flexible unit. A presentation network normally has certain key components:
- Cover Show
 - Main Switchboard
 - Seed Presentations
 - Top-level Switchboards (and associated slide shows)
 - Topical and/or Nested Branches
 - Resources Section
- 12:00-1:00 **Lunch**
- 1:00-2:45 **Content Organization and Network Planning:** A presentation network is considered well-designed only if it truly helps a presenter's easily find and display core presentation topics. Organization plays a key role in making such retrieval possible. In this session we explore a seven-phase process that helps participants analyze their presentation needs and then plan and organize a presentation network's structure. Learners are introduced to card-sorting techniques, as well as rapid prototyping methods for quickly mapping out a network's layout.
- 2:45-3:00 **Break**
- 3:00-4:00 **Working Session:** Construction a full-scale presentation network occurs gradually over time, according to determined priorities. In this session, participants get their feet wet reassembling and repurposing their existing presentation materials to create the beginnings of a permanent, reusable presentation network.

At the end of day 2, participants have a working, albeit simple, presentation network in place that can be used right away in speaking activities. Over time they fill that initial structure with additional content as needed and maintain it like a Web site or database.



Standard 3-day Training Schedule: Day 3

- 8:00-9:00 **Building a Video Switchboard:** Standard presenters settle for having video clips within normal linear presentations. A much more effective strategy is to build a special slide show called a Video Switchboard. With this structure in place, all available video clips exist in the same show and are randomly playable by category. The presenter simply clicks thumbnail links to play any video at any time. With each click, the new video fades into view where the old one left off. If such a switchboard is made part of a presentation network, a speaker can flexibly navigate to the video area from any other slide show in the network, play any desired clip, and then return to the original presentation.
- 9:00-9:30 **Building an Audio Switchboard:** An Audio Switchboard is similar to a Video Switchboard but makes use of a completely different design strategy. Speakers use it to start or stop any audio clip on demand, such as a track of music played during training breaks.
- 9:30-9:45 **Break**
- 9:45-10:30 **Building Animated Navigation:** This navigation style allows the speaker to hide or display navigation menus with a click. The click quickly fades the menu into, or out of, view.
- 10:30-11:15 **Using Animations for Dynamic Highlighting:** Data-heavy presentations benefit greatly from special animation techniques that enable spot highlighting. As speaker uses these methods to focus attention on a particular table number, graph element, or diagram component.
- 11:15-12:00 **Building a PDF Switchboard:** Speakers who have access to a collection of company-related PDF documents may wish to embed these objects in a special slide show that allows fast, random display of any document in any order.
- 12:00-1:00 **Lunch**
- 1:00-4:00 **Working Session:** Because so much has been taught in this three-day period, it's vitally important for participants to review what they have learned by applying the methods to their own speaking environments. The last half of the third day, therefore, is a loosely structured working session where learners focus on desired tasks with the instructor available to answer questions and assist with any issues or problems that arise. Generally this time also involves short segments of presentation showcasing additional design and delivery topics.