

### 3-hour Relational Presentation Mini-seminar

The 3-hour Relational Presentation mini-seminar starts with an hour-long overview session highlighting six areas:

1. **Seed Presentation:** This short, linear summary presentation (approximately 7 minutes long) introduces four guiding principles underlying Relational Presentation techniques— *Visual Content*, *Cognitive Design*, *Hierarchical Organization*, and *Navigation Strategies*. A seed presentation is designed to get viewers thinking about upcoming topics, to better prepare for interactive dialogue. In this case, seed components prep viewers for interactive discussions of the guiding principles just mentioned. Seminar participants then help shape the display of content with their interactions and questions.
2. **Visual Content:** How can a presenter transform slide displays to be more visual, without necessarily knowing graphic design skills or having artistic ability? The answer is to assemble a collection meaningful content pictures that add depth to a message's verbal components. Images play at least 20 different roles in visually interactive presentation. This session explores several of these roles.
3. **Cognitive Design Principles:** Developing visual content is important, but paying attention to the design and use of those components is another vital consideration. This session focuses specifically on alternative ways of designing and delivering bullet point-style information.
4. **Hierarchical Organization:** Assembling a collection of interlinked PowerPoint slides often results in a large pool of options for the presenter. Organizing this content into related clusters and branches helps him or her quickly locate desired topics. This session tours *information architecture*, strategies for organizing large collections of information.
5. **Navigation Strategies:** Once information is organized for quick access, the last step is to add hyperlink-based navigation elements to slides, to enable such access. This session looks at several *navigation styles*, strategic ways of using hyperlinks to move rapidly between pieces of content.
6. **Group-Specific Topics:** This session (as time allows) is set aside for additional interactive presentation-related topics that seem most important or relevant to the current audience.

The remaining 2 hours feature hands-on learning exercises that teach participants how to build and use navigation strategies in PowerPoint. Specifically, these exercises explore:

- Working with shapes
- Working with pictures
- Working with hyperlinks
- Building forms of Internal Navigation (Showcase, In-line, Zone)

Each participant should bring a laptop computer to the seminar (with PowerPoint installed), along with an external (USB or wireless) mouse and a collection of their current PowerPoint materials (slide shows, pictures, graphics). Participants who already have a copy of a Relational Presentation textbook can find the methods to be covered in chapters 5, 6, 7, 9, and 10.

