

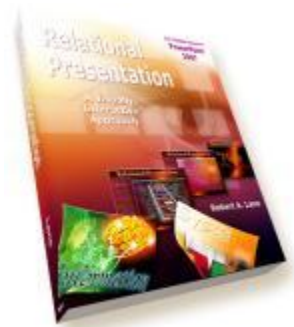
Melbourne 1-day Relational Presentation Seminar

The 1-day Relational Presentation 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 Principles*, *Hierarchical Organization*, and *Navigation Strategies*. A seed presentation is designed to get viewers thinking about upcoming topics, to better prepare for interactive dialogue. After the seed presentation, remaining topics proceed interactively, with viewers shaping display of topics through interactions and questions. The guiding principles are further explored, as indicated below:
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 section 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 section 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 section 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 make such access possible. This section looks at several *navigation styles*, strategic ways of using hyperlinks to move quickly between pieces of content.
6. **Group-Specific Topics:** This section (as time allows) is set aside for additional interactive presentation-related topics that seem most important or relevant to the current audience.

The remaining schedule is full of hands-on learning exercises that teach participants how to build and use both basic and advanced navigation strategies in PowerPoint. The specific topics covered are listed on the second page of this outline.

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.



The goal of this seminar is two-fold: to teach PowerPoint skills needed for building robust, interactive platforms, and to demonstrate internal (within a single show) navigation strategies. Participants leave the seminar with a working topical navigation shell, ready for content inclusion. Once content is added, the structure can be used in upcoming performances.



Standard 1-day Training Schedule

- 8:30 **Arrival and Setup:** Participants should arrive by 8:30 AM and begin setting up equipment. During setup, they will receive a collection of files and transfer those files to their computer's desktop, for later use in exercises.
- 8:45-9:30 **Initial Presentation:** As mentioned previously, the trainer delivers an initial presentation that showcases a wide variety of Relational Presentation concepts and techniques. Additional topics are interspersed throughout the day, in between and during exercises.
- 9:30-10:20 **Working with Shapes:** PowerPoint shapes provide the raw materials for many Relational Presentation navigation forms. This session explains how to add, manipulate, and format shapes to eventually serve as navigation buttons.
- 10:20-10:30 **Break**
- 10:30-11:20 **Working with Pictures:** Pictures serve many roles in Relational Presentation, including forming the basis for numerous thumbnail-based navigation styles. This session explains how to add, manipulate and format pictures, for use in various roles.
- 11:20-Noon **Working with Hyperlinks:** Hyperlinks make interactive presentation possible by allowing a presenter to click a shape or picture on a slide, and immediately be transferred to another location in the current slide show, to a separate slide show, or to a Web site. This session will focus on inserting hyperlinks and building a simple form of slide-to-slide navigation.
- Noon-1:00 **Lunch**
- 1:00-1:30 **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.
- 1:30-2:00 **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 effect because the navigation element remains constantly visible.
- 2:00-2:30 **Building Zone Navigation:** Zone navigation is another simple form of movement from one slide to another, but is different from the other style by the fact that a zone switchboard doesn't look like a switchboard at all. The navigation elements are invisible and rest on top of imagery, table cells, graph bars, or other forms of visual display in the background.
- 2:30-2:40 **Break**
- 2:40-3:30 **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 in a single, conveniently accessible platform. This session demonstrates how to create a topical navigation shell that is ready for content inclusion.
- 3:30-4:30 Optional working session**