



# SELLERS GUIDE TO PRESENTING

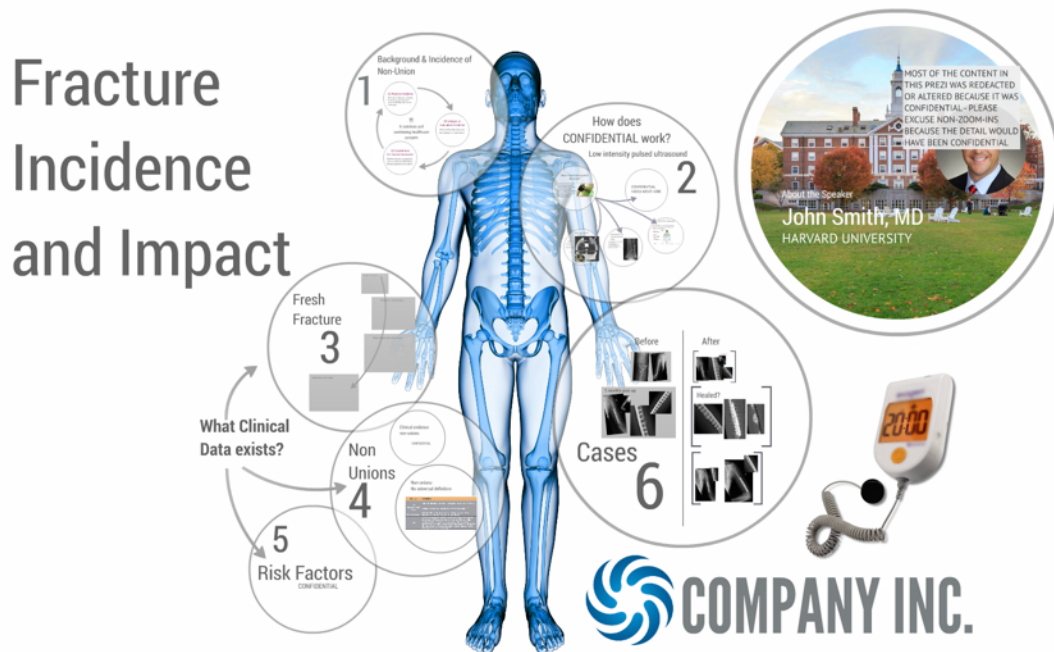
WITH

# PREZI

**V1.1 PITCHKITCHEN | GREG ROSNER | COPYRIGHT DECEMBER 2016**

# SELLERS GUIDE TO PRESENTING WITH PREZI

*How to deliver a presentation that leaves your audience talking.*

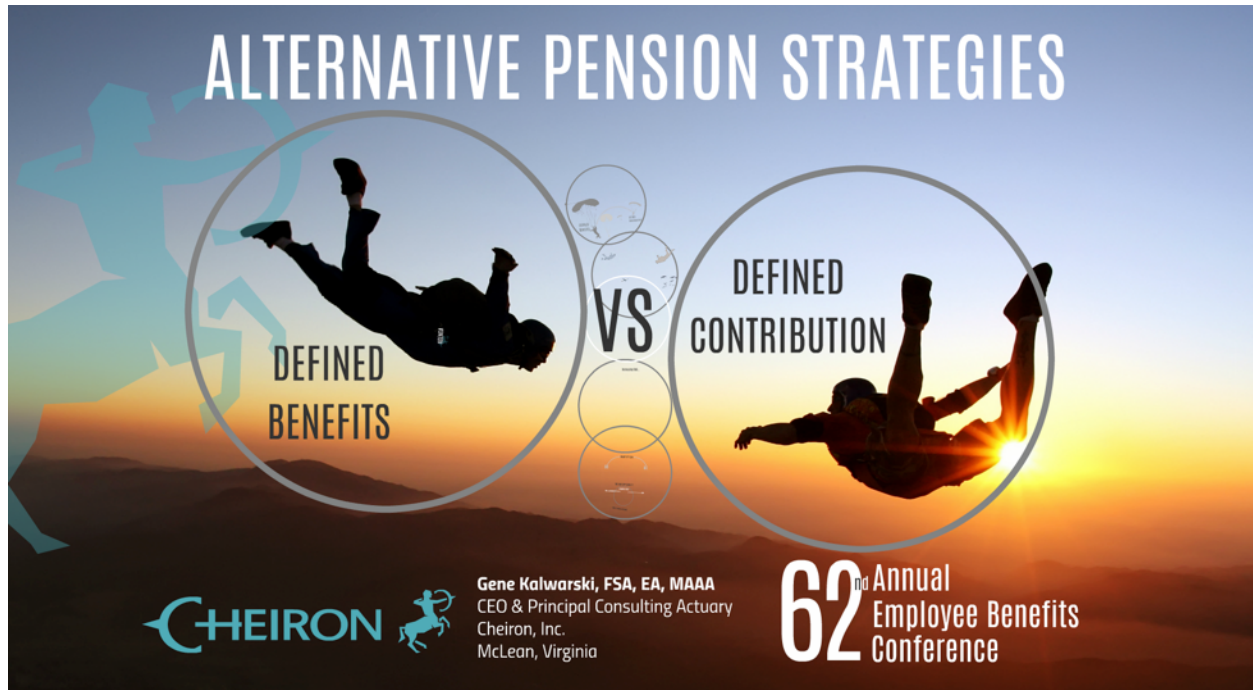


## Presenting is about People. Not Prezi, or PowerPoint.

The most important thing for a seller to keep in mind when presenting with Prezi is that It's never about you. It's never about your Prezi either. And truth be told, it's never really about your presentation. It's about your audience the connection you make with them. Whether your audience is one person or one-thousand, your presentation is a means to that end. No one is buying your presentation. But if all it all works out well, they are buying the capabilities you are selling in your presentation, which is a promise at best, not a presentation. And that promise is something that rests on the most important thing in the world - TRUST.

The purpose of your presentation or your webinar - regardless of what you are selling is to create a foundation for trust. By being invited to present there is the potential for this trust to emerge and there are ways to use Prezi to help foster that trust - and ways to lose it. As a presenter, it's your responsibility to empower - to entertain - to motivate your audience.

You've been given an opportunity to share something with your audience through a presentation. Don't screw it up by doing all the wrong things with a Prezi either. There are 1,001 ways to break that trust by using Prezi badly. The purpose of this guide is to highlight the most important things you need to do when presenting with Prezi.



## Why use Prezi?

The best presentations are really a meeting of the minds in a conversation. As humans we are visual learners, so it helps to use visual aids to express your ideas. But your visual aids could be as simple as your hand gestures as you move them in the space in front of you. In fact, when you use hand gestures to present, you are animating objects and images in the mind of your audience. But if your hand gestures aren't enough - then you can use a whiteboard - or drawings in the dirt, sand or paper. But if those aren't enough - then you might want to draw some pictures on a screen - with some words as well - and show them in a particular order of your story. So there you have Prezi - which in my opinion is the more natural way of showing ideas on a screen, than PowerPoint, although PowerPoint or Slides can be an excellent way to tell your story, if done well.

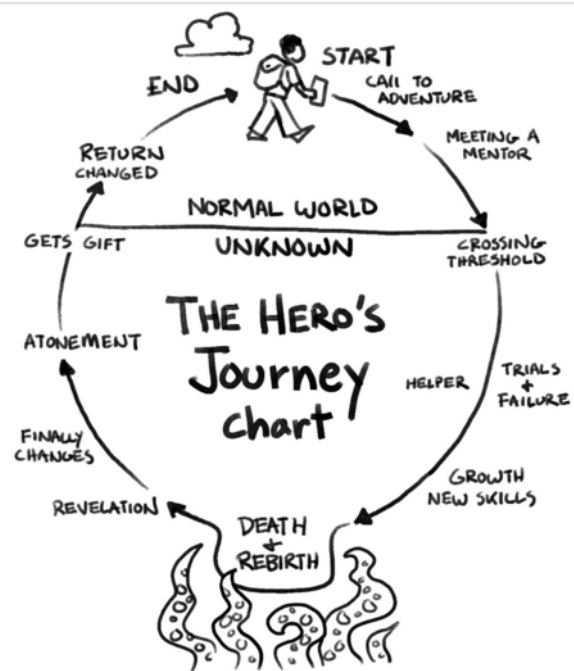


## Art & Science of Presentations

There is an art and science to a good presentation. The science is the preparation and the art is the performance. But the funny thing is how these are connected. As you are preparing and organizing the content of your presentation, the "juice" that is needed for your performance is being squeezed out. It's as if the process that you go through, or the journey in developing the presentation is what fuels the insight and the power of your performance. The following guide contains tips for both the art and science of creating great Prezi presentations.

Following our recommendations will help:

- [1] You be comfortable with the content so you can present at your best
- [2] Your audience understand and remember all the details that you present



[3] Create an engaging, experiential presentation with your audience

### **Start with a story**

What is your presentation about? Is it a story about growth? Renewal? Transformation? Redemption? You have to be aware that even though you are talking about Your Company's Product Roadmap 2.3 (or whatever you are presenting on) your audience is pre-wired to interpret what you are talking about in about 7 archetypal models. We do this unconsciously but as a presenter it is important to be clear about what the essence of your story is about - which can help people understand as well as help you put your ideas in a visual container that makes the most sense.

#### *The 7 Archetypes of a Presentation*

- 1 - Over coming the monster - against all odds
- 2 - Rags to Riches Story - look where we came from
- 3 - The Quest - here are our goals
- 4 - Voyage & Return - here's what we found
- 5 - Comedy - look at all the options
- 6 - Tragedy - pointing out a problem little progress
- 7 - Rebirth - villain who becomes saved, start-ups re-wiring on old problem

Once you settle on a story that fits, start gathering content and visuals that support the narrative.

### **It's not about you**

#### **THE BAD NEWS**

While public speaking classes are good to take if you have time, the hard truth is that few of us are super comfortable getting up in front of an audience and speaking freely and from the heart. Having a natural, comfortable conversation with a large group of people is hard to do and even with a ton of practice, most of us won't be experts at it no matter what we do.

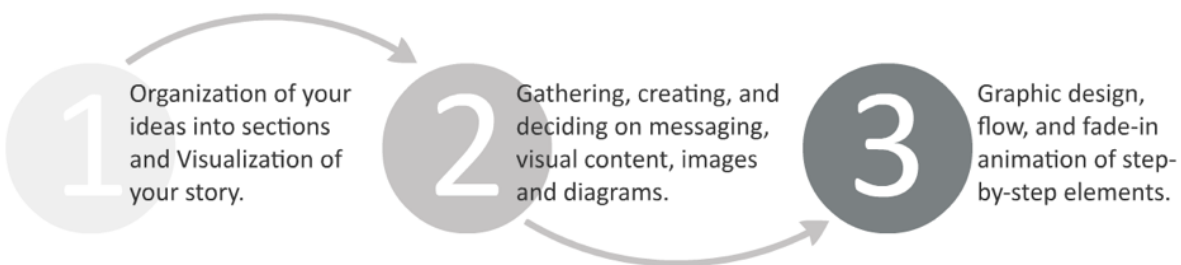
#### **THE GOOD NEWS**

If you can focus on the story, the details of the story and what you know about it - knowing what about that story is important for people to understand, you will find yourself completely natural and comfortable presenting to people in small groups or large ones. It's only when your focus goes off of

that and on to what people are thinking about you when you will become self conscious, nervous and will lose your way in the presentation. If you follow the steps outlined in this guide, by focusing on the preparation part of the process, knowing clearly what you want to present, how you present it will be very natural to you and the audience, as if you are having a relaxed conversation with your friends. And this happens by way of using Prezi, which is an "all-at-once" visual map of your presentation, which if done right allows you the confidence that you can talk about anything about it at anytime. It's that kind of confidence that lets you focus on connecting with your audience and having a natural and real conversation with them.

## Designing Your Prezi

There are three steps to creating a great Prezi.



## make smarter decisions





### [1] Mind-Map

When you start your presentation design, it's best to start with the audience in mind. Picture them in the room or space in which you will be presenting. Picture what they would want you to talk about. Then, begin a mind-map of sorts to get all your ideas out on the table. You can use Prezi for this as it's a terrific ideation tool. And if you are presenting with a group of people, Prezi is great at having everyone same-screen add ideas and collaborate to create a group mind-map. (This is feature that I think is underutilized today - but will be huge in the future BTW)

### [2] Organize

Once you have all the ideas out on the table, you can begin to see the relationships between these ideas. Move things around. Change the size and shape of things. Get consensus on them. Does the organization of the objects reflect the idea? Are the relationships correct? Make changes until it speaks to you.

### [3] Design

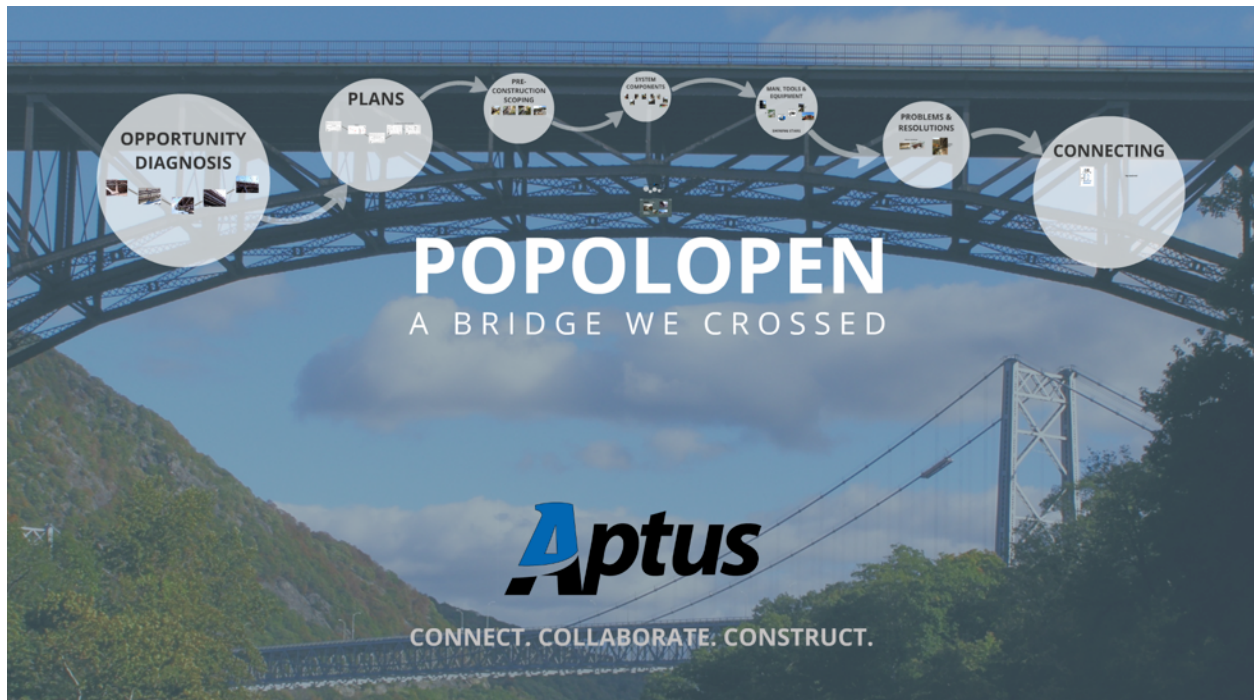
Once the ideas are on the canvas, sized right and placed in ways that make sense, you can begin to apply graphic design principles to the presentation and decide on the order and flow.

## Top 5 Don'ts When Designing with Prezi

1. **Spinning and Deep zooms** - There are a gazillion bad prezi's out there for you to view and most of them make this same Prezi beginner mistake. By rotating your objects you force Prezi to rotate the viewer to that object which creates vertigo for most people. I don't recommend spinning (greater than 90 degrees) for any reason, but I do recommend small rotations (-5 degrees) for spacial effect. Also some people make their objects so small they can't be seen on the screen from the zoomed out position, making the travel to those objects a hyperspace journey that takes up to 3 seconds. Unless you have a good reason in the story to do this - don't do this for effect as it's distracting and stupid to do without a purpose.
2. **Panning and rotation for no damn reason** - Panning is a great way to move your viewer across the canvas, but if you are doing this please use small pans, with objects close-by and don't do any rotation to them unless there is a good reason to. For example, if you are showing two

different "perspectives" about an idea, it may be good to rotate when you pan to the second perspective.

3. **Distracting Fly-overs** - Don't zig-zag over your content on the canvas as it reveals things to your viewer in a split second that takes the punch-line away from the spark moment you are holding for later, and also confuses and distracts your audience during the presentation.
4. **Poor-man's Video** - Don't use Prezi to make a video. While you could do this - and some people have made videos using it on Youtube, it really wasn't designed to do this and you are limited by so many things using Prezi to make a video. For example, how long you must stay on a given frame before advancing, adding sound and music on top is a manual effort, and the resolution is grainy. Your best bet is to use Adobe Premier, Final-Cut Pro, Cloud-based Moovly, Pow-toon, or other video making software tools.
5. **Zoom in's to Low-Res image** - Don't use low-res images, but if you are going to use them - keep them small. Use images that are at least 2,000 pixels wide for full screen pictures





## 10 Best-Practices to Optimize Your Prezi Performance On-Screen

Prezi, like any software runs well in certain situations and not well in others. After producing about 500 prezis for clients with all types of content I can tell you there are things you should do and shouldn't do to keep your Prezi looking good and optimized from a screen display perspective. Prezi's that don't play well or have a lot of latency in playing will be jittery on the screen and look terrible. Because of the jitteryness the audience can lose the movement animation effect entirely. Here are our top tips to optimizing your Prezi performance on-screen.

1. PDF's - Don't use PDF's with lots of scaleable text in them that you aren't going to zoom into as they slow down your Prezi.
2. SVG - Scalable Vector Graphics that are created with various programs like Adobe Illustrator and saved as Flash Files (.SWF) work great in Prezi for zooming. There will be no loss in image quality. However there are some cons to doing this which you need to be aware of. You need to minimize SVG's with lots of vectors. (i.e. don't use a city scape with a thousand windows you're not going to zoom into.) If your Prezi has too many vectors the Prezi will get jittery and slow down.
3. Minimize number of Frames (less than 100) - Prezi's with less than 20 frames work best - which is about a 20 minute presentation anyway. I wouldn't recommend Prezi's for 5 hour presentations with 250 slides.
4. Minimize number of High-resolution images - Having even one huge image can crash your Prezi - which would be a disaster for any presentation.
5. Use Chrome instead of Safari and Microsoft IE - We have found Chrome runs Flash best, and for whatever reason most smoothly. Prezi Business is running in HTML5 which runs smooth on any of these three browsers, and may be available in the future for the individual license but today it is not.
6. Have at least 8GB of Ram onboard - Prezi's need a good deal of RAM in a browser to run, we recommend 8GB at a minimum.
7. Have the fastest processor possible - Fast processing power also helps make Prezi's run smoothly in the browser.
8. Use PreziDesktop to present in isolated situations vs. over the web - If you are in a conference room setting where you don't need an internet connection to present, best results will be using the PreziDesktop version.

9. Use Prezi's Present Remotely link for smoothest playback when broadcasting over the web (instead of Gotomeeting, Webex) for smoothest movement and the least latency.
10. MacAir vs. Macbook Pro - The Retina display doesn't perform Flash animations as well as the standard display on a MacAir for whatever reason. There are noticeably less frames-per-second on the Retina display. Apple has forecasted the death of Flash, this may be the reason. The Prezi HTML5 viewer looks great on both the MacAir and MacBookPro.



## 5 Ways to turn your presentations into conversations

### The Best Presentations are Conversations

The days of presentations being about information is over. People can get information on their phones – from Siri, from Alexa – from Google.

They come to your presentation because they want to connect – they want to share – and they want to have an experience.

Prezi is a great tool for presenting but in the end, it's not the tool which will win



you new opportunities. It will be the conversation that your presentations generate. There are old school ways to do that and new school ways. Old school ways are when you say *"Can you tell me what you want me to focus on today?"*, or *"What is most important to you about this?"*, or *"Let me see a show of hands, how many of you think..."*

These are excellent questions which will help kick-off your presentation with lively interaction and engagement. It will also help you understand what you need to be focusing on in your presentation.

*Start with a Question - and end with many*

New school ways are to use engagement technology, like Slido.com. Using Slido, you can crowdsource questions from the audience and have them rank and rate the important questions and the dumb ones. You can also post polls to get instant feedback and insights. This kind of realtime interaction is the future of presentations.



## PREZI DESIGN RECOMMENDATIONS

### Background Image

We recommend setting the story on a beautiful and conceptually relevant background image. With your business on the one hand and your story in the other, think about what background image would suit the zoom-ins for detail.

## Dividing your content into sections:

Studies have shown that the more you can organize your information in to sections, the easier it is for you to present and your audience to understand and retain that information. You should design these sections in a way that compliments the presentation's main message.

## On-screen Messaging

Best presentation practice dictates that these should be edited down to as few words as possible, with more images as triggers for you to make points, create distinctions and tell stories. For example, we recommend that you give your presentation a title message that goes to the heart of your story with dominate placement.

## PREZI EXAMPLES

Most of the Prezi's we design for businesses are CONFIDENTIAL because they are for a select audience and contain confidential information. Prezi allows you to select if your Prezi will be Public, hidden, or for access by only credentialed individuals. Below are some Prezi's that we can share that exemplify our work.



### Above All Else

This was a Prezi we did for inspirational speaker Jamie Clark, who helps people reach their potential through his talk on what it took to climb Mt. Everest.



### United Allergy Services

This is their Capabilities presentation.



### Cheiron Finalist Presentation

This capabilities presentation highlights their competitive distinction.





## Giant Bicycles

This is an internal presentation to employees.



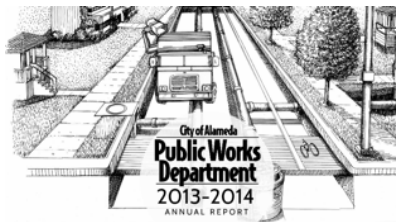
## SXSWFinalist Prezi Presentation – Measurabl.com

This award winning prezi we designed was to support a 5 minute investor pitch presented by Matt Ellis, the CEO of Measurabl.com at SXSW in Austin.



## Heritage Foundation Purpose

This orientation presentation describes how this thinktank organization works.



## City of Alameda Public Works Department 2014 Annual Report

This presentation was designed to support a presentation made by the head of Public Works to California officials.



## 8 Tips for an Awesome Prezi

With over 120,000 views, this award winning Prezi we designed helps explain best Prezi design practices.



## UCSF 150<sup>th</sup> Anniversary Presentation

Five departments celebrated their achievements with this presentation.





**Need a presentation coach? a Prezi designer? A webinar consultant?**

Contact us to schedule a free brainstorm consult on what you are trying to accomplish and how to best get there.

[help@pitchkitchen.com](mailto:help@pitchkitchen.com)

+1 (917) 426-8192

[www.pitchkitchen.com](http://www.pitchkitchen.com)

## ABOUT US

*We love helping people tell inspiring stories.*

We are a group of 4 sales and marketing professionals who believe that the more you can tell your story with pictures and charts, the more your audience will understand what you are trying to say and be excited when hearing it. Unlike PowerPoint, Prezi is a mind-mapping environment which helps you as the presenter gather your story together as much as it helps your audience take away what you want them to. It lets you frame both the forest and the trees and gives you the freedom to be yourself while you present. We work with you to craft your message and metaphors to compose a presentation and talk-track that will paint a picture in your audience's mind, and tell a story they'll never forget.



We are experts in speaking and presentation skills – so you're not just hiring a programmer in India to convert a PowerPoint and make it look pretty; but rather your hiring someone to help you synthesize your story, crystallize your vision, craft the messages you want to convey, and someone to give you coaching on how to best share your ideas with people. And we're recognized for it; PitchKitchen was the winner of Best Zoom Prezi in 2013, Best Business Prezi of 2014 as judged by Prezi.com.

Our mission? To help you convey your message and engage with your audience better than anyone on earth. For more information and examples of our work, please visit [www.pitchkitchen.com](http://www.pitchkitchen.com).



*Greg Rosner, CEO, Lead Pitch Designer and Presentation Coach*

I am an expert trained integrated communication designer, expert public speaker and have over 20 years experience helping small and large organizations create their sales and marketing communications. Having graduated from Cooper Union NYC in 1987, I have helped Fortune 500 companies and start-ups craft their message and create presentations that have helped them close millions of dollars' worth of business. I have presented in board rooms and auditoriums to audiences of 500 people – so I know what it takes to engage people and how to lose them. I consider myself an entrepreneur first, then a marketer – and after that, an expert in Prezi design. I am also the founder of PitchKitchen which began accepting Presentation Consulting projects in 2015 to businesses and the agencies that serve them.