

# Making Memorable Presentations & Other Stuff!

By Brian

An example of an  
amazingly  
memorable  
presentation!

# Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.

So, what was memorable about this presentation?

- ◆ Font too small to read
- ◆ Instructor blocked the screen
- ◆ Instructor turned his back on the audience
- ◆ Instructor read the text to the audience
- ◆ Nothing grabbed my interest

**The memorable part was that it was Bad!**

# The 10/20/30 Rule for Slides

- Ten slides. Ten is the optimal number of slides in a PowerPoint presentation. A normal person cannot comprehend more than ten concepts at one time.
- Twenty minutes. Give your ten slides in twenty minutes. Sure, you have an hour time slot, but if you're using a Windows laptop, so it will take forty minutes to make it work with the projector.
- Thirty-point font. The majority of the presentations have text in a ten point font. As much text as possible is jammed into the slide, and then the presenter reads it.

# So, what do you present?

- ◆ Formal presentations for groups
- ◆ Slides of family events & trips
- ◆ Uploads to Social Media
- ◆ Other Stuff

So, what software do you use for presentations?

◆ PowerPoint

◆ Keynote



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# Tutorials and Links to presentation ideas!

- ◆ Adobe Spark Tutorial- [https://youtu.be/H3AII\\_Mz\\_SLI](https://youtu.be/H3AII_Mz_SLI)
  - <https://spark.adobe.com/> - Link
- ◆ Canva Tutorial - <https://youtu.be/NfdnKpl4C2o>
  - <https://www.canva.com/> - Link
- ◆ Jing Tutorial - <https://youtu.be/RTkx6jO8xL8>
  - <https://www.techsmith.com/jing.html> - Link
- ◆ Explain Everything Tutorial - <https://youtu.be/OFELZDrPbhM>
  - <https://explaineverything.com/> - Link
- ◆ StoryboardThat Tutorial - <https://youtu.be/2PBCsScyQpQ>
  - <http://www.storyboardthat.com/> - Link