

# How to Design and Present Compelling Presentations

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# What did you enjoy about a great presentation?

# Target Audience



Target Audience



What do they want?



What's important to them?

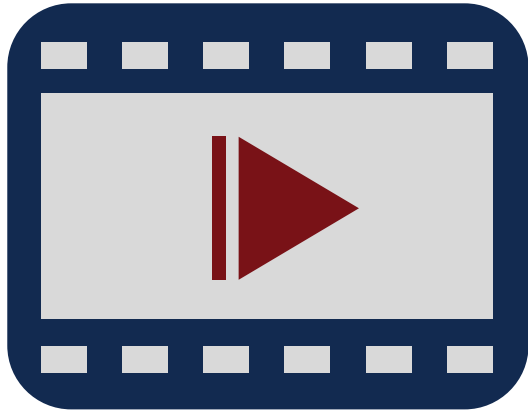


What's their language?

# Art of Storytelling



# Crafting a Narrative



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Scene No. 3	Shot No. 1	Scene No. 4	Shot No. 1	Scene No. 4	Shot No. 2
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[Opening music] [3 second snip of a video]

[Opening music fades out] [narrator walks onto screen]

My name is x... talk about the

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Scene No. 4	Shot No. 3	Scene No. 4	Shot No. 4	Scene No. 4	Shot No. 5
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Marketing research has shown that including a video can increase conversions by 80%

[bar grows to fill in to the 80% mark, then the 80% percent appears]

We also know that having a video on your website can increase your chances of being found. According to Synectics, 50% of customers watch videos on their mobile phone.

[background includes PD TA Center in background]

[the narrator moves to the other side of the screen while talking]

Other reasons to make a program marketing video include: a video builds trust and credibility, videos encourage sharing, and video is the preferred method to receive information for mobile users, phone.

[Icons will appear as the narrator talks about that topic]

[narrator moves to the center of the screen]

Now that we have highlighted many reasons why you should create a CYFAR project video, let talk about how to do it. You can record film using a webcam, phone camera, or a computer monitor.

Simple online tools are available that allow you to drag and drop photos and video clips into templates and then add words and examples of those tools.

To produce a more polished or professional product, considering having someone make a video for your project either by contracting with a videographer or by working with a technology department at your university.

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Scene No. 5	Shot No. 1	Scene No. 5	Shot No. 2
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[narrator walks of the screen blending into Scene 5 shot 1]

No matter what production process you choose, it will be important to start by defining the purpose of your video and who the target audience will be. For example, will you use the video to recruit program participants, to generate the involvement of community stakeholders, or to approach potential funders?

The identified purpose of your video will drive the messages you craft. For example, will you convey the benefits of attendance for program participants, the community needs the program is addressing, or how financial support will be used to further your mission and positively impact lives.

[narrator walks of the screen blending into Scene 5 shot 1]

# Pictures are Worth 1000 Words

- Identify an organized, effective communicator to lead the process
- Identify a data coordinator
- Form an inclusive and diverse workgroup (3-10 people) of thinkers and doers with experience in skills like fundraising, financial planning, grantwriting, and marketing
- Establish a realistic meeting schedule
- Develop a vision statement and target funding amount
- Plan and document a process for soliciting support

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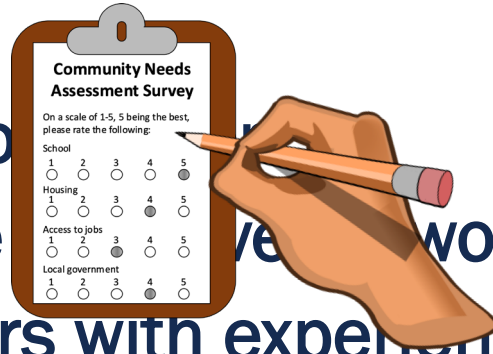


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- Identify an organized, effective communicator to lead the process



- Identify a data coordinator



- Form an inclusive workgroup (3-5 members)

- Find members and doers with experience in skills such as fundraising, financial planning, grantwriting, and marketing



- Establish a realistic meeting schedule



- Develop a vision statement and target funding amount

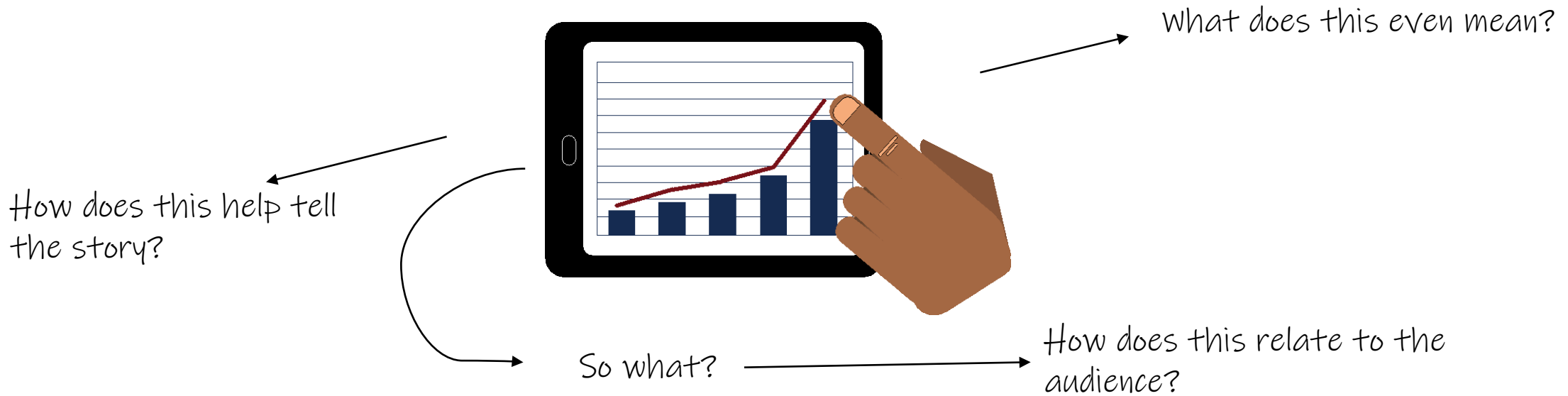


- Plan and document a process for ongoing support





# Presenting the Data



# Rehearsal



# Comments & Questions