

Anatomy of a “Conference Room” Style Presentation

Use a Conference Room style presentation when you are trying to persuade or educate a small group— e.g., seeking approval for an initiative, selling a product, service, or idea, or pitching a new venture or investment.

1. Slide layout should pass the “squint test”: if you squint at the slide so that the text is illegible, you should still be able to understand the main idea or flow of the slide.

2. Small number of slides, typically 1-5. (Conference Room style presentations typically enable up to a 10:1 reduction in slide count, so e.g. a 30-slide deck can be reduced to a 3-slide presentation.)

3. No “chart junk”—which means that every bit of ink on the slide should either be communicating or reinforcing some point; do not use any embellishment.

4. Use callout boxes to highlight key points; these are particularly helpful for people who are reading the slide without having attended the presentation.

5. Include page numbers.

6. Number items on the slide to enable your audience to follow you around the slide, or read it by themselves.

7. Indicate which data sources were used.

8. Slides are printed, not projected, to allow more detail on each slide, and to facilitate greater audience interaction.

9. Include *all* the relevant details required to make your point—and *only* the relevant details.

10. Title should state the main point of the slide; subtitles are optional.

Test Brand Advertising Opportunity for SuperClean

Our competitors are beating us

1. Heavy-Duty Vacuums

Quarterly Brand Awareness

- 90% MegaSuck
- 73% Vacuous Vacuums
- 41% SuperClean

Quarterly Intent to Purchase

- 65% MegaSuck
- 43% Vacuous Vacuums
- 11% SuperClean

01/05 03/05 01/06 03/06

2. SuperClean Quarterly Advertising Change vs. Share Change

100% Advertising

50%

0%

-50%

01/06 04/06 03/05 02/06 01/05

Market Share

Our advertising does work

4. Brand Equity Investment Program

Objective: Drive sustainable sales growth

Plan: Integrated, multi-media campaign built around “power” concept

Resources: \$X million for Q4 kickoff and \$Y million for ongoing plan

Drive 15%/year brand growth

3. SuperClean-Heavy Duty Quarterly Awareness vs. Sales-SW Region

50%

0%

01/05 03/05 01/06 03/06

Awareness

Sales

\$200

\$119

47%

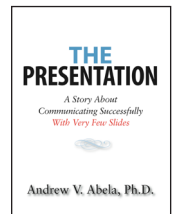
“SuperClean Vacuums has great potential—if only they would invest in their branding”

Hypertrend VP

Early test results are encouraging

Source: Brand quarterly tracking study; team analysis.

2



For more information on how to design a Conference Room style presentation, visit www.ExtremePresentation.com/Design and read Dr. Abela’s books *Advanced Presentations by Design* and *The Presentation*.

Read *The Presentation: A Story About Communicating Successfully With Very Few Slides*. Available on Amazon.com for US \$7.50.