MAKING AN EFFECTIVE INDUSTRY PRESENTATION

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American Floral Endowment
Research Internships Scholarships Education
Funding the Future of Floriculture

floriology
WHO AM I?

- Over 35 years in the industry
- Accredited -
  - AAF/American Academy of Floriculture - Industry/Community
  - AIFD/American Institution of Floral Designers - Design Standards Worldwide
  - CFD/Certified Floral Designer - National Certification in Floral Design (AIFD)
  - PFCI/Professional Floral Communicators - International - Speak for Industry
- Director of Education - BloomNet/Floriology/Napco/Farm2Florist
- AFE - Board of Trustees

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THE FOUNDATION OF A GOOD PRESENTATION

- KNOW YOUR AUDIENCE
- HAVE A CLEAR PURPOSE/OUTLINE
- STRUCTURE YOUR PRESENTATION CAREFULLY/TELL A STORY
- USE VISUALS EFFECTIVELY
- PRACTICE YOUR PRESENTATION
- BE CONFIDENT AND ENTHUSIASTIC
- BE PREPARED TO ANSWER QUESTIONS
- END WITH A CALL TO ACTION
KNOW YOUR AUDIENCE

- What are their needs/interest?
- What do they know about your topic?
- What do they need to know?
- Tailor your presentation to their level of understanding?
- What are their expectations?
HAVE A CLEAR PURPOSE

- What do you want your audience to do after your presentation?
- Do you want them to understand a new concept? Make a decision? Or take action?
- Have a clear goal!
- Everything you say should support that goal.
STRUCTURE YOUR PRESENTATION CAREFULLY

1 - Introduce yourself
2 - Outline what you are going to tell them
3 - Move to the body
4 - Summarize your main points
5 - Invite questions
6 - Tell them what you TOLD them
USE VISUALS EFFECTIVELY

- Can help make your presentation more engaging and memorable.
- Use images, charts, graphs
- Illustrate your points and break up your text
- Do not overload with too much information
PRACTICE YOUR PRESENTATION

• The more you practice the more comfortable you will be with your topic

• Time yourself
• Notice your body language
BE CONFIDENT AND ENTHUSIASTIC

- Your audience will be more likely to listen if you appear confident and enthusiastic
- Stand up straight
- Make eye contact but sweep over the audience with your eyes
- Look just above the audience heads to avoid being intimidated
- Speak clearly and slowly
BE PREPARED TO ANSWER QUESTIONS

- Anticipate the questions that might be asked
- Have answers ready
- Answer questions thoughtfully
- I do not know is an answer - do not be afraid to say so!
END WITH A CALL TO ACTION

**CONCLUSION**
Tie everything together to the main point.
Help them connect the dots. Don’t assume it’s obvious.

**CALL TO ACTION**
Give your audience something to do next.
FORCE them to keep thinking about you and your awesome speech!

"WHAT DO WE THINK?"
Use WE to reconnect you to the rest of the group.
Asking for THOUGHTS instead of questions invites a friendlier discussion.

• Tell you audience what you want them to do after your presentation
• Visit your website
• Sign up for your program/info/etc.
• Contact you for more information
• Make sure your call to action is clear and easy to follow

BEGIN WITH THE END IN MIND
Stephen Covey
TOOLS TO VISUALIZE YOUR DATA

There are a number of tools available that can help you to visualize your data in a way that is clear and easy to understand. Some of the most popular tools include:

- **Microsoft Excel.** Excel is a powerful spreadsheet program that can be used to create charts, graphs, and other visuals.
  - Easy and included
  - Not as adaptive

- **Google Sheets.** Google Sheets is a web-based spreadsheet program that is similar to Excel.

- **Tableau.** Tableau is a data visualization software program that is known for its ease of use and its ability to create interactive visuals.

- **Qlik Sense.** Qlik Sense is another data visualization software program that is known for its speed and its ability to handle large datasets.

- **Power BI.** Power BI is a business intelligence tool from Microsoft that can be used to create interactive dashboards and reports.
  - Included in Most Business Plans – Beginning level
  - High tech
  - Very adaptive
TIPS ON PUBLIC SPEAKING AND COMBATTING NERVES

• Know your material. The more prepared you are, the less nervous you'll feel. Practice your presentation in front of a mirror or with a friend.

• Visualize success. Imagine yourself giving a great presentation. Picture your audience hanging on your every word and imagine feeling confident and relaxed.

• Breathe deeply. When you're feeling nervous, your breathing can become shallow and rapid. This can make your anxiety worse. Take a few deep breaths to calm yourself down.

• Focus on your audience. Remember that your audience is there to learn from you. They want to hear what you have to say. Don't worry about what they're thinking of you. Just focus on delivering your message.

• Smile. Smiling makes you look and feel more confident. It also helps to put your audience at ease.

• Don't be afraid to ask for help. If you're feeling really nervous, ask a friend or colleague to help you practice your presentation. They can give you feedback and help you to feel more confident.
**HOW DO YOU SEEK COLLABORATION**

Do your research. Before you reach out to anyone, take some time to research their work and see if it's a good fit for what you're looking for. This will show that you're serious about collaboration and that you've put in some thought.

Be clear about your goals. When you reach out to someone, be clear about what you're hoping to achieve with collaboration. This will help them to understand what you're looking for and whether or not they're a good fit.

Be flexible. Collaboration is a two-way street. Be willing to compromise and be flexible with your ideas. This will make it more likely that you'll be able to find a collaborator who's a good fit.

Be patient. It can take time to find the right collaborator. Don't get discouraged if you don't find someone right away. Keep putting yourself out there and eventually you'll find someone who's a good fit.
HOW TO DO A PRESENTATION IF NO POWER POINT IS AVAILABLE

- Use a whiteboard or flip chart. This is a great way to brainstorm ideas and to create visuals that you can share with your audience.
- Use handouts or posters. This is a great way to give your audience something to take away from your presentation.
- Use props or demonstrations. This is a great way to engage your audience and to make your presentation more memorable.
- Use your own voice and personality. The best presentations are the ones that are delivered in a genuine and authentic way. So, be yourself and let your personality shine through.
DO’S OF PRESENTATIONS

- **6x6 Rule of PPT** - To avoid too much information on one slide – Only one thought per line with no more than six bullet points per slide and no more than six words per bullet point/line.

- Set clear goals and objectives for your presentation

- Create a compelling agenda

- Promote your presentation effectively

- Personalize the experience

- Follow up with the attendees

- Thank the sponsor(s) and those that worked to put everything together

- Promote future events or other presentations

- **ENJOY IT** – if you are enjoying it your audience will know
DONT’S OF PRESENTATIONS

- Don’t be afraid to be creative
- Don’t forget the details
- Don’t forget to introduce yourself to those attending and exchange contact
- Don’t wear clunky or loud jewelry - it can be distracting
- Don’t forget to test the equipment, lighting, audio
- Don’t forget to use a microphone if needed
- Don’t focus on one or two people, the others will notice
- Don’t use slang, foul language, or disparaging remarks
- Don’t talk badly about your competition, competitors, others
- Don’t end too early or run over too much
- Don’t forget to have fun
Images for Presentations

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https://www.istockphoto.com

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Templates

Beautiful.ai

https://www.beautiful.ai

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The easiest way to make presentations on the web. Make cool presentations in minutes. With our Design AI, every one of your slides will look professionally...

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