

# **The Right Presentation... ...for the Right Audience**

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Muriel Bañares, Brown Miller Communications**

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# AGENDA

- Introduction
- Audience Identification and Message
- Presentation Types and Considerations
- Takeaways

# Speakers: Brown Miller Communications

**Michael Miller, President**



**Muriel Banares, Account Manager**



# Audience Considerations

- What action do you want them to take?
- What level of information do they need to make that decision?
- How are you best suited to persuade them?
- How much time do you have?
- One size does not fit all

# What's your message?

- **What** do you want them to know?
- **Why** should they care?
  - » Can you make this compelling with a story?
- **What** one action do you want them to take?

# Types of Presentations

- Informative
- Persuasive
- Ceremonial

**Informative + Persuasive**

# Presentation Considerations

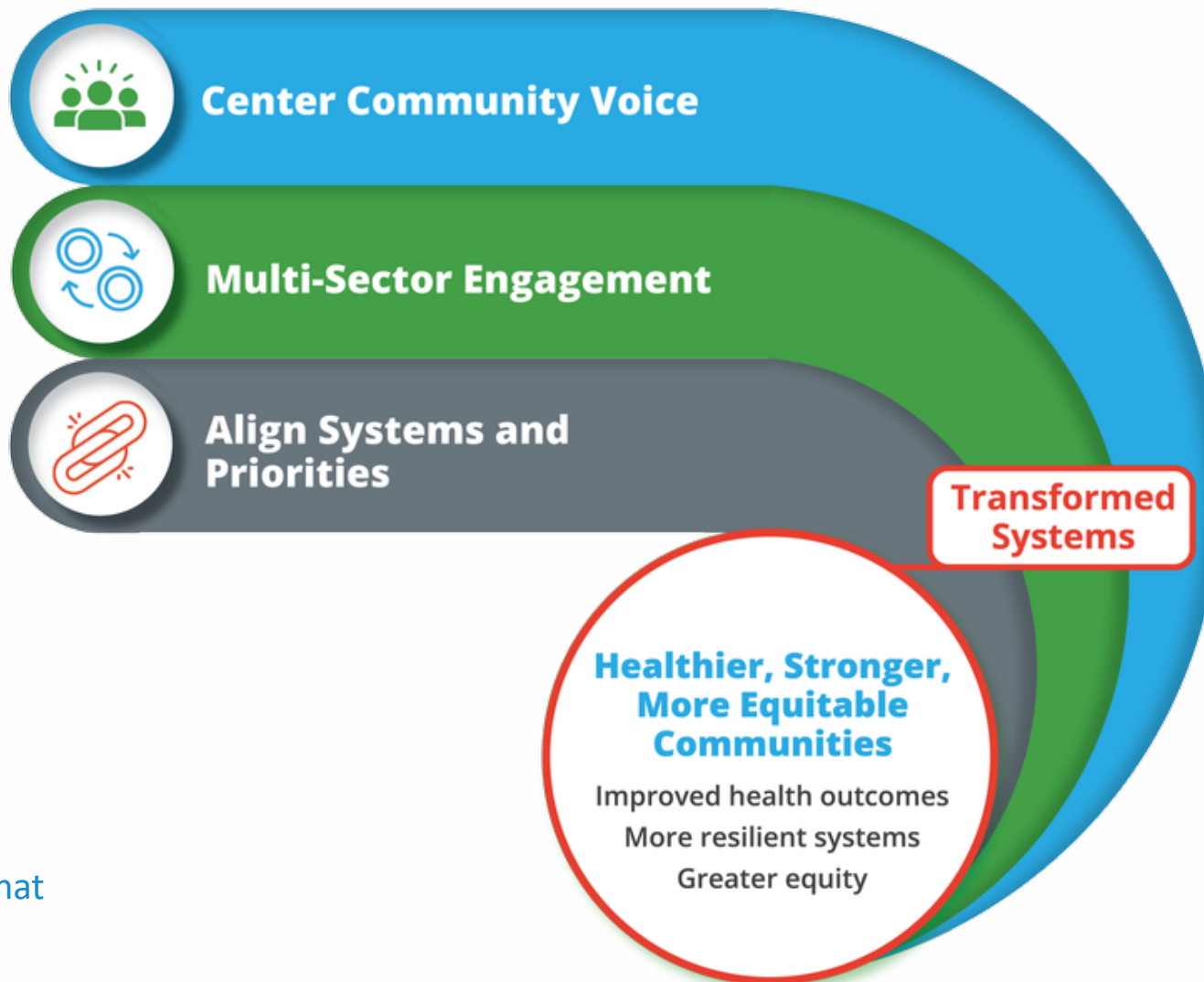
- Is the presentation in-person or online?
- How big is your audience?
- Where will you present?
- What action do you want them to take?
- Audience sophistication on subject?

# Presentation Tools

- » PowerPoints
- » Leave-behinds
- » Storytelling
- » Infographics
- » Posters
- » Charts
- » Props
- » Spokesperson/people
- » Fact Sheet
- » FAQs
- » Videos
- » Storyboards
- » Testimonials
- » Other



# Infographic



\*Example of an infographic that can be added to materials

# Fact Sheet

## ORGANIZATIONAL FACT SHEET TEMPLATE:

*The purpose of a fact sheet is to introduce your organization quickly and concisely. It should be brief (never more than two pages), avoid long sentences (best to rely on bullets wherever possible) and lead to action.*

**PROBLEM:** Statement and some statistics describing the problem in your region. The more specific the better.

**QUOTE:** *From someone who has been in crisis about the challenges and need for support. If possible, picture is always good.*

**COALITION INTRODUCTION:** "Coalition name" brings together diverse and powerful organizations throughout (region) with a shared commitment to addressing opioid use disorder and treatment to save lives and help communities heal.

-or-

(Name of Coalition) was formed in 20XX as a place where key sectors of (region) impacted by the opioid crisis can share information, experiences and resources to magnify our impact and implement coordinated plans of action to save lives and provide healing.

- **MISSION STATEMENT:** Purpose, this may be captured in the introduction statement
- **KEY ORGANIZATIONS/SECTORS:**
- **HISTORY:** When founded, creates sense of stability
- **GEOGRAPHIC REPRESENTATION:**
- **HOW WE OPERATE:** Meeting schedule, Key Initiatives, Projects, Events

**QUOTE:** *from member about how they have enriched their work and success through the connections they've made and the opportunity to work in a coordinated way to magnify their impact.*

**ACHIEVEMENTS:** Outline three or four major accomplishments of working collectively to enhance impact. This serves as evidence of the coalition's successes and capacity.

- Activity or Accomplishment
- Activity or Accomplishment
- Activity or Accomplishment

**INVITE:** Join us. Make a difference.

- Contact Info for more information
- Website

# Examples of Leave-Behind Materials

## How CalFresh Benefits CALIFORNIA'S 1ST DISTRICT

- 85,000 DISTRICT RESIDENTS RELY ON CALFRESH** to supplement meagre food budgets so their families have enough to eat in order to work, study & contribute to society.
- \$139 MILLION A YEAR IN DIRECT ECONOMIC IMPACT** More than \$139 million a year is pumped directly into the district's economy through the CalFresh program.
- ADDITIONAL \$110 MILLION A YEAR TO LOCAL BUSINESSES** An additional \$110 million a year is generated by CalFresh spending, helping farmers, grocers, truckers, packing sheds & other businesses in the district stay profitable and competitive.
- \$119 MILLION A YEAR IN HEALTH CARE SAVINGS** By helping families with food, CalFresh keeps them healthy. CalFresh participants incur \$1,400 less in health care costs per year than non-participants, saving taxpayers \$119 million in our district.
- BETTER PERFORMING SCHOOLS** Properly nourished students learn better & miss fewer school days. Since mostly families use CalFresh, the nutritious food helps youth learn & prepare to join the workforce.

**\$249 MILLION A YEAR IN TOTAL ECONOMIC ACTIVITY**

The Supplemental Nutrition Assistance Program, known in California as CalFresh, is the nation's most important anti-hunger program. CalFresh provides critical support to low-income families while strengthening the local economy.

For more information: Kenneth Hecht • Nutrition Policy Institute, University of CA • (510) 409-6436 • kenhecht@ucanr.edu  
Any opinions, findings, conclusions, or recommendations expressed are those of the author and do not necessarily reflect the view or position of the University of California.  
A full list of references is available at: <http://npi.ucanr.edu/CalFresh>.

## HUNGER in MARIN

*Healthy eating is the most powerful tool we have to prevent the onset of disease*

### HEALTHY RETAIL

- Only 11% of stores in the Canal and 0% of stores in Marin City met "Neighborhood Food Store Quality" standards.<sup>2</sup>
- Marin City does not have a single grocery store for its residents. It is a food desert. Residents have poor diets and 86% of the adults are overweight or obese which contributes to common diet-related diseases including heart disease and diabetes.<sup>3</sup>
- Not a single retail food store in West Marin accepts WIC.<sup>4</sup>

### FOOD ASSISTANCE

- Only about half of eligible Marin County residents are enrolled in CalFresh (also known as "food stamps").<sup>5</sup>
- Marin County ranks 55 out of 58 counties in enrolling eligible people onto CalFresh.<sup>6</sup>
- Marin County is missing out on \$21.6 million in federally funded CalFresh benefits every year, representing \$38.6 million annually in lost economic activity.<sup>7</sup>

### COMMUNITY FOOD PRODUCTION

- Urban agriculture has been shown to raise home values, improve health, teach ecological stewardship, and build positive communities, raising the level of food security in low-income communities.<sup>8</sup>
- Up and down Marin's 101 corridor, demand for community garden plots outpaces supply.<sup>8</sup>

**Low-income households in Marin County were missing 11.2 million meals in 2014**

**West Marin 0% of stores accept WIC benefits.**

**The Canal Neighborhood 11% of stores meet "Neighborhood Food Store Quality" standards, offering healthy, affordable foods that are safely and easily accessible.**

**Prepared by the Marin Food Policy Council • November 2016**

- Quote at the top of the page: <http://health.gov/news/dietary-guidelines-digital-press-kit/2016/01/top-10-things-you-need-to-know/>
- CD: [Committee of Evidence in Nutrition, Physical Activity, and Obesity Prevention](http://www.cdph.ca/Programs/CID/DCDC/Pages/Imz.aspx?cid=1025)
- California Health Interview Survey, UCLA
- California Food Policy Advocates
- 2013 Program Access Index scores from California Food Policy Advocates
- California Food Policy Advocates, *Lost Dollars Empty Plates* (2015) [http://cfaa.net/CalFresh/Media/PN-LDEP-PressRelease\\_Marin\\_2015.pdf](http://cfaa.net/CalFresh/Media/PN-LDEP-PressRelease_Marin_2015.pdf)
- UCANR files, *Unmet Need Bible*: <http://ucanr.edu/sites/UrbanAg/files/183845.pdf>, *Review on Urban Ag*: <http://ucanr.edu/sites/UrbanAg/files/183846.pdf>
- UCCE/Marin, 2010, "Marin County Community Garden Needs Assessment." <http://emarin.ucdavis.edu/files/56838.pdf>

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# Rules for Strong Presentations

- **Keep focus on you, not your slides!**
- Stay on message
- Less is more
- Simple and consistent
- Avoid bells and whistles
- Reading a slide is both boring and inconsiderate

# The 5Ps of Presentation

- **Planning**
- **Preparation**
- **Practice**
- **Performance**
- **Passion**

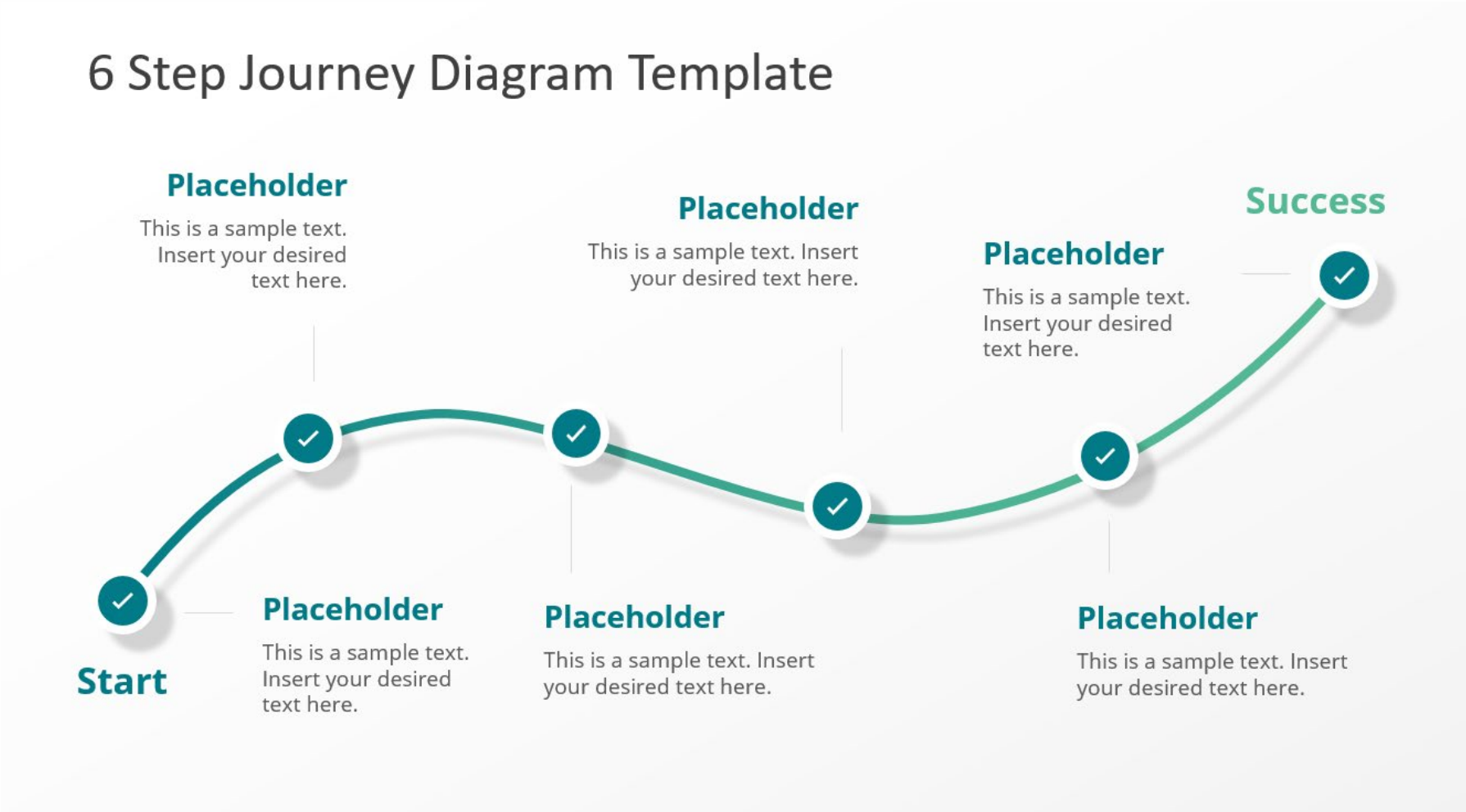


# Prezi vs PowerPoint



# Free Templates

## 6 Step Journey Diagram Template





# What to Avoid

## What is a Prioritization Framework?

A prioritization framework is a structured approach or methodology used to make informed decisions about the allocation of resources, time, or attention to various tasks, projects, or goals. It helps individuals or organizations determine what should be done first, what can be delayed, and what might not be worth pursuing at all. Prioritization frameworks are commonly used in business, project management, personal productivity, and various other contexts to ensure that efforts are focused on the most important and impactful activities.

Here are some key elements and principles commonly found in prioritization frameworks:

1. **Criteria:** Establish clear criteria or factors that will be used to evaluate and rank items for prioritization. These criteria could include factors like importance, urgency, cost, potential return on investment, alignment with strategic goals, and feasibility.
2. **Scoring or Weighting:** Assign scores or weights to each criterion to reflect their relative importance. This helps in quantifying the importance of each factor in the decision-making process.
3. **Data Collection:** Gather data and information relevant to the items being prioritized. This could involve market research, financial analysis, customer feedback, or other sources of information.
4. **Ranking:** Apply the criteria and scoring to each item to create a ranked list. This list represents the order in which items should be addressed or pursued.
5. **Review and Adjustment:** Regularly review and update the prioritization list as circumstances change or new information becomes available. Priorities may shift over time.
6. **Resource Allocation:** Allocate resources (such as time, budget, and manpower) to the top-ranked items according to the established priorities.
7. **Communication:** Communicate the prioritization decisions to relevant stakeholders, teams, or individuals to ensure alignment and understanding of the chosen priorities.



# Project Phases Planning



Key Milestones	Completed by	
	4Q 2023	1Q 2024
Developing a detailed project plan, including timelines and resources.	15 Oct	
Reaching milestones in the development of a new product or service.	20 Dec	
Reaching savings, investment, or debt reduction targets.		2 Jan
Building a functional prototype of the product & Ensuring the product meets quality standards.		12 Feb
Reaching key construction milestones like framing, roofing, and finishing.		18 Apr

# Growth Strategy

## Growth Levers

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## Customer Experience


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## Operational Excellence

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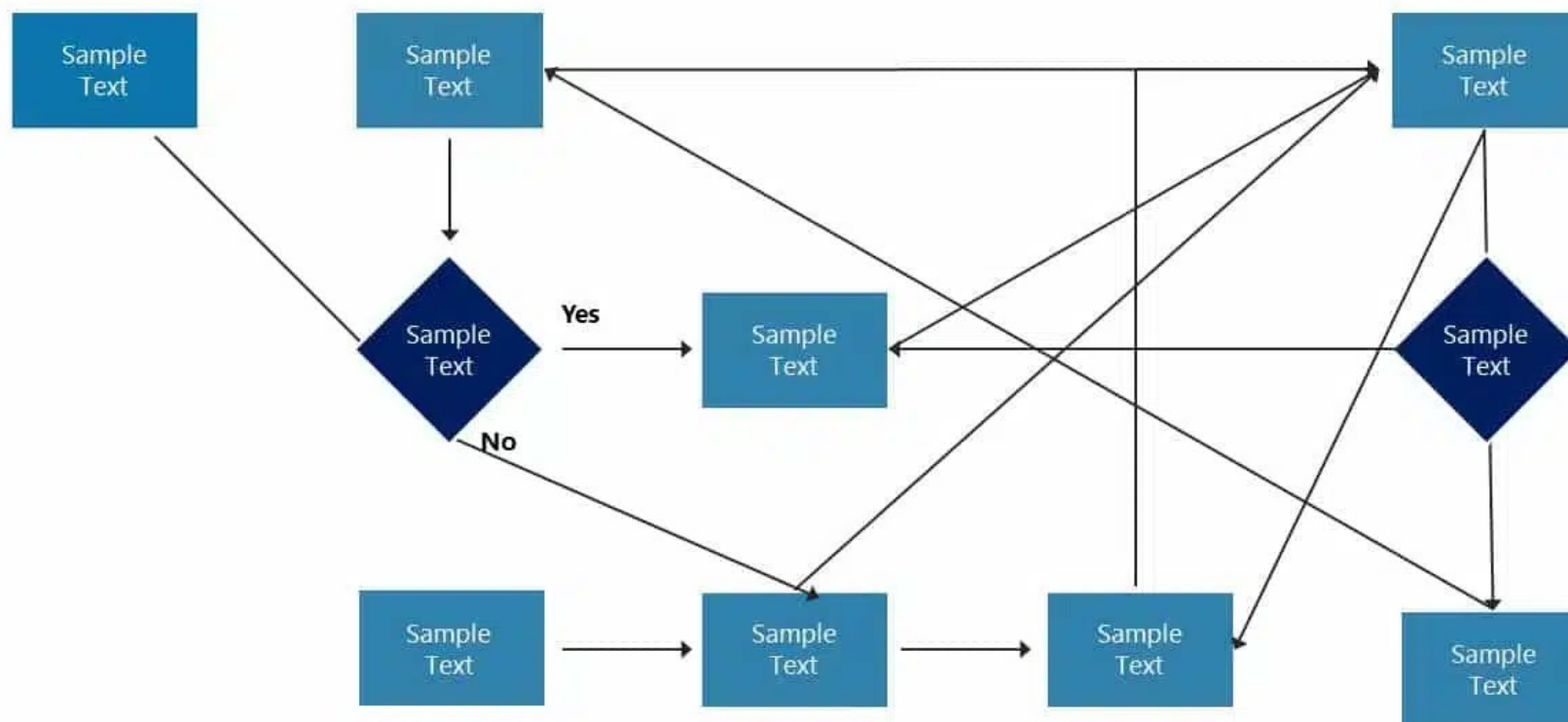


# Image Behind Text



Technology innovation encompasses various aspects that drive the development and adoption of new technologies. These aspects are interrelated and often work together to bring about advancements in technology.

# Confusing Charts





# How to Make a Good Presentation?

Creating a good presentation involves several key steps and considerations, from planning and organizing your content to designing visually appealing slides and delivering the presentation effectively. Here's a step-by-step guide on how to make a good presentation:

## ❖ Define Your Purpose and Audience

- Start by clearly defining the purpose of your presentation. What do you want to achieve with it? Who is your target audience? Understanding your objectives and audience will help shape your content and approach.

## ❖ Research and Gather Information

- Conduct thorough research on your topic to ensure you have accurate and up-to-date information.
- Organize your content logically, breaking it down into key points, & supporting details.

## ❖ Create an Outline

- Develop an outline that outlines the structure of your presentation. Start with an introduction, followed by the main content, and conclude with a summary or call to action.

## ❖ Design Engaging Slides

- Use a clean and consistent design for your slides. Choose a readable font and maintain a uniform color scheme.
- Use visuals such as images, charts, and graphs to enhance understanding and engagement.
- Limit the amount of text on each slide. Use bullet points or short rather than lengthy paragraphs.

## ❖ Tell a Story

- Craft your presentation as a narrative that flows logically from one point to the next. This helps your audience follow along and stay engaged.
- Use anecdotes, examples, and real-life stories to make your content relatable.

## ❖ Practice and Rehearse:

- Practice your presentation multiple times to become familiar with the content and the flow.
- Pay attention to your timing to ensure you stay within your allotted presentation time.

## ❖ Engage Your Audience:

- Start with a compelling opening to grab your audience's attention.
- Encourage interaction by asking questions, prompting discussion, or using polls and surveys if applicable.
- Use eye contact and body language to connect with your audience.

## ❖ Use Visual Aids Effectively

- Use slides as visual aids, not as a script. Avoid reading directly from your slides.
- Use visuals to reinforce your key points and provide context.

## ❖ Practice Good Delivery

- Speak clearly and at a moderate pace. Avoid speaking too fast or too softly.
- Vary your tone and pace to keep your audience engaged.
- Minimize the use of filler words like "um" and "uh."

## ❖ Handle Questions and Feedback:

- Prepare for questions by anticipating what your audience might ask.
- Be open to feedback and constructive criticism.

## ❖ Summarize and Conclude

- End your presentation with a concise summary of the main points.
- Conclude with a strong closing statement or call to action.

## ❖ Gather Feedback

- After your presentation, seek feedback from your audience to identify areas for improvement.

## ❖ Edit and Refine

- Review your presentation and make necessary revisions based on feedback and your own assessment.

# What Are The Different Types Of Presentations?

There are various types of presentations, each serving a specific purpose or format. Here are some common types of presentations:



**Informative Presentation:** The goal here is to provide information or educate the audience about a particular topic. These presentations are often used in academic settings, seminars, or to convey facts and data.



**Persuasive Presentation:** The aim is to persuade the audience to adopt a particular viewpoint, take action, or make a decision. Persuasive presentations are common in sales pitches, marketing, and advocacy campaigns.



**Demonstration or How-to Presentation:** These presentations show the audience how to do something or use a product. They often involve step-by-step instructions and can be useful in training sessions or product launches.



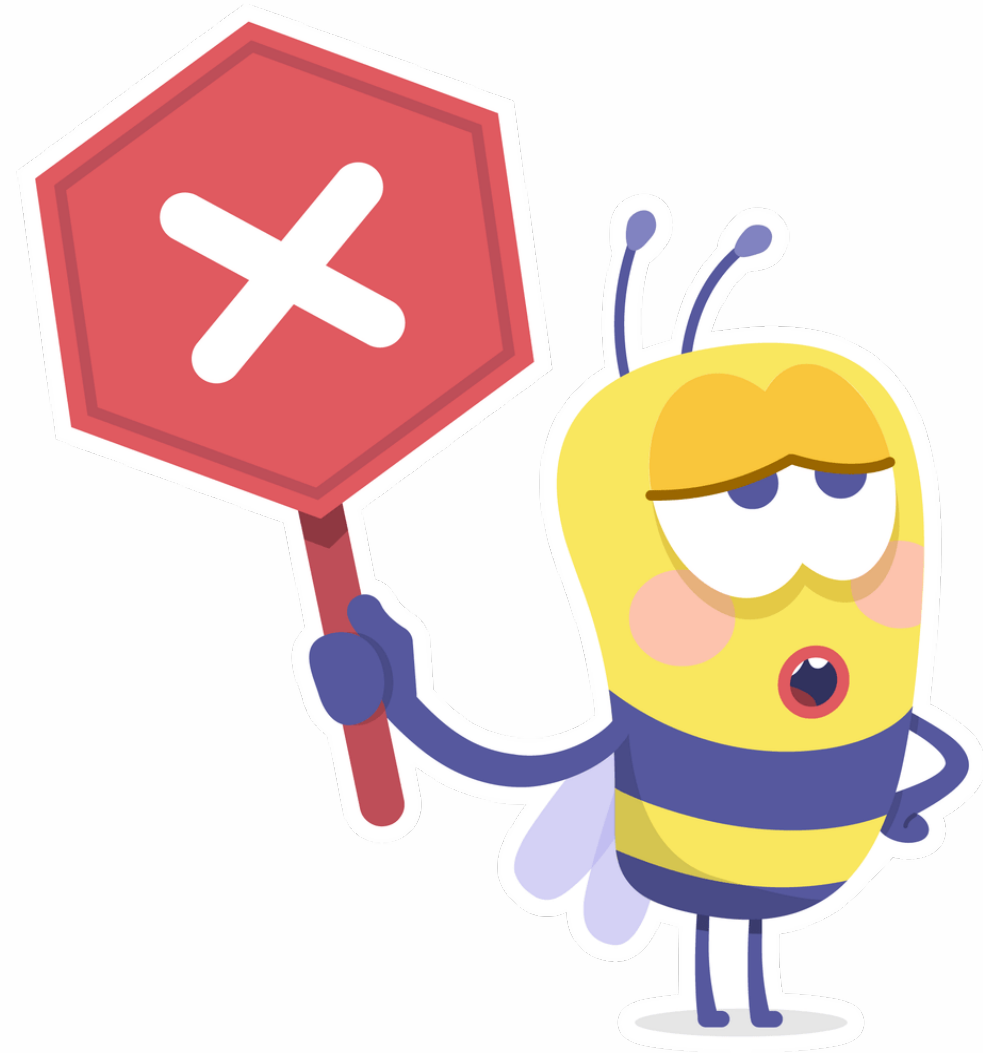
**Motivational Presentation:** These presentations are designed to inspire and motivate the audience. They are often delivered by motivational speakers and can be found in corporate settings, schools, or personal development events.



**Report or Research Presentation:** These presentations focus on presenting the findings of a research project, study, or investigation. They typically include data, analysis, and recommendations.

# What to Avoid

- Too much text
- Too many animations
- Too many colors
- Too minimalistic
- Hard to read
- Too many bullets



# Presentation Takeaways

- Too much info on slide means the audience is reading rather than listening to you
- Design slides to be your outline, not your script!
- Generally, less is better
- Visuals good, footnotes bad!
- Avoid sentences, think bullets and phrases

# Questions and Answers



# Keep the Conversation Going

## Contact:

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# Thank you



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