



## 2023 Presentation Summit

### Schedule of In-Person Seminars and Events

Sun, Oct 15



5:00pm | **Welcome Reception**

*Our unofficial launch party*

We're not really sure when the conference officially begins, but our hosted reception Sunday evening, open to all in-person patrons, would be as good a place as any to call "Go." The anticipatory buzz in the room is sensational and all patrons are encouraged to schedule their travel to be able to attend.



6:30pm | **Dinner**

We're not waiting for Monday morning -- with everyone expected to be in the house, and dinner provided for all guests, our programming begins with a meal and an evening keynote address.



Led by  
Temple Grandin

7:15pm | **Brilliant Minds DO NOT Think Alike**

*The power of thinking in pictures*

Temple Grandin did not speak until she was three-and-a-half years old. Displaying all the signs of autism, she went through countless hours of therapy to learn to speak. Mentored by her high school science teacher and her aunt, she pursued a career as a scientist, becoming a professor of animal science at Colorado State University.

Today, half of the cattle in the U.S. are handled in humane facilities she designed. The author of books such as *The Way I See It* and *The Autistic Brain*, she demonstrates the power of "thinking in pictures" and the importance of embracing all kinds of minds.

Sun, Oct 15



Led by  
Nolan Haims

9:00pm | **Business Round Table**

*Ready to hang out a shingle or connect with like-minded entrepreneurs?*

Do you own a presentation business, speak professionally, or work freelance? Or do you hope to do one of these things one day? Being an entrepreneur is exciting, but also challenging when you don't have a chance to gather with others and share best practices. On Sunday evening at the Presentation Summit, gather with others in similar situations to talk shop.

Come prepared to share what is working for you, whether it is a marketing idea, operations technique, or personnel approach. If you have a particular challenge in your business, bring that too and the group will help with ideas and experiences from our own businesses.

Mon, Oct 16



8:00am | **Breakfast**



Led by  
Carmen Simon

8:45am | **Face to Face or Virtual?**

*Cognitive Conclusions Curated from Covid*

Living through an international pandemic provided unique opportunities for discovery and our favorite neuroscientist wasted no time pondering the question: Which mode of presentation delivery is the most effective: face to face, virtual, hybrid, or telephony? Is it better to stand or to sit? What if you have more than one presenter? And just how long can you expect to hold someone's attention?

Answers to these and many other questions as we jumpstart the conference with some serious brain science.



Led by  
Rick Altman

10:00am | **The Art of Motion**

*Think and communicate visually, even if you can't draw*

In today's increasingly complex, digital, data-driven, and now virtual world, the ability to engage, communicate and collaborate visually -- from napkin sketches to online whiteboards -- is a uniquely human superpower that can bridge many gaps, physical, interpersonal, cultural, and cognitive.

This session introduces you to the language of simple drawings to help you explain and simplify complex ideas, foster collaboration and mutual understanding, gain consensus and buy-in, and captivate and engage any audience, in-person or virtual. Even if you think you can't draw your way out of a wet paper bag!



Led by  
Taylor Croonquist

10:00am | **Shortcuts and Speed Hacks**

*Double your productivity in PowerPoint*

Shortcuts are the FASTEST way to double your productivity in PowerPoint, even if you aren't doing things the best or fastest way yet. And the good news is, most of the best shortcuts are "visible keyboard" shortcuts. That is, you don't have to memorize them to immediately start using them.



Led by  
Julie Terberg

11:00am | **The Makeover Mentor**

*Before-and-after example slides*

Before-and-after pictures, stories, and programs are always popular because they allow us to see what can be. The same is true for the always-popular makeover sessions at the Presentation Summit. See what can be—and learn how to get there.

In this session, you'll see real-world examples of before slides along with the redesigned after slides. We'll cover what changes were made and why, discuss suggestions for further improvements, and share ideas that you can apply to your own presentation designs.



Led by  
Rick Altman

11:00am | **Artificial Presentations?**

*Is AI the new life-blood or death knell?*

Artificial intelligence is permeating just about every aspect of business and society, and presentation is not late to the party. Far from it, as ChatGPT and its brethren carry profound implications for how we approach, prepare, and create presentation content.

This introduction and overview addresses these implications. It answers the question of how and how not, why and why not to use these powerful new building blocks of content.



12:00pm | **Lunch**



1:30pm | **Birds of a Feather**  
*Discussions among the like-minded*

Here's your chance to sink your teeth into the issues that are most salient to the world of presentation. Our roomies will spread out around the resort and our Zoomies will head into dedicated Zoom rooms. And you all will help us create the list of topics.



Led by  
Stephy Hogan

2:45pm | **Accessible Design Gotchas and Goodies**  
*Not just for websites*

Accessible digital design is becoming more and more important, but the vast majority of resources are focused on web design. This session will give you the tools you need to make sure your presentations are accessible.

You also need to be able to defend the accessibility of your presentation when PowerPoint's accessibility checker gets it wrong. And while we talk specifically about PowerPoint in this session, the goodies you'll walk away with will apply across Office programs and other presentation software.



Led by  
Echo Swinford

2:45pm | **Template Makeovers**  
*Simple tricks for more effective templates*

Thorny template issues crop up for most of us weekly. This session explores case studies -- some with major overhaul situations and others that maybe just need small tweaks -- to talk about which battles you should pick and which you can let slide.



Led by  
Mike Parkinson

3:45pm | **Super-Simple Slide Designs**

*For the minimalist in all of us*

Learn how to make simple yet engaging and professional slides and do it fast. Often we have to make presentations with very little time and money. Using the K.I.S.S. principle, discover tips, tricks, and techniques to developing amazing slides using the latest design trend: simplicity. Less is more in this session.



Led by  
Destery Hildenbrand

3:45pm | **Augmenting your Reality**

*Is virtual reality the future of presentation?*



4:30pm | **Trivia Contest**

*The intersection of creativity, ingenuity, and foolishness*

You haven't lived until you have watched, or played in, our PowerPoint Trivia Contest, taking place right after seminars conclude for the day.



7:00pm | **Dinner**

Mon, Oct 16



8:30pm | **Evening Activities**



Led by  
Ric Bretschneider

10:00pm | **The Guru Session**

*Drop in and chat with your extended family*

Some of you never want to stop talking about your favorite software, your presenting experiences, and the occasional emotional outburst about audiences. So this anything-goes session will go where the audience leads it, until we get tired and head off to bed.

Former 17-year senior program manager for PowerPoint and founding board member of the Presentation Guild, Ric Bretschneider leads the evening. Stories will be told. There is a good chance that you will need to raise your right hand and promise that what is said in the room that night stays in the room that night.

Tue, Oct 17



8:00am | **Breakfast**



8:45am | **Speaking from the Heart(s)**  
*Storytelling at the Monterey Bay Aquarium*

Since 1984, the Monterey Bay Aquarium has connected visitors with marine life to help build appreciation and empathy for the ocean. As the institution and its brand have evolved, it has made a conscious pivot to elevate more conservation messages in its multichannel storytelling with the goal of growing a base of supporters, engaging with an expanding online audience, inspiring our visitors to advocate for marine conservation, and yes, encouraging people to visit the Aquarium.



Led by  
Rick Altman

10:00am | **Real-World Makeovers**  
*For the busy professional for whom everything is due yesterday*

We know that one of the results of attending this conference is your head spinning out of control as our design makeovers leave your jaw on the floor. We know that it is not entirely fair, showing you designs that you might not have the skills or the time to recreate.

This session balances the inspiration you will feel with our other makeovers with the reality of your situation. The makeovers here, taken from patron submissions, carry the hope that you will look at them and say, "Hey, I can do that."



Led by  
Matt Abrahams

10:00am | **Think Faster, Talk Smarter**  
*Effective in-the-moment speaking*

In this talk, you will learn science-based strategies for managing anxiety, responding to the mood of the room, and making content concise, relevant, compelling, and memorable when speaking in the moment.

You will leave with best practices for navigating Q&A sessions, shining in job interviews, providing effective feedback, making small talk, fixing faux pas, persuading others, and handling other impromptu speaking tasks.



Led by  
Stephy Hogan

11:00am | **Neurodiverse Makeovers**  
*Because we don't all think alike*

When people are designing for accessibility, they typically focus on physical disabilities, impairments, and identities. In this session, we'll talk about what neurodiversity is, its various flavors, and how it affects our presentation design and delivery.

We'll take some slides that were designed from a neurotypical mindset and make them over to be more ND friendly (and better designed overall).



Led by  
Nolan Haims

11:00am | **Charting Secrets**  
*Next-level PowerPoint charting*

We all know it can be a struggle getting our charts formatted quickly and looking the way we want them to. This session covers tricks, techniques, and hacks to help you work more quickly with charts and to overcome seeming limitations to make professional and effective looking data visualizations.



12:00pm | **Lunch**



1:30pm | **Office Hours**  
*Like meeting with your professor*

Did one of our Monday seminars inspire you? Or confuse you? Want to know more about a particular topic? That is exactly what Office Hours are for, as several members of our team will be available for roomies and Zoomies, in small and more intimate settings than our standard seminars.

We will try to anticipate the topics we think you will want to learn more about, and we will also be ready to move quickly, should we learn of interests elsewhere. Our team will all be on speed dial...



Led by  
Mike Parkinson

2:45pm | **Fabulous Fonts and Terrific Type**  
*Both geeky and inspirational*

Learn how to make better presentations, improve accessibility, and get fresh design ideas. Avoid the weird technical issues that come from choosing the wrong fonts. Uncover good and bad font types. See which font families improve or hurt legibility. Get tips and techniques to make beautiful, professional slides quickly with free fonts. Use different fonts effectively to quickly enhance the visual appeal and impact of their presentations.





Led by  
Glenn Gibson

2:45pm | **No PowerPoint Allowed**  
*Could you present without it?*

When we create PowerPoints slides, we are focused on what the audience will see. But what if you challenged yourself to think differently about the presentations you create? What if you focused first on what your audience will hear? Once you learn how to motivate, inspire, and educate your audience with just your words, you can get even more creative with the visuals you use to drive home your key points.

This session explores the idea of creating your words first and your visuals last. This will unleash creative ideas for how to convey your message with great visuals, whether or not you choose to use PowerPoint.



Led by  
Julie Terberg

3:45pm | **Think Like a Designer**  
*Because details matter!*

Details matter! Minor improvements have the potential to elevate a design from "acceptable" to "exceptional!" This session examines a variety of slide types, points out common design fails, and uncovers ways to fix them.

Along the way, you'll learn about basic design principles and how to apply them for professional results.



Led by  
Sheila B. Robinson

3:45pm | **Train forward, teach back**  
*The power of retrieval practice in presentation*

Good presentations are about learning. Whether keynoting, teaching, or training, you need to know your content cold. Retrieval practice provides opportunities to strengthen your own learning, and to ensure your audiences walk away having retained your key messages and content. Retrieval practice is much deeper than just highlighting material and rereading notes and this session explores simple strategies to strengthen your own practice, help you engage your audiences, and ensure the learning sticks.



Led by  
Richard Goring

4:45pm | **Persuasive Visual Storytelling**  
*Compelling ways to move your audience to action*

We all know about the power of stories. And that slides should use visuals. But honestly, it can be hard to make sure each slide achieves it's potential and you end up with a single nice image, or a series of nicely laid out icons. It's all just... nice. And nice is not always the most effective. Instead, use meaningful visuals to tell your story.

Cut through the ordinary and consider the real impact on your audience. Read between the lines to show them what it really means. And get people excited and enthusiastic about what you're sharing. In this session you'll see how to captivate your audience with true visual storytelling, with a few practical examples thrown-in of how to create it all using PowerPoint.

Tue, Oct 17



Led by  
Ric Bretschneider

4:45pm | **Karaoke**  
*Expect the unexpected*

PowerPoint Karaoke is a party game, presentation exercise, group challenge, and just plain hilarious all at the same time. Presenters will present slides they've never seen before. Thinking quickly on your feet while remembering all the important rules of good presenting is essential. You'll take away an activity that is as at home in your office team building exercises as it is for home game night.



7:00pm | **Reception**

Wed, Oct 18



8:00am | **Breakfast**



Led by  
Nolan Haims

8:45am | **Look Over There!**  
*What magic taught me about presentation*

Nolan Haims spent his formative teen years as a professional magician, performing, winning competitions, and even touring with the Moscow Circus before turning to careers in theatre and presentation.

Magic was his first passion and where he first learned to craft compelling stories. Nolan will take you inside the world of magic and magicians and show you what we as presentation creators can learn from the fundamental principles of sleight of hand.



Led by  
Rick Altman

10:00am | **More than Just a Cameo**  
*Cooler thing since Morph?*

Now available to all Office 365 users, Cameo just might be the answer to your dreams if you have wanted to better integrate your virtual self with your slides. Cheaper than using a mixer and easier than OBS, Cameo takes your camera output and drops it right onto your slide.

This introduction will get you started with this exciting feature.



Led by  
Jody Wissing

10:00am | **The ROI of DIY**  
*Getting the best return when creating your own presentations*

Presentations are part of who you are, not a file on your computer. When you are tasked with creating a presentation to communicate your ideas and concepts, how do you effectively do it yourself, and how do you know when to bring in a presentation professional? This session explores the value of your ideas and vision and how slides can communicate them by exploring the real role they play and how to interact with them for maximum impact.

We'll dig into the power of presentation strategy and setting systems for slide success that you can draw upon at a moment's notice. We'll discuss the return on investment of utilizing presentations as your communication vehicle.

After all, without ideas, there would be no innovation, and without presentations, there would be no progress.



Led by  
John Chen

11:00am | **Killer Backgrounds**  
*Creating great virtual art starts with the real world*

Are you tired of the same old boring virtual backgrounds? Do you want someone to say WOW when they see your background? Learn the secrets to creating effective and inspiring virtual backgrounds for your use in Zoom calls, webinars, and other virtual communication, and all you need is your phone.

(This session follows a field trip for the roomies, in which they will head out across the resort in search of good backdrops. Participation in that outing is not required to attend this seminar.)



Led by  
Echo Swinford

11:00am | **My Top Ten**

*Tips and tricks that every PowerPoint user should know*

PowerPoint is one of those programs in which you probably use just 20% of its capability because it can do stuff you never even thought of. This session walks you through 10 (or more) of Echo's favorite tricks and features -- maybe a couple in your 20%, most probably not.



12:00pm | **Lunch**



Led by  
Ric Bretschneider

1:00pm | **The Miracle of Pecha Kucha**

*Embracing two easy rules creates amazing presentations*

Pecha Kucha is a form of presentation where presenters prepare 20 slides (no more, no less) with which to tell their stories. Each slide automatically advances in 20 seconds. What this means is that presenters prepare presentations that are focused, entertaining, and motivating, and they're done in six minutes and forty seconds.



2:00pm | **Five Minutes or Fewer**

*Tips to match your attention span*

The type and volume of tips, tricks, and advice that our team of experts could dole out is never-ending. But by the end of the day on Wednesday, our respective attention spans promise to be trashed. We're probably not capable of paying attention for more than about five minutes, so that is precisely how we'll end the conference: with five-minute tips on a broad range of subjects.

These triplets are brought to you by more than just our presenting and Help Center team—we'll solicit the participation of any patron who feels he or she has something to contribute to our conference story.