



2022 Presentation Summit

Schedule of Seminars and Events

Sun, Oct 9



10:00am | **Special Delivery**

Make the biggest moments of your life count

LED BY JIM ENDICOTT

Sometimes the very best ideas don't get adopted and the most creative companies don't win. Not because they're not smart, not good at what they do, or not big enough. Too often, it is because of the impressions given off in the first minute of a presentation.

During this interactive coaching workshop, you will learn new tips, tricks, and on-your-feet techniques for putting your best foot forward in the most nerve-wracking moments of your life. *This optional workshop is for those tasked with creating big moments, for which they need to be at their best. To attend, inquire at our satellite Registration desk.*



12:30pm | **Farewell to Death by PowerPoint**

Everything you need to know to start creating wonderful presentations

LED BY RICK ALTMAN

You learned PowerPoint years ago and think you have decent instincts for building presentations. But something inevitably derails you. The story gets changed, the boss wants an extra graph, the client has second thoughts, and it all needs to be done by tomorrow. Your PowerPoint skills will be challenged by all these extras, so you go on auto-pilot and do what most do: you stuff it all onto the slide and hope for the best.

You can stop this madness! This two-hour crash course is the perfect jumpstart to the conference, guaranteed to get you off on the right foot by helping you craft, design, and strategize through the process of creating first-rate presentations. *This optional workshop is for you if you feel you have been swimming against the tide of Death by PowerPoint. To attend, inquire at our satellite Registration desk.*



3:00pm | **Presentations from Start to Finish**

The entire process, soup to nuts, in two hours

LED BY MIKE PARKINSON

This crash course shows you a quick but comprehensive process to make compelling and professional presentations quickly. We build a powerful presentation in real time. Get your presentations right the first time. Easily defend every choice you make to avoid endless revisions.

Although we use PowerPoint, the process works for all presentation software. The focus is conceptualizing a winning mock design. We then finalize a few of the slides together. *This optional workshop is for new, intermediate, and advanced presentation professionals. To attend, inquire at our satellite Registration desk.*



5:00pm | **Welcome Reception**

Our unofficial launch party for in-person patrons

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. *This social event is for our "roomies."*



5:00pm | **Open House for our Zoomies**

A virtual tour of the joint

LED BY JOHN CHEN

Most of our patrons are attending for the first time, and most of those patrons have never laid eyes on our conference platform. So we'll take a fun, informal, and relaxed spin around the premises, so you can familiarize yourself with our virtual digs, and hopefully meet a friend or two. *This open house is for our "Zoomies."*



7:30pm | **Business Round Table**

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

LED BY NOLAN HAIMS

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. *This discussion is for our roomies who run their own presentation-related business or have aspirations of doing so one day.*



8:00am | **Visceral Storytelling**

Bypass the brain!

LED BY CLIFF ATKINSON

Scientists tell us that 95% of brain activity occurs at levels beneath consciousness. What exactly is happening beneath that thin layer of conscious thought? And how can you tap into the unexplored depths of your own body to unlock your potential to communicate more clearly, directly, and effectively?

Take a fascinating journey into the world of unconscious communication, stopping along the way to visit the latest teachings from science and hear stories from people who use these techniques to influence decision makers, persuade juries, and move markets. *This is for all patrons who want to add more passion to their presentations.*

**9:15am | Beautiful Music***Activating a new presentation sense*

LED BY GLENN GIBSON

How do your presentations SOUND? Here at the Summit, you will surely learn how to make your presentations LOOK great, but do they sound as good as they look? If you took the slides away, would you still be able to blow people's minds with the words you have written?

It turns out that presenters can learn a lot from song. Songwriters create use writing techniques to create beautiful music, long before they think about creating the music video or stage lighting. This is exactly how we should approach presentation writing: words first, visuals last. In this session we'll explore this correlation and take a deep dive into its finer points. *This session is for presenters who want to create compelling material and pick up tips on how to add substance to their style.*

**9:15am | Quick Fixes for Big Misses***Some PowerPoint features work best when used backwards*

LED BY TAYLOR CROONQUIST

This session uncovers tricks you can use to turn the different types of content you might get stuck with into editable PowerPoint layouts. We'll then roll these tricks up into one big mega trick: recreating a broken link chart with 100% accuracy. *This session is for PowerPoint users who get stuck with a lot of content that they need to crank out into a PowerPoint layout fast.*

**10:15am | The Makeover Mentor***Before-and-after example slides*

LED BY JULIE TERBERG

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. *If you're interested in improving your presentation designs, this session is for you.*

**10:15am | Insane Animation***Mind-blowing techniques that only look difficult*

LED BY JOLE SIMMONS

If you've ever wondered how designers create almost Pixar-level animations in their PowerPoint presentations, you'll get your answer here. You will be taken into a creative mind and see step-by-step, how to create jaw-dropping effects, using simple objects and a few secret techniques. *This session is for our animation junkies.*



11:15am | **Presenter Warm Ups**

Body, breath, and voice

LED BY ILENE BERGELSON

What do Serena Williams, Lady Gaga, and Yo Yo Ma have in common? They warm up before they deliver their greatness. They know that stepping onto a court, stage, or auditorium and giving their best requires priming themselves for optimal performance. The best presenters know this, as well. "Going out there cold" would be unthinkable.

In this brisk, three-stop tour through the world of warm-ups, you'll learn simple, effective strategies that will not only get you ready to be your best self in the moment, but also increase your physical ease, breath support, and vocal agility. You'll practice warm-ups you can use for in-person and virtual settings. As a speaker, YOU are your instrument so play full out *This session is for public speakers who want to take their delivery to the next level.*



11:15am | **No More Stalling!**

Level up with all those tricks you've been putting off learning

LED BY STEVE SHEETS

As technical director at Ghost Ranch Communications, Steve Sheets has seen all sorts of presentations made by PowerPoint users at all skill levels. From these decks, he knows which tricks and which tools even experienced PowerPoint users seem to put off learning and using. This session uncovers the tools and the techniques that we all should know and that we all tend to put off. You will learn why to use them, how to use them, and how quickly they pay off. *This session is for heavy PowerPoint users who want to save time while designing and editing.*



1:00pm | **The Daily Dish for Monday**

Once Around the Virtual Conference

LED BY JOHN CHEN

Join our virtual MC for a far-reaching and always-engaging schmoozefest during the conference's mid-day break. Watch for conversations with presenters, quickie interviews, and lots of banter with patrons. John will provide detail about specific content each morning. *The Daily Dish is for all Zoomies, including roomies who want to connect during their lunch hour.*



1:30pm | **Everyone's a Character**

You just need to know how to look for them

LED BY JEFF PEARLMAN

There is this idea in journalism that you're always looking for great stories; that somewhere out there awaits a star ballplayer or a Hollywood icon begging for a profile. And the truth is, everyone is a character. The keys to journalism—and my career lasting a good while—is a willingness/anxiousness to see the uniqueness in people, and to find their stories.

This talk will delve into 2 1/2 decades of finding those stories—from the Times Square Naked Cowboy making \$200k a year, to the Ground Zero homeless guitar player, to the racist relief pitcher, to the aspiring hip-hop artists handing out CDs in front of an abandoned store. Where to look. How to probe. How to make people feel comfortable enough to open up.



2:45pm | **How to BARF All Over Your Slides**

Think outside of the box and be more creative with your slide designs

LED BY LORI CHOLLAR

Using the B.A.R.F. technique (Bigger/smaller, Angle, Reflect, Focus), transform your slides with a fresh perspective and some creative brainstorming, all without the need of antacids! You will be introduced to a new way of thinking about your content and your slides. You will see the technique in action and then you will get to execute it as a group.

This is not a traditional makeover session, but rather a focus on brainstorming and finding new ways to visualize your content. *This session is for presentation designers looking to learn a new brainstorming technique and add more creative thinking to their work.*



2:45pm | **Victory with Vectors**

Rock out with shapes

LED BY MIKE PARKINSON

Learn about the power and awesomeness of vector graphics in PowerPoint. Use simple vector elements to make professional PowerPoint slides and graphics in minutes. Geek out with pro tips and techniques to make your job easier and to blow everyone away with incredible new skills. *This seminar is for beginners to master PowerPoint users. There is something for everyone!*



3:45pm | **The Art of Interaction**

How to make magic happen

LED BY INGRID MENGDEHL

When you talk to someone about PowerPoint, you can be pretty certain their minds go automatically to a bland conference room, a lot of slides, and an overly enthusiastic presenter. But if these past couple of years has taught us anything, it's that sometimes, you don't have the luxury of being in the same room as your audience. Sometimes, you have to rely on your slides to present themselves, and the best way to achieve that is to infuse some interactivity into them. Seems daunting? It really isn't.

In this session, we'll be looking at how to unlock PowerPoint's hidden capabilities of interactivity and how best to use them to engage your audience. Whether it's hyperlinks, animation triggers, custom shows, or the ever-popular Slide Zooms, you'll leave eager to create your own interactive deck.



3:45pm | **Broadening Your Role**

From Presentation Designer to Communication Consultant

LED BY JIM ENDICOTT

The progression of most of our careers has included being the go-to person for creating better presentations. However, someone can have a great set of visuals and still fail miserably in delivery, and this begs the question: Are we in the slide business or the communication business? Answering that question could impact your career path, perceived value, and personal compensation.

Whether you are a sole proprietor or work for a large organization, this interactive discussion will give you some fresh ideas on how to grow your value and personal compensation as you move from presentation designer to communication consultant and management coach. *This session is for anyone looking to expand their personal impact on their organization or their profession.*



4:30pm | **The PowerPoint Trivia Contest**

The intersection of creativity, ingenuity, and foolishness

You haven't lived until you have watched, or played in, our PowerPoint Trivia Contest, specially customized to accommodate hybrid audiences and contestants. The contest takes place right after seminars conclude for the day.



7:30pm | **The Future of Presentations**

Stay on the cutting edge of presentation technology

LED BY YULIA BARAKOVA

Emerging technologies on the horizon will soon unlock new tools for visual communication and storytelling. In this interactive session, we'll discuss the latest tech trends (with cool examples) around stage presentations, slide design, video content, and remote collaboration.

You'll walk away with a broad view of the changing presentation landscape and the new skills needed to stay competitive. *This session is for our roomies who want to stay on the leading edge of presentations.*



9:00pm | **The Guru Session**

Drop in and chat with Garr Reynolds and your extended family

LED BY RIC BRETSCHNEIDER

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.

This year's session will be graced by an appearance from renowned author and presentation expert Garr Reynolds, from his home in Osaka Japan. If all goes well, this will be livestreamed to our platform. There is a good chance that you will need to raise your right hand and promise that what is said in the room stays in the room. *This session is for our late-night roomies. Garr's appearance will be livestreamed to our Zoomies.*



8:00am | **How to Succeed at Anything**

An extraordinary journey over granite and through life

LED BY DIERDRE WOLOWNICK

Of her many claims to fame, being the oldest woman to have climbed El Capitan (at the age of 70) earns a mediocre rank. Higher on the list is having raised a son who climbs it without any safety equipment. Indeed, the mother of Alex Honnold (of Free Solo fame) has marvelous stories to tell of maintaining her sanity raising Alex, finding her own way in life, and becoming a gifted storyteller and teacher.

**9:15am | Finding the Story***Not just any story...THE story*

LED BY JOHN RAHMLOW

To move your audience, you can't use just any story, you need to use THE story. The one that connects with who they are and what they want to achieve. This session will cover the three biggest mistakes presentations and presenters make when using stories, and will provide simple tools to help you find THE story for your presentation. Those three mistakes: *This session is for anyone who wants to become a more powerful storyteller.*

**9:15am | Advanced Infographics***Going beyond pretty pictures*

LED BY MIKE PARKINSON

In this fast-paced session, learn to turn words and ideas into clear, compelling infographics. Get curated inspiration and step-by-step instructions. Discover tools and techniques to render your new infographics.

"Advanced infographics" goes beyond pretty pictures. We focus on goals, messaging, content, and story. Learn to engage your audience instantly. Make them want to learn more. Improve understanding, recollection, and adoption. *This session is for those looking to master presentation graphics.*

**10:15am | Real-World Makeovers***For the busy professional for whom everything is due yesterday*

LED BY RICK ALTMAN

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." *This session is for those who want clear, digestible advice on designing better presentations and creating more attractive slides.*

**10:15am | Charts that Wow***Alternatives to Bars and Pies*

LED BY NOLAN HAIMS

We have the utmost respect for bars, lines, and pies, but sometimes we just don't want to see them on our slides. This session shows you how to hack PowerPoint's charting tools to create unique data visualizations such as bullet graphs, proportional shapes, slope graphs, and more. *This session is for anyone who creates charts and wants to become better at it.*



11:15am | **PowerPoint Karaoke**

Expect the unexpected

LED BY RIC BRETSCHNEIDER

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. *This session is for presenters who want to be prepared for anything, and who enjoy a good laugh.*



11:15am | **Turn off Your Auto-Pilots!**

The trick to new techniques is to forget the old ones

LED BY JOLE SIMMONS

All too often, PowerPoint users get stuck in a "I have to do it this way" syndrome and that could hurt both productivity and creativity. This session will help you get out of that "same old" rut and think outside of the box, enabling your creativity to soar. *This session is for anyone who has ever gotten stuck in a rut and seeks skills to get out of it.*



1:00pm | **The Daily Dish for Tuesday**

Once Around the Virtual Conference

LED BY JOHN CHEN

Join our virtual MC for a far-reaching and always-engaging schmoozefest during the conference's mid-day break. Watch for conversations with presenters, quickie interviews, and lots of banter with patrons. John will provide detail about specific content each morning. *The Daily Dish is for all Zoomies, including roomies who want to connect during their lunch hour.*



1:30pm | **Short Stories**

Two vignettes to make you think

LED BY NOLAN HAIMS, KRISTAPS PETERSONS

PRESENTATIONS IN FILM AND TV: Join Nolan Haims Nolan for an entertaining top ten countdown of the best presentations and slideshows in popular film and TV. Place your bets on what you think will be No. 1.

PRESENTATIONS AND PROPAGANDA: Kristaps Petersons lives way too close to the war in Ukraine and he knows that single presentations do not change the world. Well-planned campaigns do. Presentation professionals should focus more on big picture: what kind of ideas we support and what clients we choose to promote.



2:45pm | **The Science of Art**
A methodical approach to the process of design

LED BY JULIE TERBERG

How do you go from a blank slide to a beautifully crafted presentation? This session explores a process for designing a presentation: where to begin, things to consider, how to maintain design consistency, and how to add variety. You will learn about defining key elements and styles, setting up a grid, and how to use space wisely. Along the way we'll define and discuss geeky designer terms like hierarchy, contrast, repetition, and more. *If you're interested in improving your presentation designs, this session is for you.*



2:45pm | **The Star Quality of Cameo**
Live camera comes to PowerPoint

LED BY TROY CHOLLAR

Learn all about Microsoft's new Cameo Live camera feature. This session introduces its features, best practices, prerequisites, and scenarios for use. *This session is for experienced presenters who speak at in-person events, who speak before remote audiences, and those who create pre-recorded presentations.*



3:45pm | **Single-Slide Stories**
The nirvana of storytelling

LED BY LORI CHOLLAR

Messaging and storytelling inform the structure and content of the presentation, but well-intended content creators often get confounded in the details of slide design. This session will help you apply storytelling and messaging skills to everyday slide production. Through real-world examples, you will see how to improve storytelling by finding and fixing story breakdowns.

Even when you're not part of the message crafting and storytelling beginnings of a presentation, you can still take these principles and apply them to your slides. *This session is for presentation designers that want to add more value to their slide projects.*



3:45pm | **Is this Even Possible??**
Do stuff you never dreamed you could

LED BY TAYLOR CROONQUIST

What your client sends you often isn't what you need to get started building their slides. For example, how do you get text out of a picture and into a layout? How do you turn a picture of a table into an editable table? How do you flip an Excel spreadsheet into PowerPoint shapes quickly? By the end of this session, you will know the answers. *This session is for PowerPoint users who need to go way outside the box to solve creative challenges.*



6:00pm | **Tuesday Night Celebration**
In Old Town

Join us in San Diego's historic Old Town for an outdoor celebration with an authentic local vibe and live music. Board the trolley across the street from our hotel for a short ride to Fiesta de Reyes where we will gather to enjoy margaritas, delicious Mexican fare, and music from the very talented Antonio Fe.

We hope everyone will join in to commemorate the conference's 20th anniversary and celebrate the amazing community that has grown from this event as we toast all we've learned and friends we've met.



8:00am | **Moments that Define Your Life**
Making them all make sense

LED BY JASMINE SADLER

What key moments stand out in your life? What key phrases do you repeat to yourself? What continues to burden you? How do you still succeed in the midst of it? The answers to these questions and your lived experiences are enough to educate someone else!

Join engineer, entrepreneur, educator, and author Jasmine Sadler as she shares her troubles and triumphs to guide you through your own self reflection of moments that shifted your life and helped define who you are.



9:15am | **Value Added Add-Ins**
Behind the scenes with a PowerPoint developer

LED BY JAMIE GARROCH

Add-ins are a great way to transform PowerPoint by giving it extra capabilities that speed things up, eliminate manual tasks, and give you completely new abilities. This session is a roundup of the best (usually free) PowerPoint add-ins out there and what they can do for you. *This session is for those who have never used a PowerPoint add-in before or are keen to gain insights into what's new about them.*



9:15am | **Demystifying Fonts**
A font primer for presentationists

LED BY TROY CHOLLAR

Fonts are a mystery to most users. Microsoft's move to cloud fonts is a huge improvement to presentation workflow, but only if the company's users understand what a Microsoft cloud font is! After all, there are installed fonts, Google cloud fonts, Adobe Creative Cloud fonts, and now Microsoft fonts. How can you know what's what??

This session provides an overview of basic font options, offers best practices for font selection in PowerPoint, and suggests resources for Microsoft cloud fonts. *This session is for experienced content creators and presenters who need a better understanding of typeface basics and vagaries.*

**10:15am | Remote Control***Tools, tips, and tricks*

LED BY NOLAN HAIMS

Take a behind-the-scenes tour of how to present online, including preferred hardware and software, gadgets, tools, hacks, and engagement techniques.

Learn how to create and use countdown timers, provide pre-show music, and activate automatic subtitles. This session also covers microphone and camera choices and provides a tutorial on the use of StreamDeck, the must-have utility for serious presenters. *This session is for all virtual presenters.*

**10:15am | Presenting for Introverts***Shy is not a four-letter word*

LED BY ILENE BERGELSON

Do you find standing in front of a room or screen full of people to be unnatural? Do you see yourself as the "tech person" or the "data person," rather than a stage animal?

This session explores how presenting feels different to folks who identify as shy, introverted, or analytical. Learn how to keep an audience engaged without feeling awkward. Discover the single most significant sticking point that holds up presenters who struggle with being in the spotlight. Walk through techniques to approach content, relate to the audience, and manage nerves. Get that shift in perspective that will give you the chance to feel freer while you (or the introverts you know) lead the room authentically.

**11:15am | No More Bullets!***Designing slides audiences actually want to look at*

LED BY NOLAN HAIMS

Put an end once and for all to slides filled with bullet points by learning to fundamentally change the way you place text on the screen. This session takes you into a unique design process for approaching text-heavy slides without resorting to tired lists and bullet points.

You will learn how to first reduce text (or make your audience think you have), and then how to harness PowerPoint techniques and add-ins to quickly transform words into something more graphical and far easier to read. *This session is for content creators who want to explore fresh designs.*

**11:15am | Template Check-Up***Recipes and strategies for better PowerPoint templates*

LED BY JULIE TERBERG

PowerPoint templates have very long tails. You develop and roll one out, and when you find that something doesn't work right, potentially hundreds of slide decks now have that same issue. Wouldn't it be better to build it right the first time?

In the Template Check-up session, we'll look under the hood of a few PowerPoint templates. We'll examine successful features as well as template fails. You'll take away best practices, all with the goal of helping you become more self-sufficient. *This session is for those who need to wield better control over organizational slides.*



1:00pm | **The Daily Dish for Wednesday**

Once Around the Virtual Conference

LED BY JOHN CHEN

Join our virtual MC for a far-reaching and always-engaging schmoozefest during the conference's mid-day break. Watch for conversations with presenters, quickie interviews, and lots of banter with patrons. John will provide detail about specific content each morning. *The Daily Dish is for all Zoomies, including roomies who want to connect during their lunch hour.*



1:30pm | **The Wonders of Pecha Kucha**

Embracing two easy rules creates amazing presentations

LED BY RIC BRETSCHNEIDER

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.



2:45pm | **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.



5:00pm | **One Final Happy Hour**

Poolside

Let us all cry in our beers (and other beverages) that the conference is over and celebrate together that we got to be part of it.