ORA 600
DATABASE WHISPERERS

PRESENTATION ABOUT PRESENTATIONS

Luiza Nowak

Every presentation should have 4 layers and visualisation is the least important one. You can give a good talk without good slides or even without any slides.

4 VISUALIZATION

1 CONTENT

First layer is content. It can be new feature of your product, a way to deal with code problem or the new company policy. At first, the more content the better, but you cannot just put everything you want on slides. You need to filter your message based on the audience and circumstances.

YOU CAN USE THOSE CRITERIA:

CLARITY

Is it clear? Use examples and explein it step by step

UNIQUENESS

Is it unique? Don't give obvious cases.

CONNECTION

Why your public is here? Who are they?

1 CONTENT

2 STORY

You want your audience to listen and they will listen when they are interested. Use examples and avoid spoilers. Don't give them everything at the beginning. You want them to resonate with your message.

WE DON'T WANT TO LISTEN!

...or that is what we think.

WHY DO WE LISTEN?

1 CONTENT

2 STORY

3 PERFORMANCE

a) Take care of your audience
b) Warm up
c) Call your friend

HOW NOT TO MAKE
BAD SLIDES

3 ROLES OF SLIDES

TEASER

A general hint – not a spoiler! A title, a quote etc.

BOOSTER

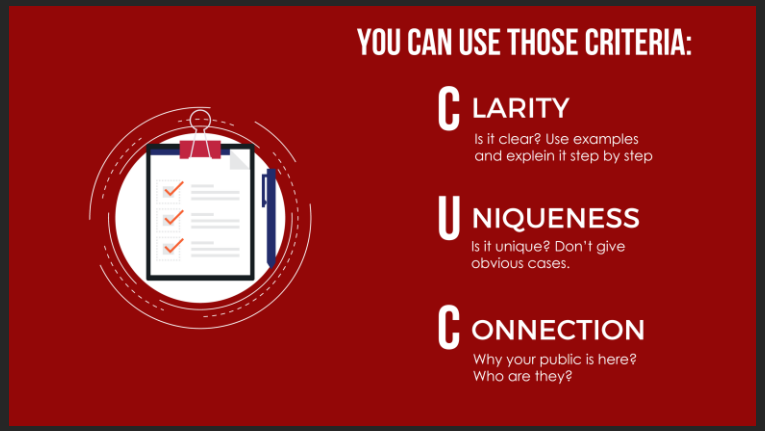
Boosts your message with data: table, part of code, numbers, charts, screens.

PUNCHLINE

Has to change the emotional state of your audience: a joke, scare fact, sad picture etc.

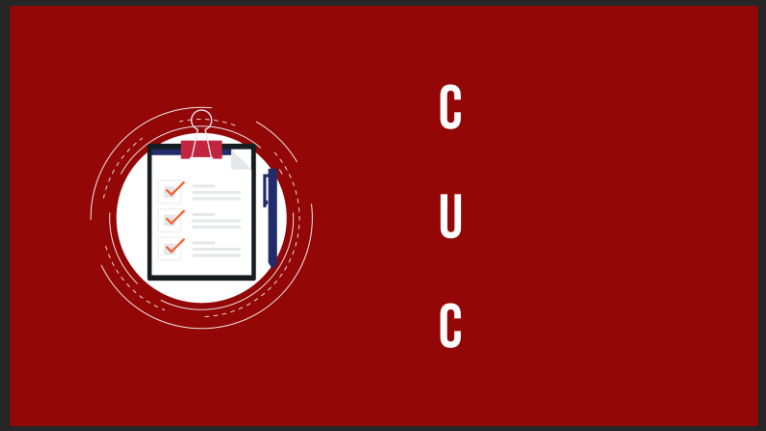
SLIDES VS SLIDEDOCS

Look at the examples:



Slidedoc

This one we send after the presentation but we don't present with it! It has to much text and people will read instead of listen. Also, they won't be interested in what we're saying after 1 minute because we give them spoilers.



Slide

This one is a teaser. It should make people think „what's next?" It's useless without the speaker but it's a good thing, because YOU are the most important part of your talk.

I will be speaking about

- I should put this on sli e able to speak without my preciou work and i don't have time to prepa
- Ok, i have it all, we
- But on other hand t oo so maybe they don't need me afte
- So they will read my sl
- If you finish reading this, p d up

Today is 2nd December and we're in Liverpool

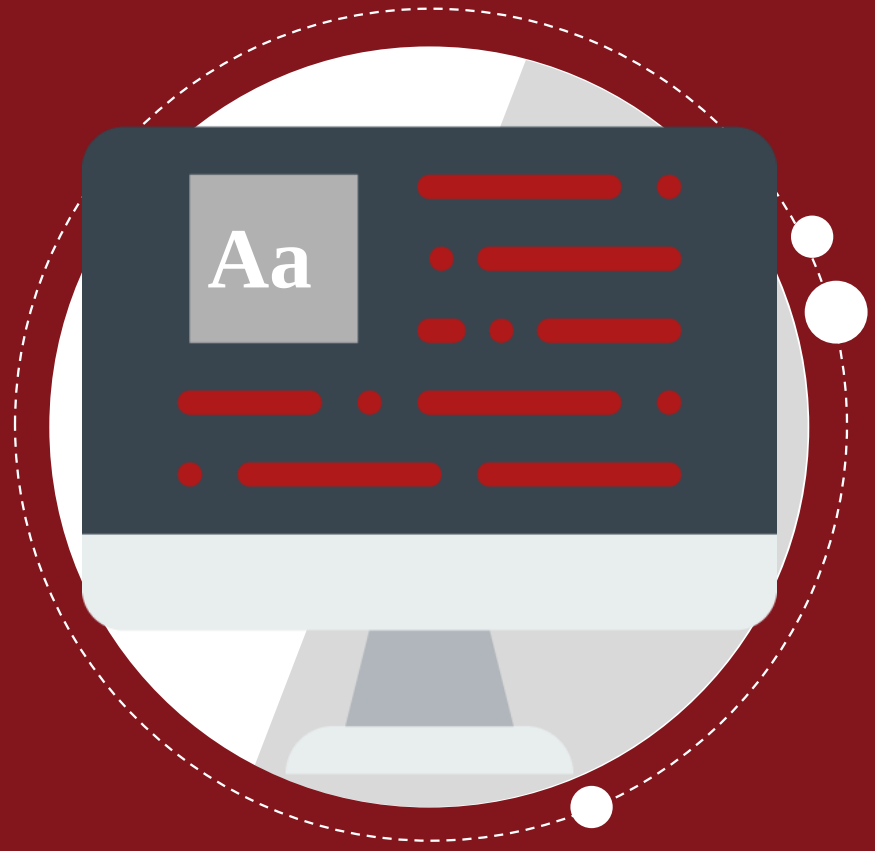
logo

BULLET POINTS

Why are they bad? There's too much text and many, many spoilers! People will start reading instead of listening. You will become only a background for your slides. Ged rid of them!

FONTS

Try to adjust your font to your talk – both size and type. Every font has it's own meaning.



PORSCHE

I will always love you...

i will always love you...

Water

```
SQL> select dt
  2       ,rain
  3       ,trend
  4   from weather
  5  match_recognize(
  6    order by dt
  7    measures classifier() as trend
  8    all rows per match
  9    pattern (Better* Worse* same*)
 10     define Better as Better.rain < prev (rain)
 11          ,Worse  as Worse.rain > prev (rain)
 12          ,same   as same.rain = prev (rain)
 13  );
```

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COLORS

Colors have meanings too!

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THIS IS CORRECT

THIS IS CORRECT

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PHOTOS

Don't use photos with watermark or bad resolution – unless you do this on purpose and it fits to your story!

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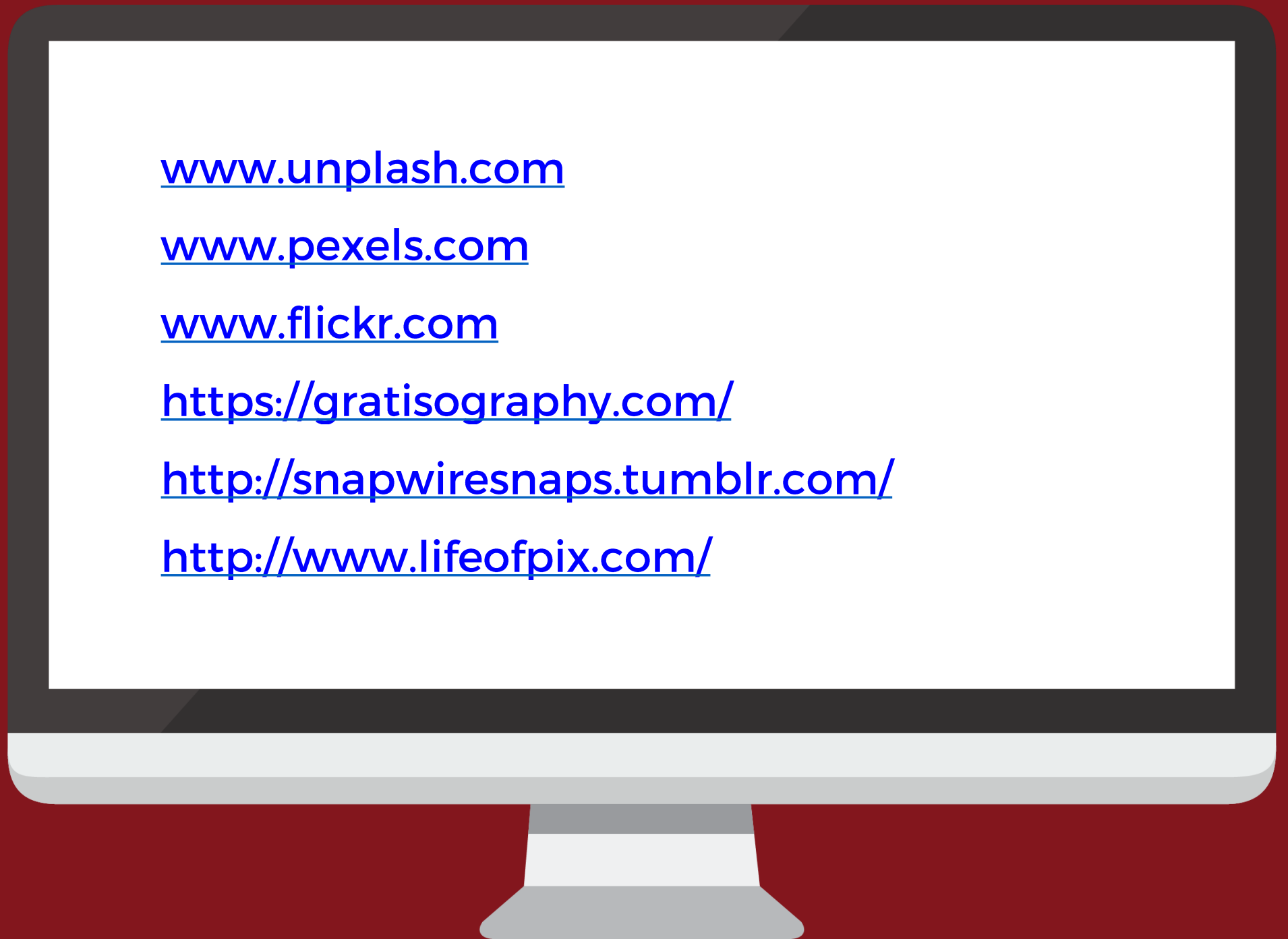
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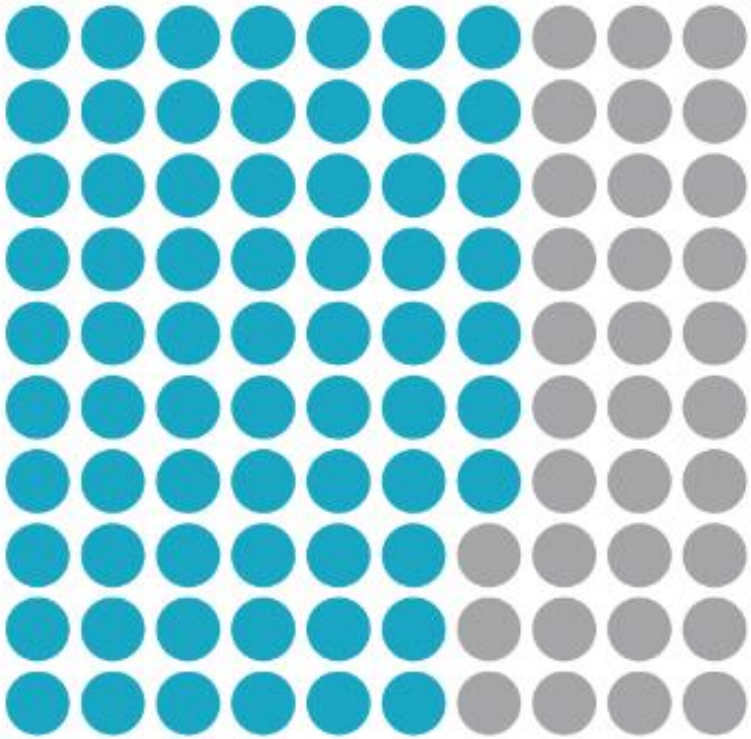
DATA

SHOCKING FACTS ABOUT DATA

1. It's not about ***data***, it's about ***it's meaning***
2. Slides + complicated data = ***failure***
3. Show them the ***conclusions***
4. ***Don't decorate!***
5. What should they ***remember?***
6. ***Sometimes you should skip the chart***

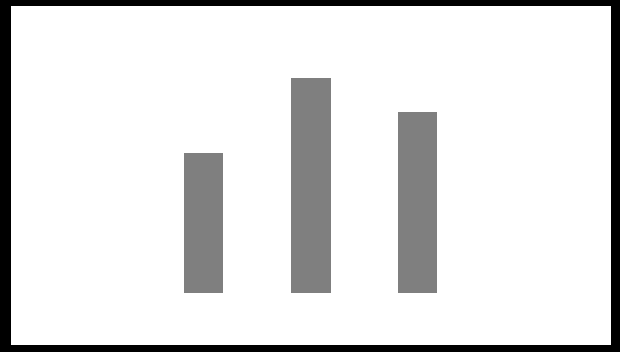


Research shows that adding any kind of graphic to your text eases the absorbtion of the facts for about

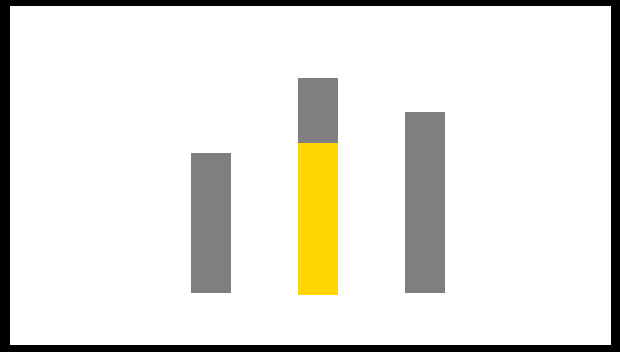
67%

TREE PARTS OF DATA SLIDES

BACKGROUND

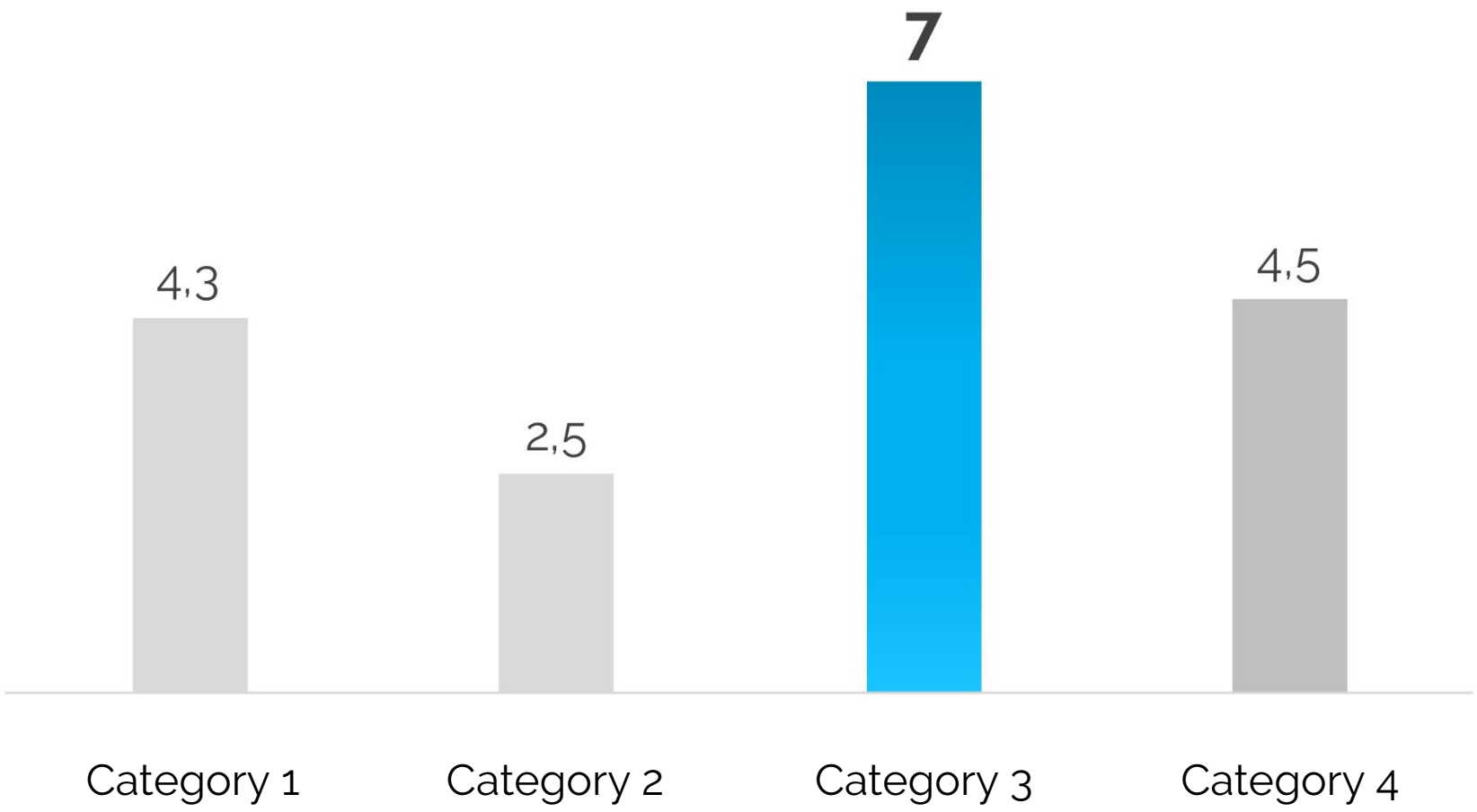


DATA

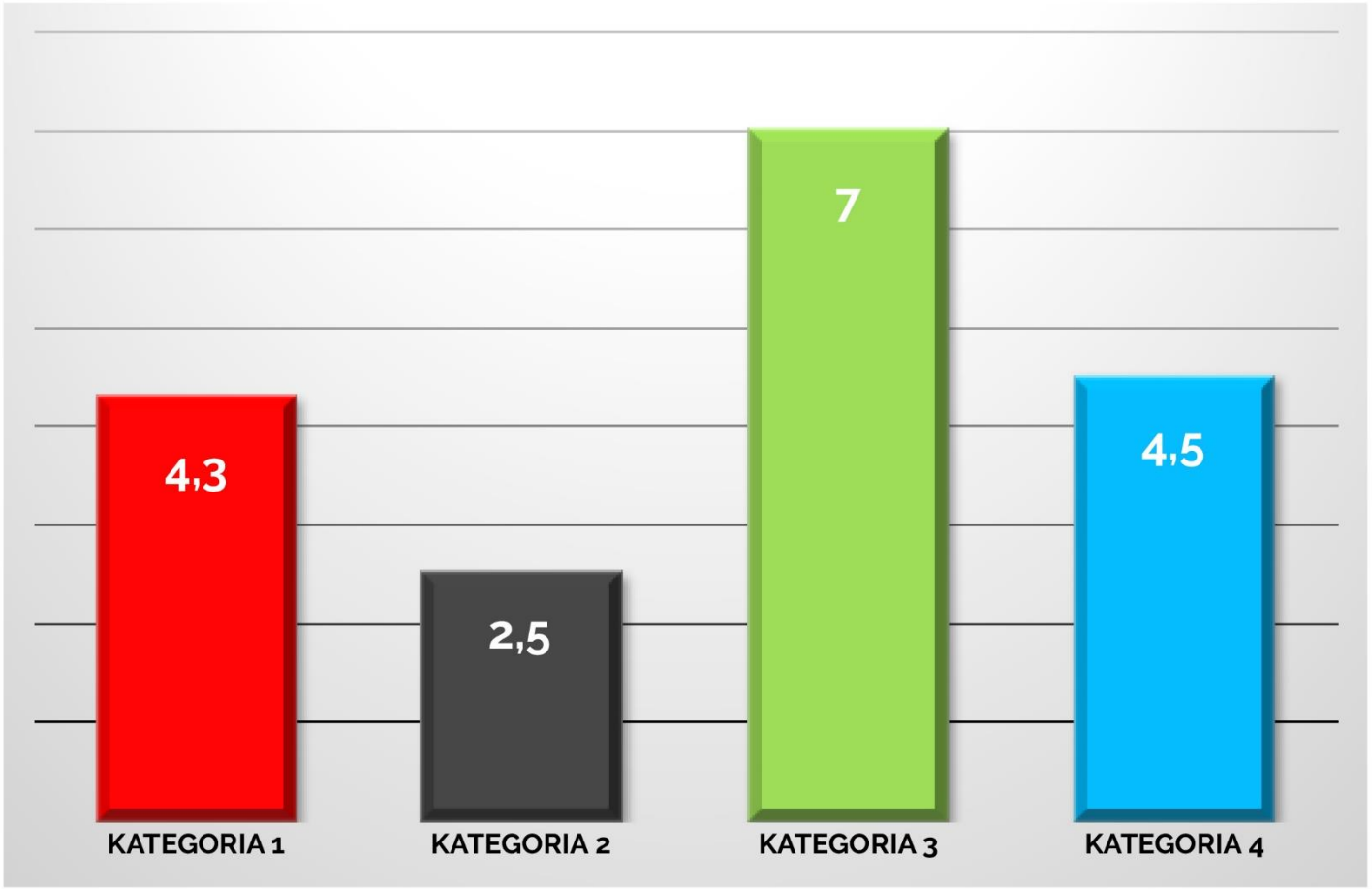


EMPHASIS

GOOD CHART

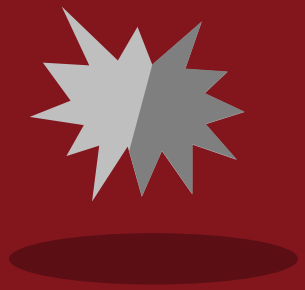


OH DEAR GOD



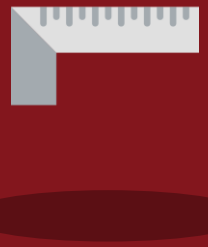
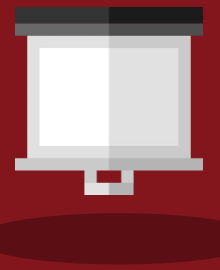
COPY-PASTE TIPS

Animation „Appear”



Keep it simple

Keep it clean



Four layers