

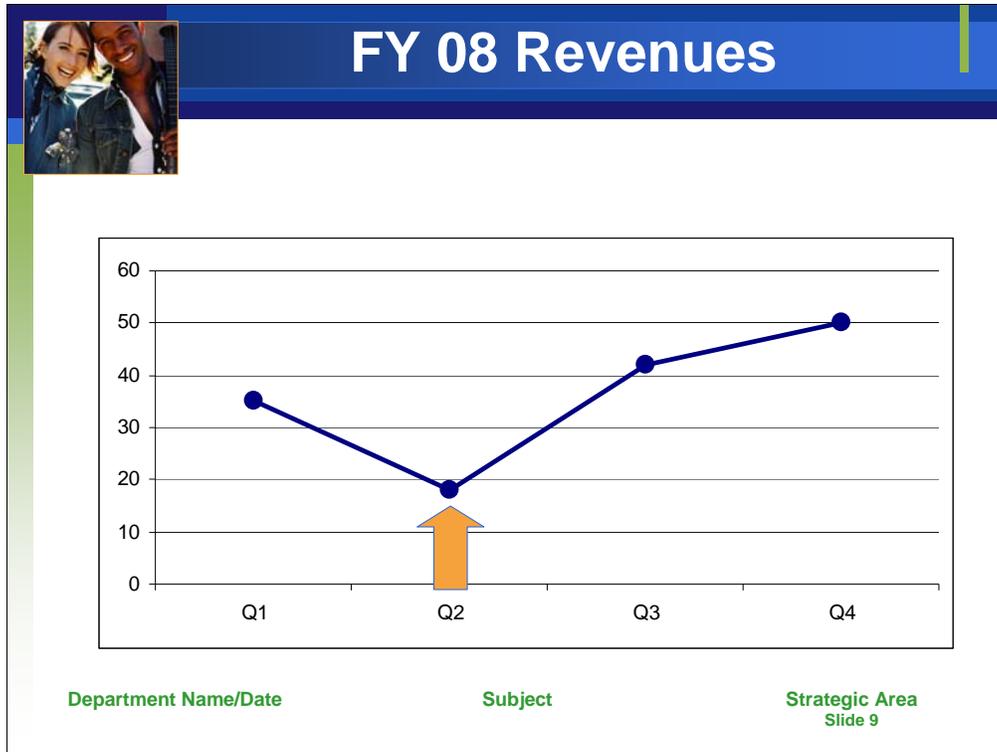
EXAMPLE SLIDES

The following slides illustrate ideas for effective ways in which you can communicate your message.

Department Name/Date

Subject

Strategic Area
Slide 8



- A graph slide highlights what is most important to your message and not for displaying all the data. Use the graph to communicate conclusions and insights to make your case.
- Whatever chart type you choose, it should be large enough to allow the audience to clearly distinguish the information without straining. **KEEP IT SIMPLE!**
- Use contrast to draw the eye to the information that is most critical to your message.
- For example, the message in this slide was not to demonstrate enormous revenue growth and recovery but to draw attention to the 2nd quarter decrease.

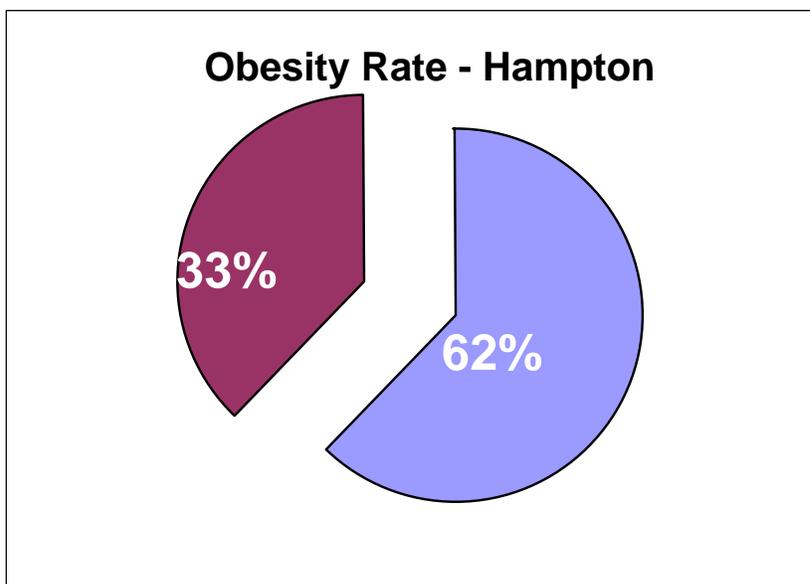
Challenges

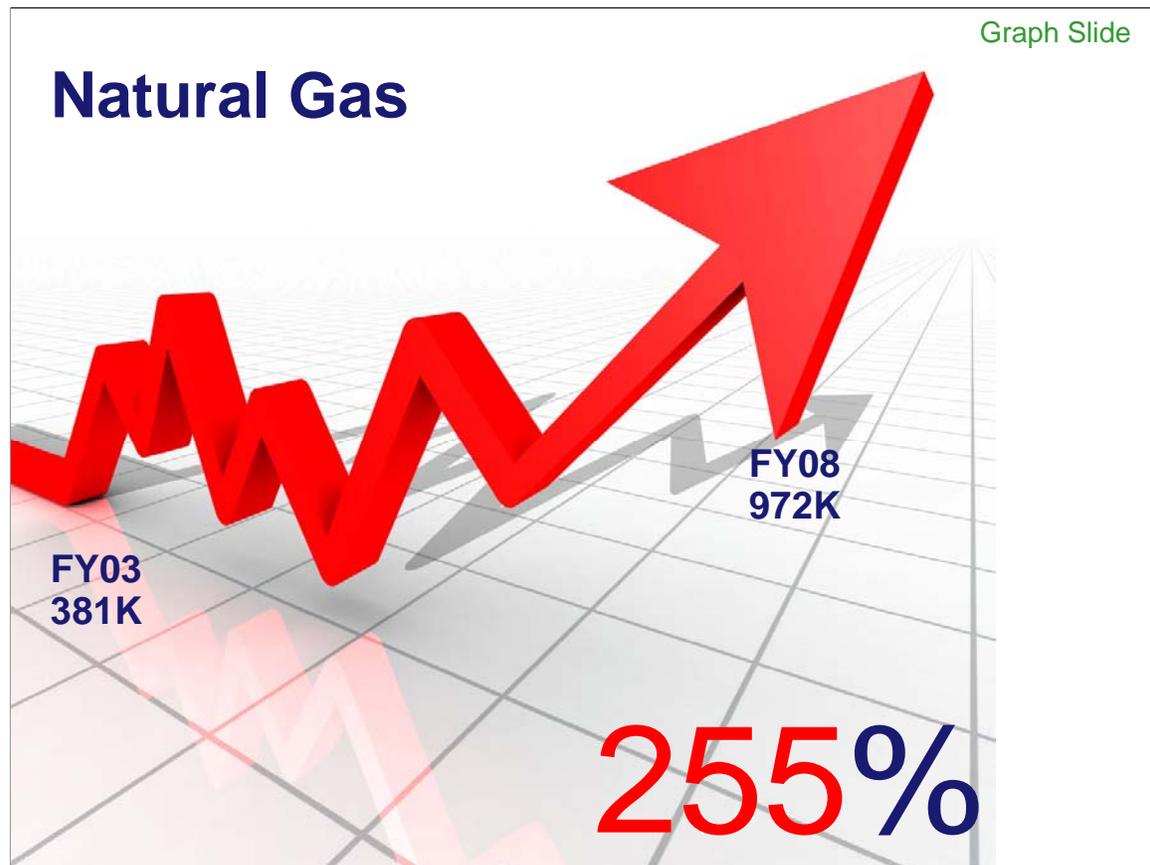


Obesity

62%

1. Pick the right tool for the job. Consider the most effective way to display your data. The most frequently used are graphs in pie, bar or chart format but consider pictures or graphics.
2. The picture used in this slide is communicating the conclusion of the data in the pie chart below. The data is making the case with one of the indicators of an unhealthy community (obesity rate) for increasing walking trails in Hampton.
3. Which do you think will resonate with your audience more? Which will they remember?

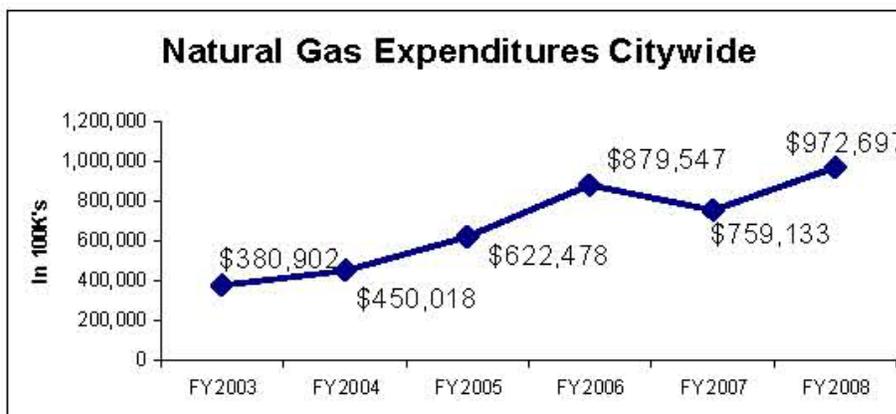




Getting to the point – Highlighting what is important

- What is it you want your audience to “get” from your data?
- What’s the message you want them to take away.
- The purpose of the slide is not to show all the data but to communicate conclusions and insights. Slides can reference your handouts for dense data.
- To communicate your data effectively, you first must articulate the conclusions you want your audience to adopt.

The graph below is translated in this slide. The message Gas costs are increasing at a high rate. They don’t need to know all the numbers in between for you to prove your point.



**“Nearly all men can stand
adversity, but if you want to
test a man’s character
give him power.”**

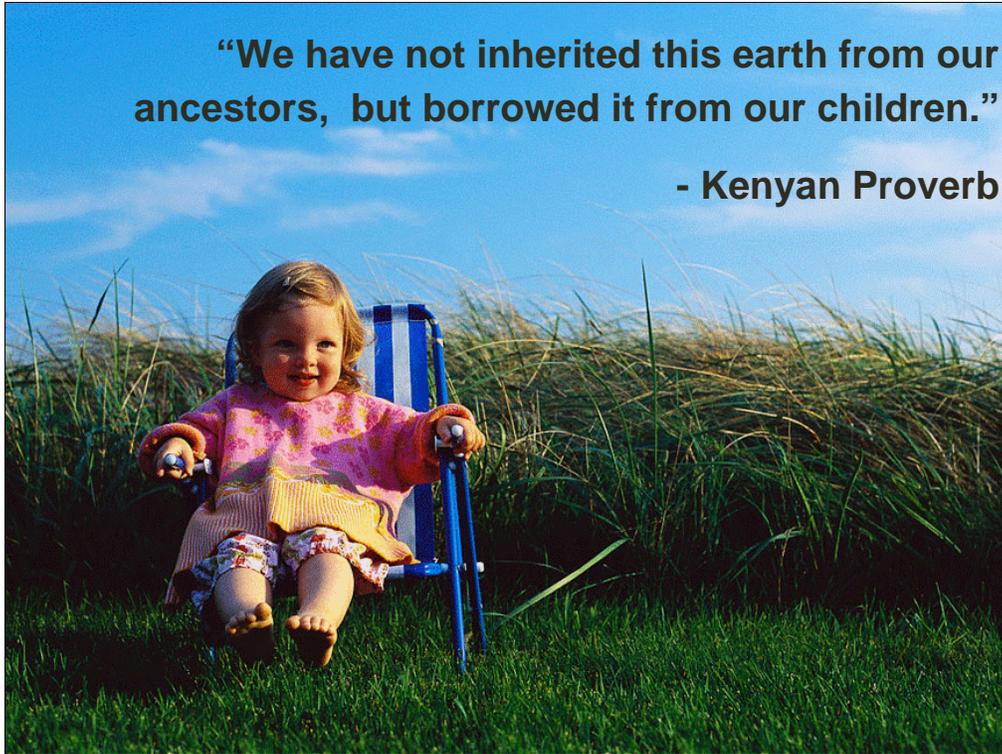
point

- Abraham Lincoln

Displaying quotations in your presentation slides can be a very powerful technique.

Quotes are a very effective way of letting others make your point for you.
Conclusions are more credible when backed up with great sources.

Work best if they are short and legible.



Here is an example of using a graphic along with a quote to target your audience's emotions, adds more visual interest, and enhances the effect of the slide.

If the picture covers the entire slide, which is preferable, and plenty of empty space, put the quote within the picture.



This is an example of how to use a graphic instead of bullets.

The Hampton Community Plan

Overarching Themes

- Economic Sustainability
- Community Partnerships & Engagement
- Preparing Citizens for Future Success
- Community Perception/Marketing/Image

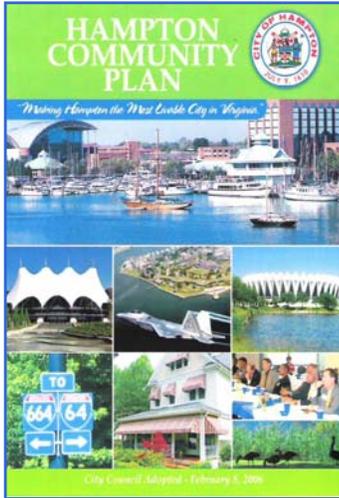
Department Name/Date

Subject

Strategic Area
Slide 15

Here is the same information used in a bullet format

Analysis



(Adopted 2006 by City Council, as amended)

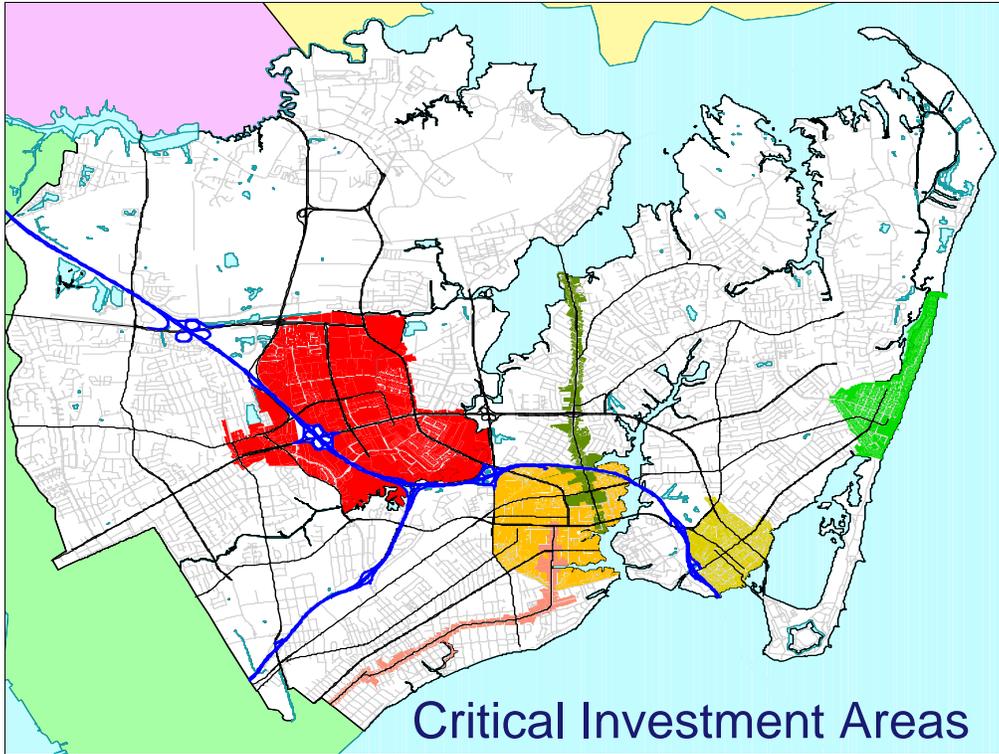
Department Name/Date

- ✦ Promotes appropriate waterfront use
 - ✦ Mixed use
- ✦ Encourages small businesses
- ✦ Promotes public access to waterways

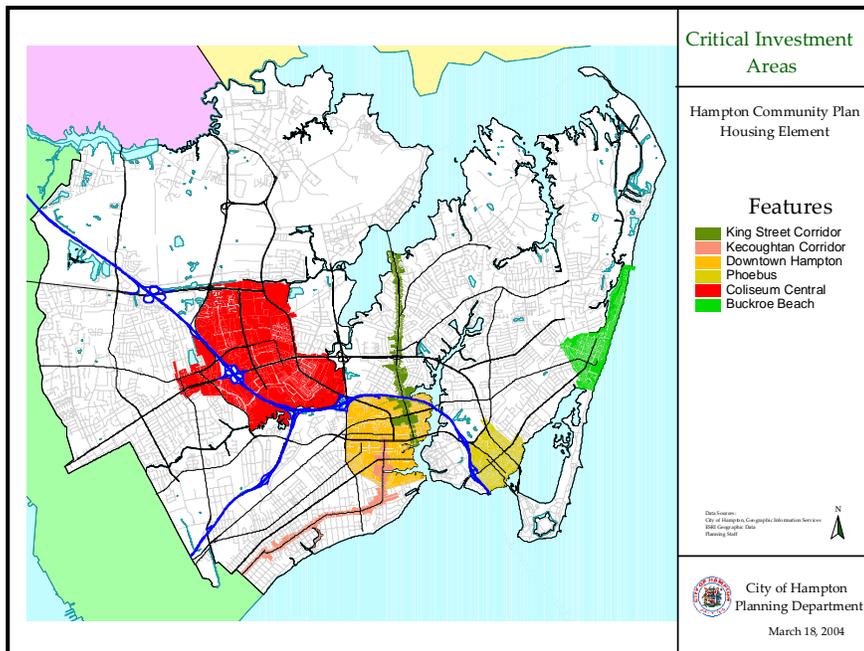
Subject

Strategic Area
Slide 16

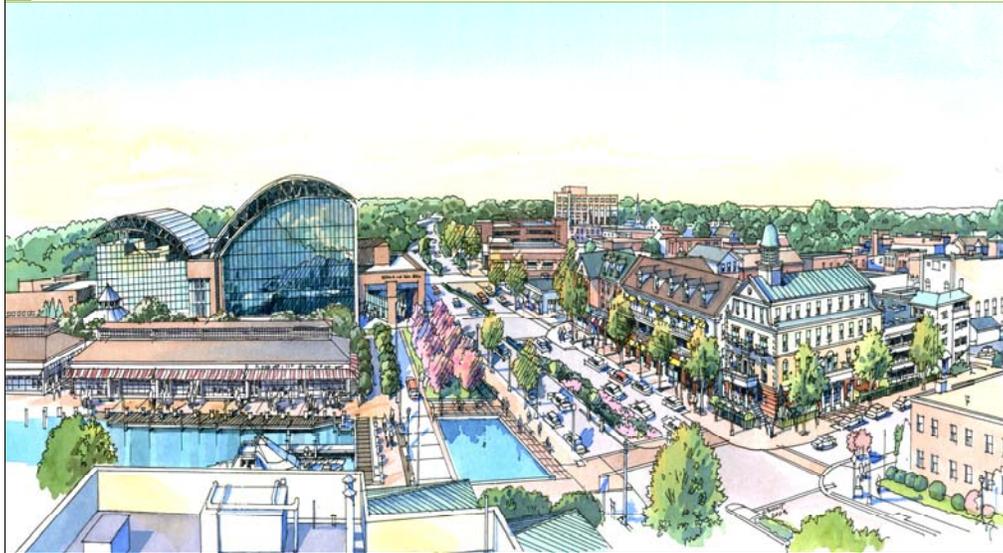
1. If you have to use bullets, try using this format with a graphic/picture.



When using a map only include what can be clearly visible to your audience.



Before/After



- Before/After slides are effective to show work that has been done or work that is planned.
- When using before and after images, when possible, use the same scale/size and angle/prospective.
- Make the image as large as will fit on slide.
- A header is not necessary, the images speak for themselves or you can narrate.
- This slide is an example with header



Another example of a Before and After using photographs from the same prospective and size to emphasize the dramatic changes that have occurred.

