

Garden of Hope and Expedia Group

Garden of Hope and Expedia Group in Taiwan are long-term partners. We aim to help support:

The Garden of Sunflowers shelter for women and children who have witnessed violence through purchase of furniture, tableware, stationery and clothes.

Group activities to reduce the trauma of domestic violence and enhance parental relationships.

Counselling services to handle high-volume cases for the children who have witnessed domestic violence.

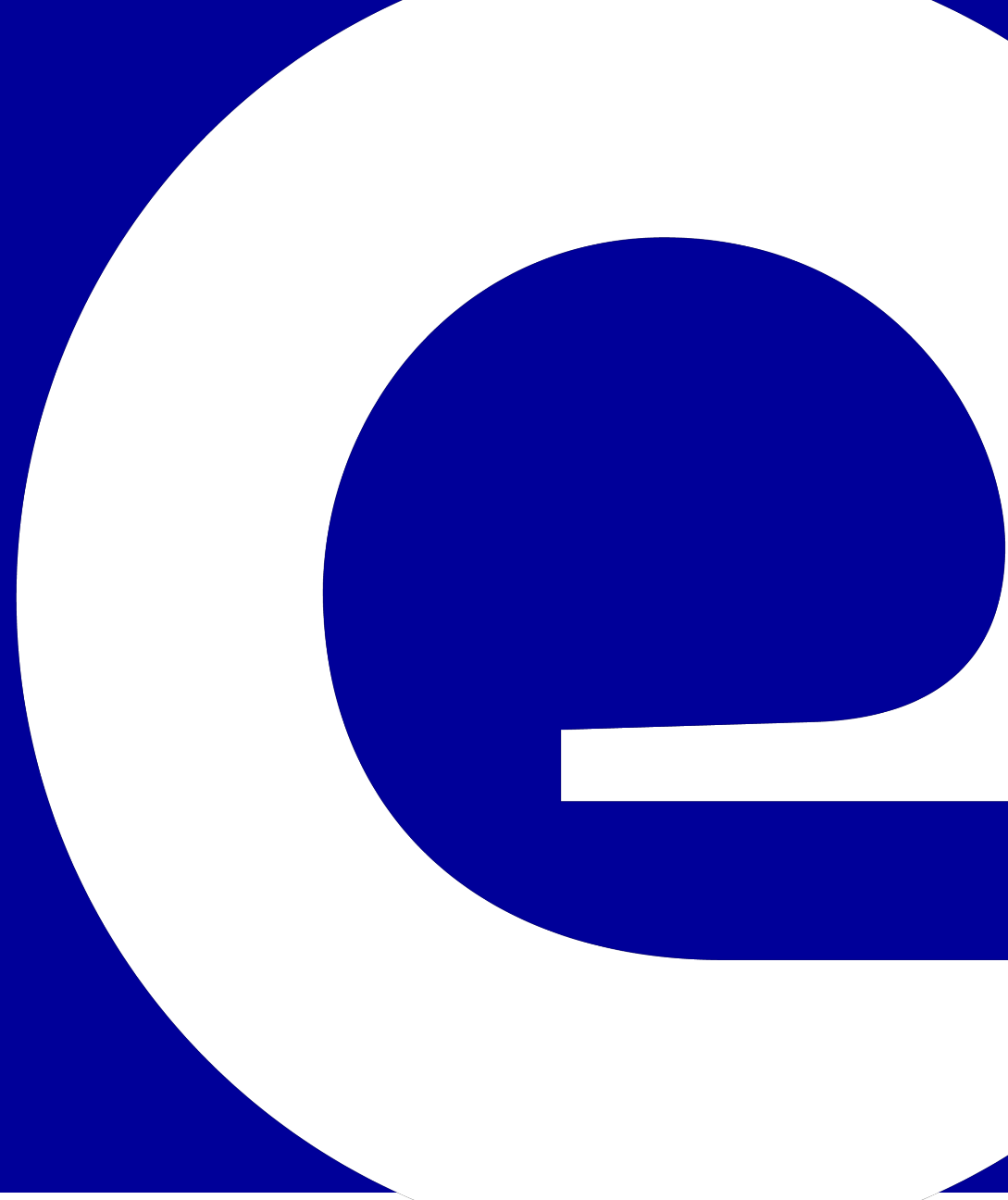


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Powerful Presentations

Kim Stockham, Head of Corporate
Communications, APAC



Up front housekeeping

- I am recording this call
- All microphones to mute (click top of screen to mute/unmute)
- Cameras on (if you feel comfortable)
- Hold Q's/comments until the end (I will prompt you)
- Let's use signals for good/bad/unsure throughout if cameras are on

— To create Powerful
Presentations, first put
yourself in the shoes of
your audience

Why are you presenting?



What do I want to say?

Vs.



What is this audience hoping to learn from you?

Begin your presentation content-planning at the end

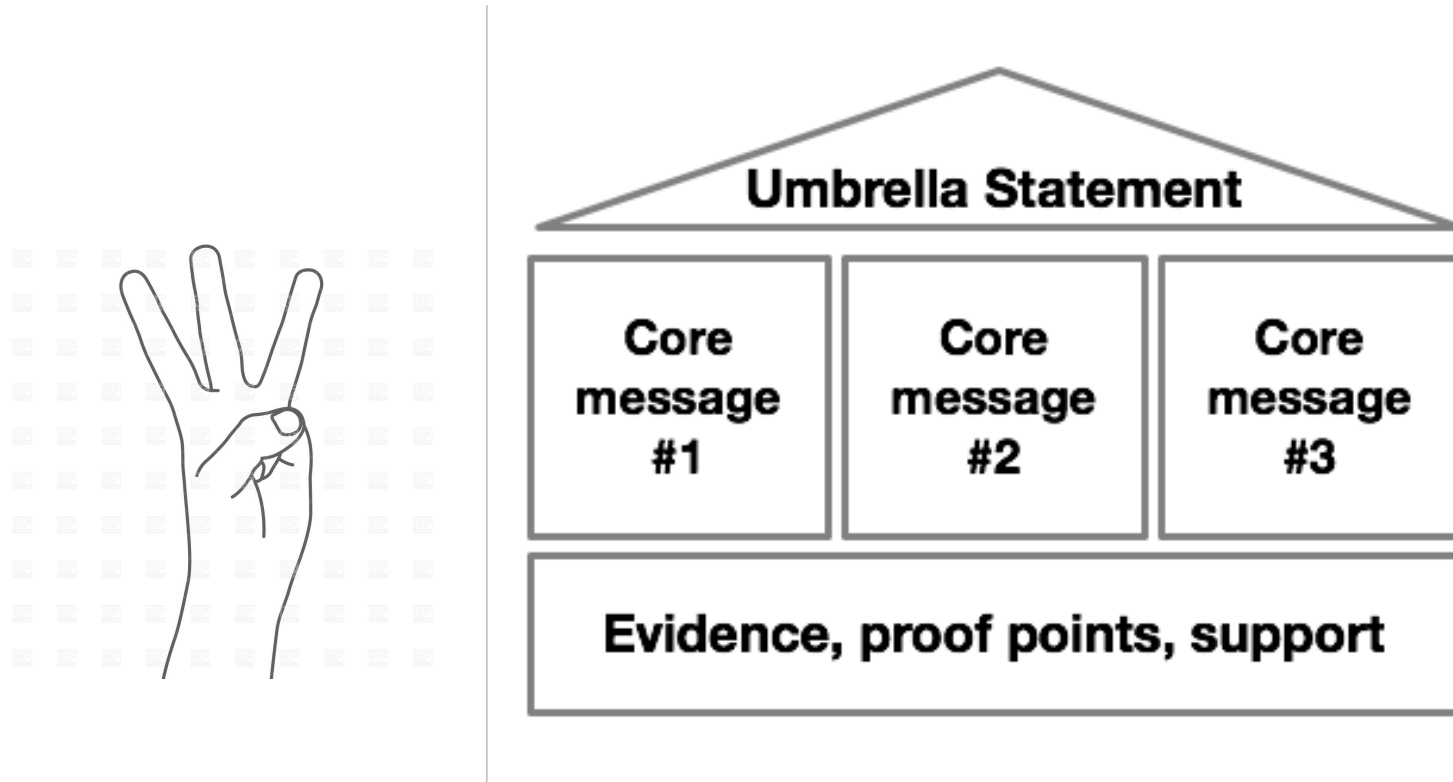


What do I want the audience to know, think, do after my presentation?

+

Align that to audience expectations.

Craft three key messages you want to land



Key messages inform and are supported by storytelling, images and data

— Powerful Presentations
draw on the ye old
ancient art of
storytelling

Once upon a time...



Creating a compelling *story*

Once upon a time...

- Your hook
- Explain context.
- Link to theme.

A hero...

- Introduce the hero and help people understand the connection to theme/topic.

Faced a challenge...

- Every good story has conflict.
- What's happening that makes things hard for your hero?
- What is the scope of the challenged faced.

Hint: Use facts & data as evidence

And took action...

- Ah! The hero arises to take on the conflict.
- What's the action you have planned/are doing to address the hero's (and others like them's) problem?

And lived happily ever after

- Paint the picture of what life looks like for your hero once the conflict is resolved.
- Lesson learned.
- The moral or learning.
- The call to action.

A structure for you to consider

- Hook (link to theme / context / pique interest and frame the story)
- Make hook ties into your theme and sets the scene for you deliver key message/s and calls to action.
- Draw on some relevant facts and info context and to draw attention to key points: Who, What, What, When, Where, How, Why
- Use survey, research or other data to evidence scope of problem, trend, potential or challenge
- Human impact – images and personal stories can deliver emotion (hope, inspiration) beyond the facts. (Could this be your “one-person-in-five”?)
- Conclusions / Call to action

Tip: Use words as tools for impact

- Great (vs really good)
- Action (Running vs ran)
- Alliteration – emphasizes, adds interest, creates rhythm and calls attention to phrases
- Metaphors evoke emotion – *The torch has been passed, the wheels of justice turn slowly*
- Simile or Analogy can help explain intangible ideas / help create a more powerful image of link to audience – *Life is like a box of chocolates.*
- Anecdotes persuade – A short story of relevance to larger topic: *ie, the tortoise and the hare.*

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— Using data, stats, facts
and research

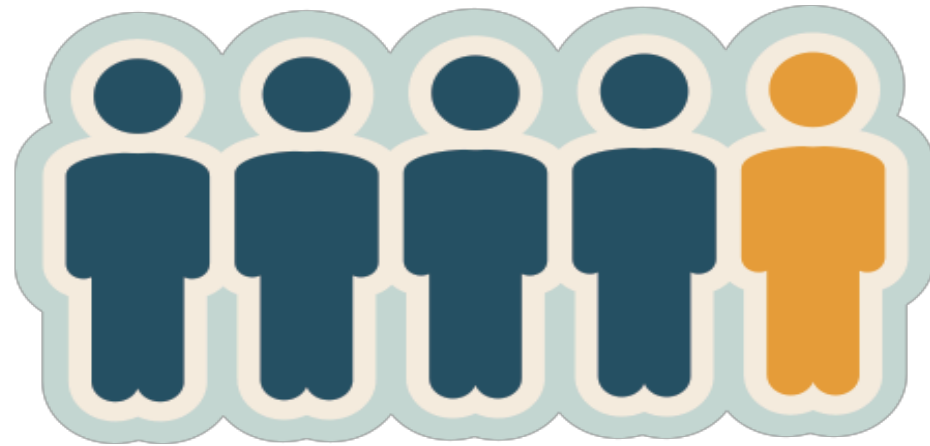
What's the hook for your story?

How will you frame your messages?

- Quote – famous inspiration
- Trending/timely – pop culture, analogy, the human impact (might be a photo?)
- Teaser – juicy or future state/bold claim
- Question – rhetorical, challenging
- Surprising – real, human truth
- Summary – the facts
- Other?

Could data
help?

Hook: One in five people...



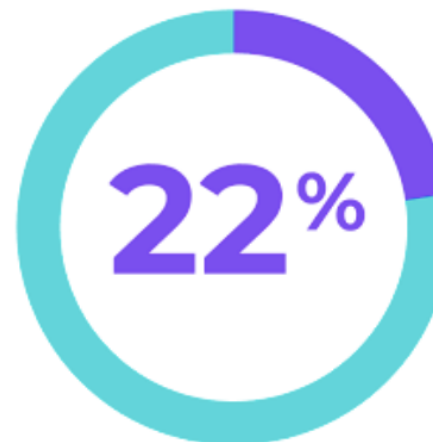
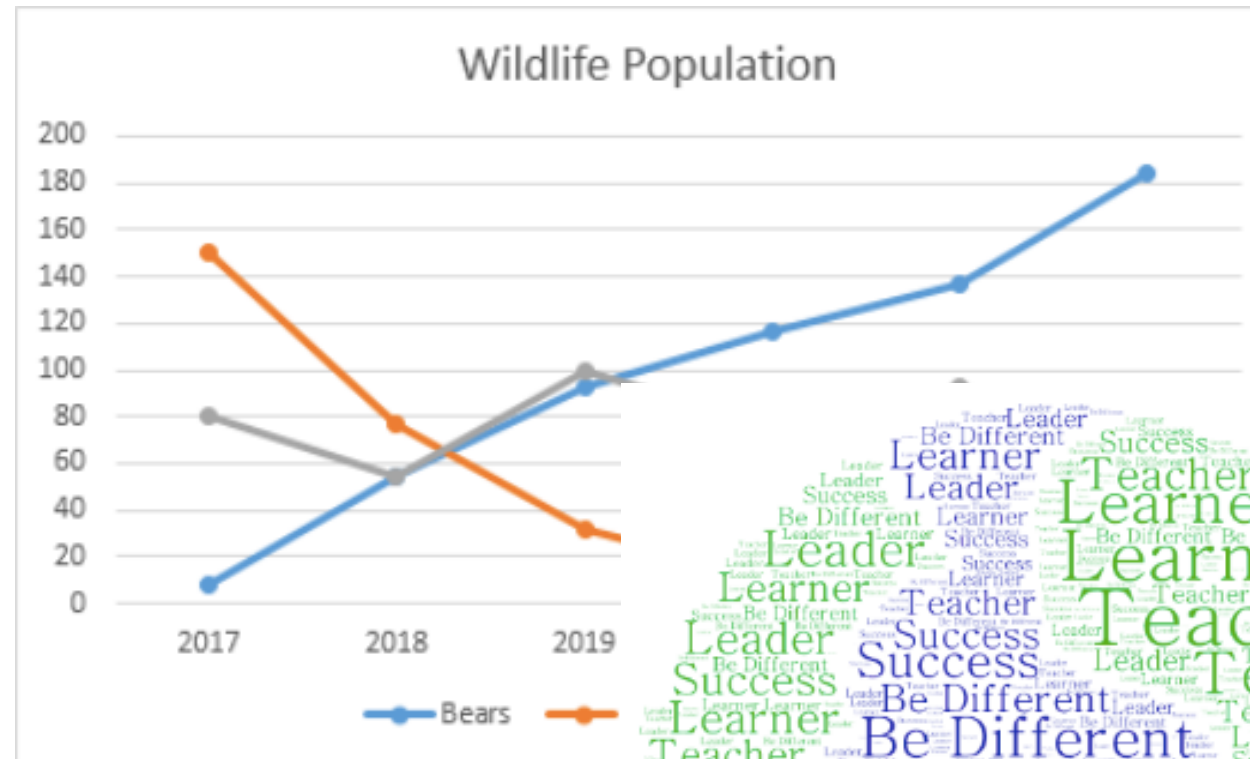
Will this be news or bad news = minimize, maximize or trend?

Use an image vs a number?

How will the hook frame your story and messages?

You can
make data
visual

Keep it simple
& relevant



Could stats make your story stronger?

—
Facts =
credibility
Layer in
storytelling
tools

- le, Many of you **vs 80% of you**
- Lots of people **vs 4-out-of-5 people who visit our shelter need....**
- Sometimes ... **vs today we can only solve the problem one-fifth of the time..**
- We need more money **vs It takes \$10K to feed X homeless people for a year. Today we have \$2K left in the kitty – that only enough for 2 more months. We need your help...**
- Karen is a great example of how one person can rise up to bias and be a role model to us all: here's her story.
- Our in-house research reveals here are 1,600 laws with gender bias. That's probably the tip of the iceberg.

~~Many~~ 80% of you have
presented on stages
before.

I'll be sharing YOUR tips
for creating powerful
presentations too!



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— Modern audiences
require bite-sized
portions

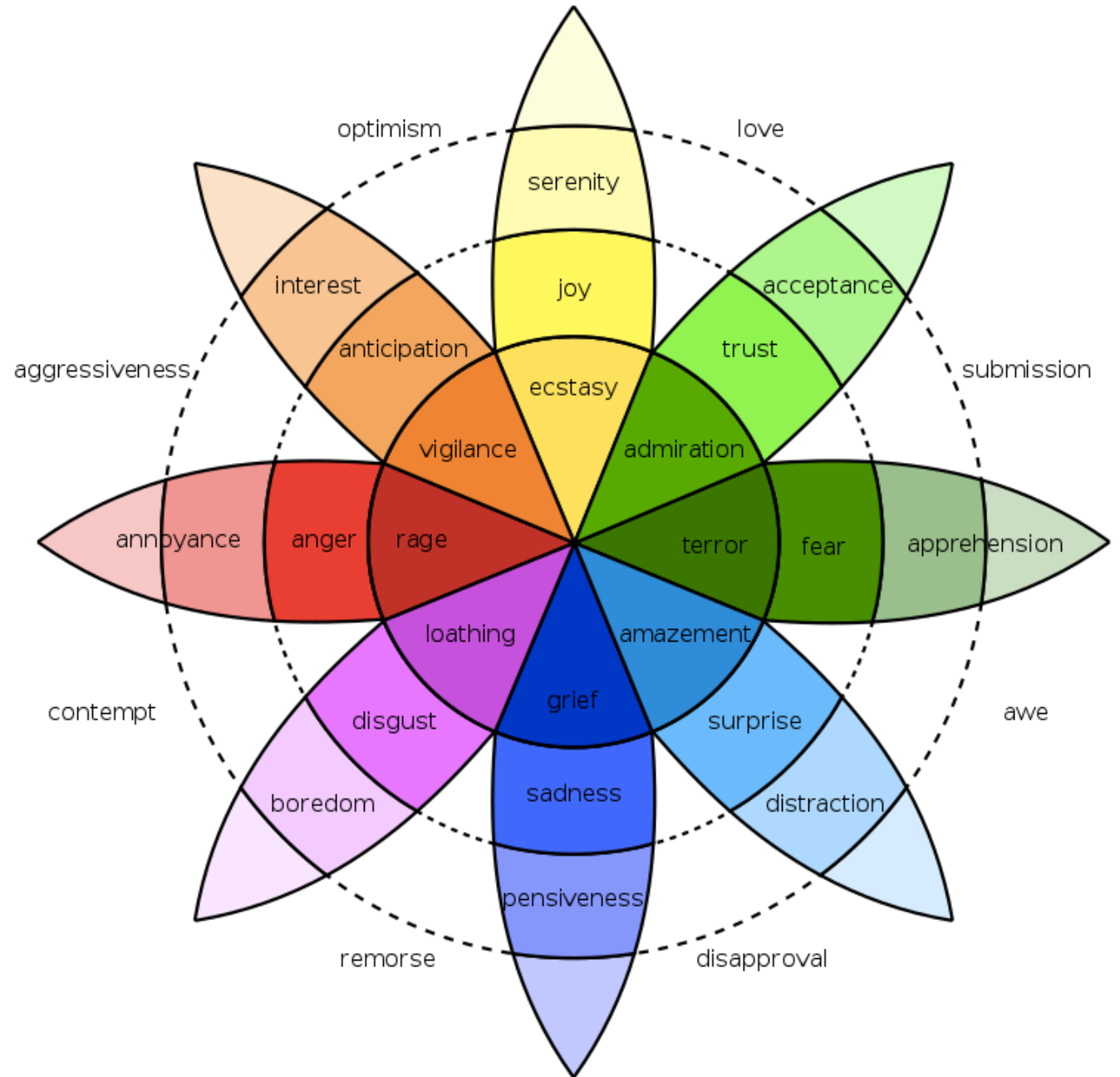
Attention
spans are
short

Keep it
simple,
relevant &
personal



Images are
tools
delivering

—
Audience
connections,
attention,
meaning &
emotion



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— YOU deliver “X factor”
to your story

Be compelling: Stance & Posture

Own the stage, own a moment, know how to make an entrance to deliver your message.

Presenting Seated

Be aware of the image you give

- Positioning
- Podium
- Posture
- Palms

Reinforce, Don't Distract

Be good team player, even if you're flying solo

Share microphone time (on panels).

Be encouraging of others.

Stay on topic.

Pace yourself.

Run on time for the benefit of your session and others

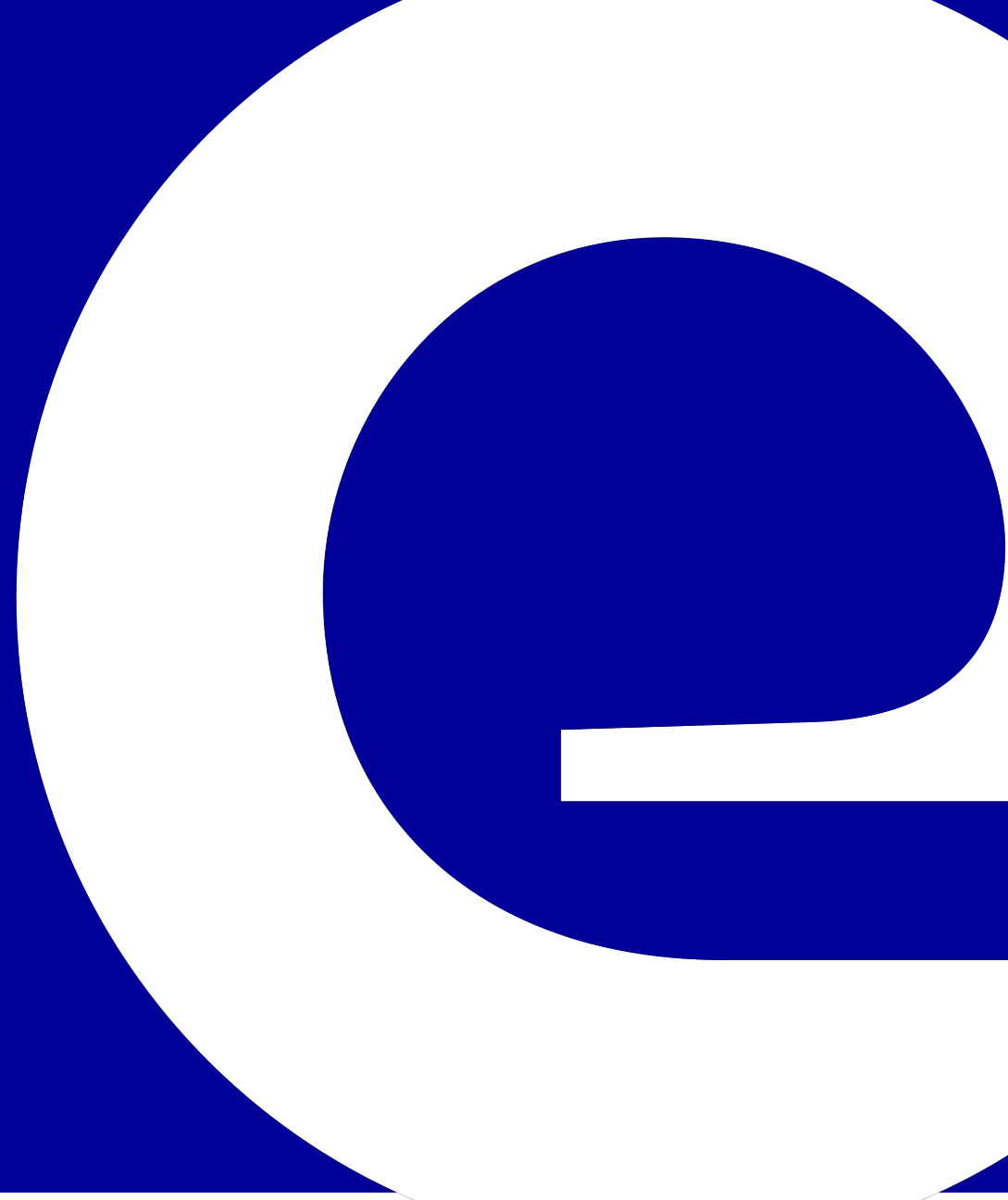
Put a stop watch on your desk.

Practice.

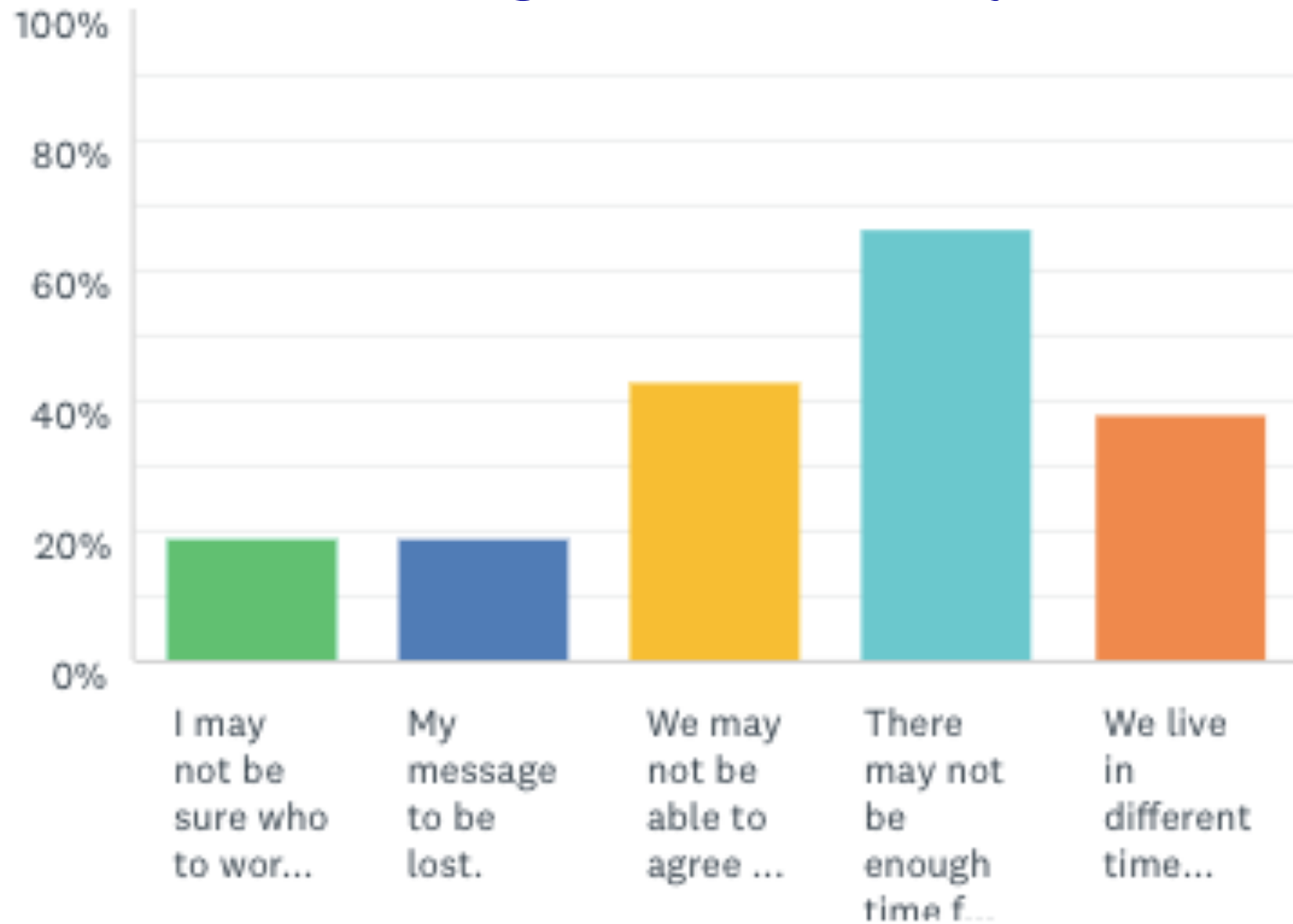
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— One Team



Here's what's worrying you about joint presentations



Decision-Making Time with a “One Team” Mindset

- How and when to connect?
- Format - Moderator + Panel or Hand-the-baton?
- What is the opportunity we have to make this **MUCH MORE INTERESTING** for the audience than a single speaker can?
- Be bound by a common message and align content to that outcome.
- How do we ensure everyone feels involved/has a role to play?

Yippee! You are a step closer to achieving the conference outcomes you most want already...!

Know who to connect with after the event

provide services

Inspire

Cooperate

Collaborate

Share lessons for others

Build new relationships

We are a resource for others

Reach out to us

Know about our project

learn

Connect

Synergize

Apply the life lesson #1

If you don't ask, you don't get

Identify hidden commitments

Everyone comes to the table with their own set of concerns, agendas or hidden commitments.

- Identify – what are they?
- Understand – why are they there?
- Shake the tree – allow for new ideas, angles or approaches to make it to the table and be open to them.
- Be humble. Be Open minded. If in doubt, simplify.
- Be prepared to step up or step down

Apply the life lesson #2

Hold on tightly, let go lightly

Tips for fighting nerves

- Visit the venue/stage earlier
- Know your stuff
- Know your 3 key stats
- Practice, practice, practice (out loud)

Here are YOUR top **presentation** tips



Know your stuff

Deliver **tips** to help others overcome similar challenges



YOUR top powerful **presenter** tip?



Be authentic

Calling all experienced presenters

What's your
secret sauce for
presentation
success?

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Thank you

Wishing you every
success!