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.
Powerful Presentations

Kim Stockham, Head of Corporate Communications, APAC
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

<table>
<thead>
<tr>
<th>Once upon a time…</th>
<th>A hero…</th>
<th>Faced a challenge…</th>
<th>And took action…</th>
<th>And lived happily ever after</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your hook</td>
<td>• Introduce the hero and help people understand the connection to theme/topic.</td>
<td>• Every good story has conflict.</td>
<td>• Ah! The hero arises to take on the conflict.</td>
<td>• Paint the picture of what life looks like for your hero once the conflict is resolved.</td>
</tr>
<tr>
<td>• Explain context.</td>
<td>• What’s happening that makes things hard for your hero?</td>
<td>• What’s the action you have planned/are doing to address the hero’s (and others like them’s) problem?</td>
<td>• Lesson learned.</td>
<td>• The moral or learning.</td>
</tr>
<tr>
<td>• Link to theme.</td>
<td>• What is the scope of the challenge faced.</td>
<td>• The call to action.</td>
<td>• The call to action.</td>
<td></td>
</tr>
</tbody>
</table>

*Hint: Use facts & data as evidence*
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 to 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, 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.*
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

- I.e., 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!
Modern audiences require bite-sized portions
Attention spans are short

Keep it simple, relevant & personal
Images are tools delivering audience connections, attention, meaning & emotion.
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.
expedia group

One Team
Here’s what’s worrying you about joint presentations

- I may not be sure who to wor...
- My message to be lost.
- We may not be able to agree ...
- There may not be enough time f...
- We live in different time...
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
Build new relationships
Inspire

Cooperate
We are a resource for others
Learn

Collaborate
Reach out to us

Connect
Synergize

Share lessons for others
Know about our project
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 flighting 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?

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Be authentic
Calling all experienced presenters

What’s your secret sauce for presentation success?
Thank you

Wishing you every success!