



**RISEBA**

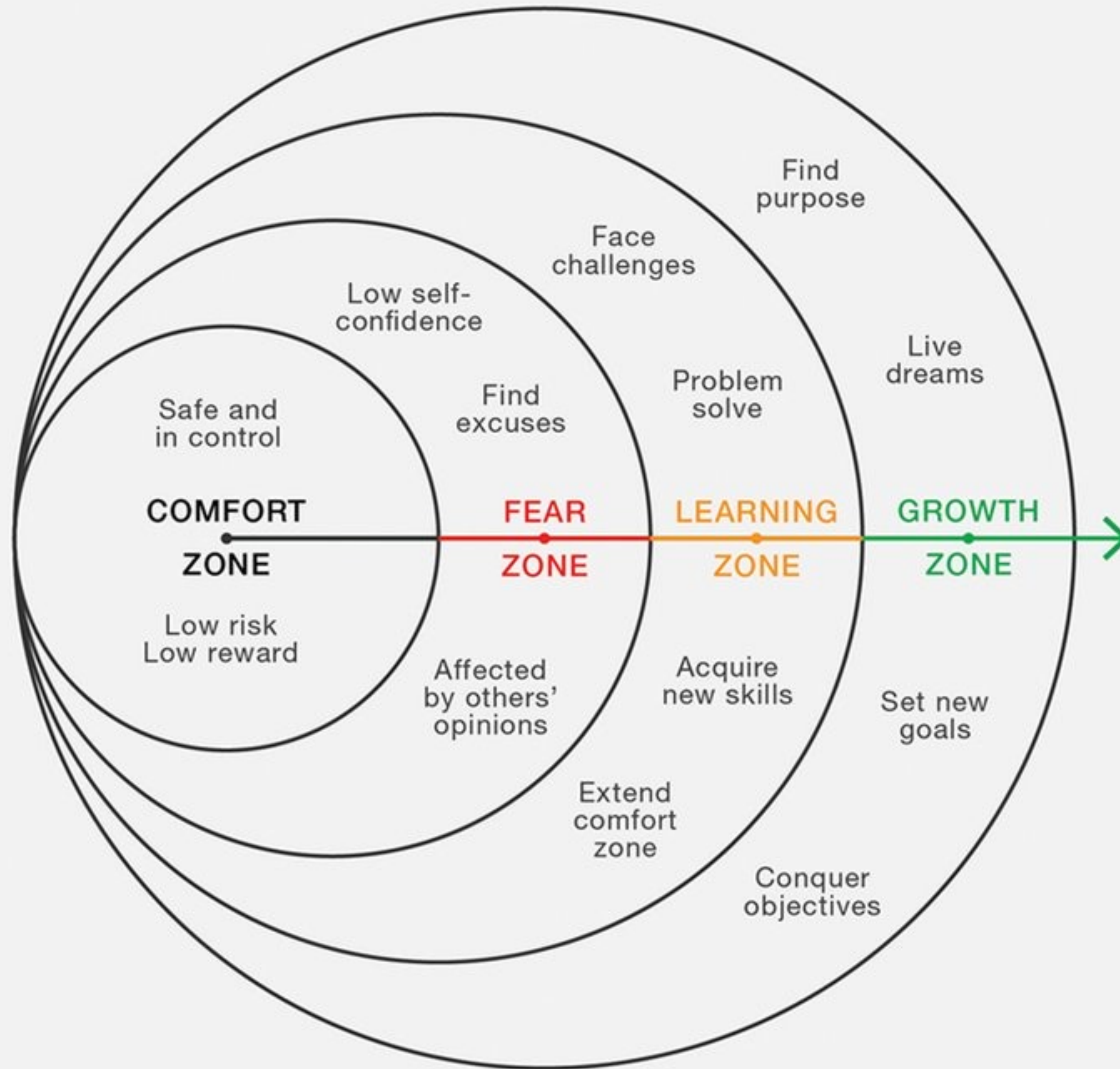
Biznesa, mākslas un tehnoloģiju  
AUGSTSKOLA

# PRESENTATION SKILLS

INTRODUCTION

*Zane Rašcevska*



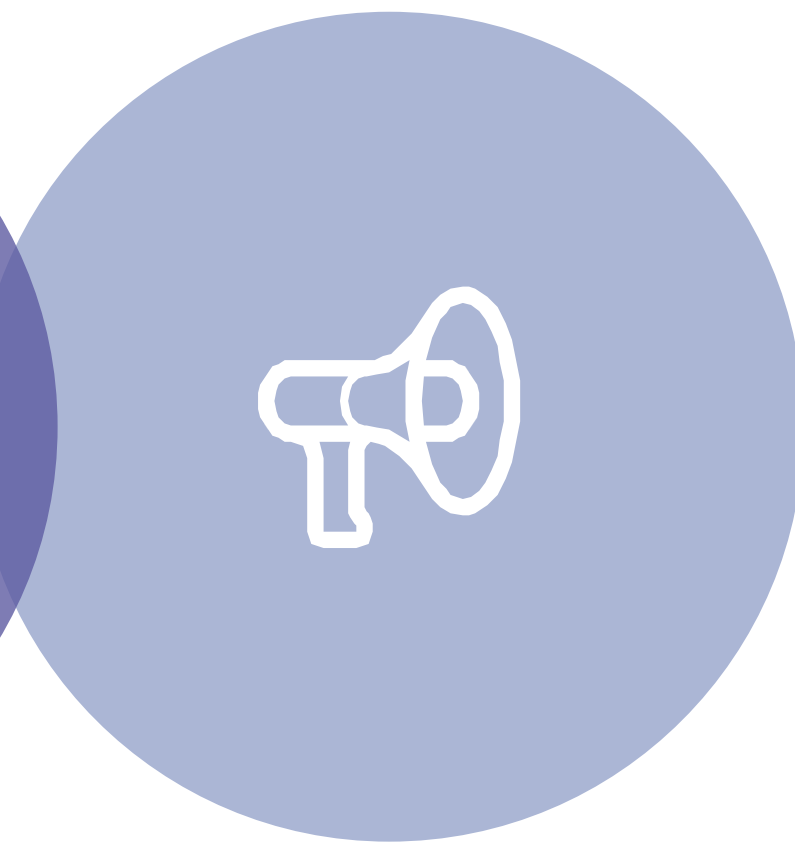
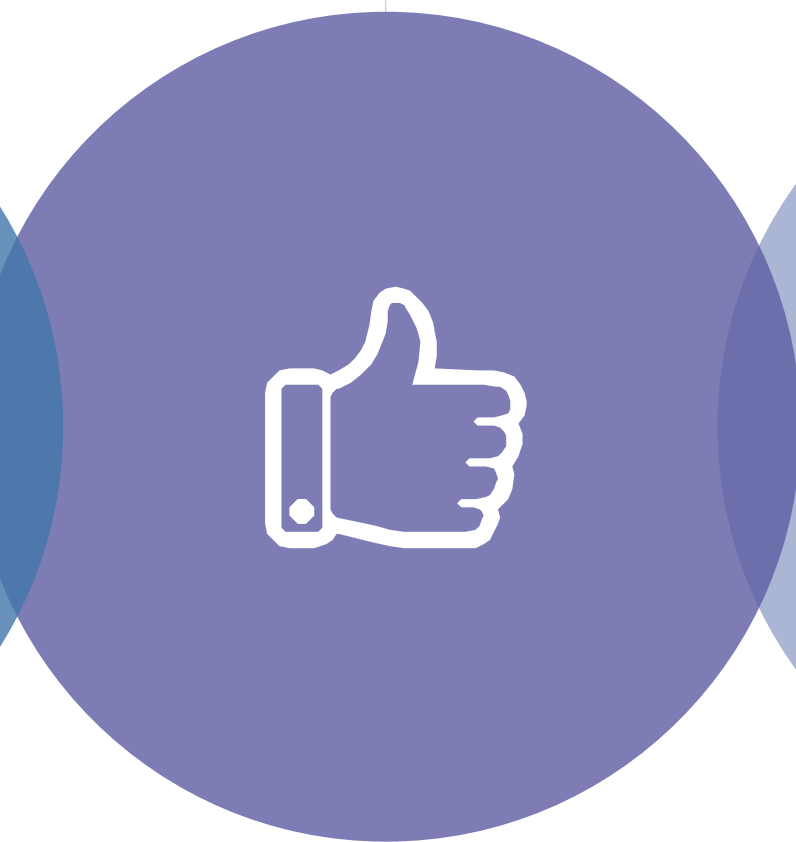
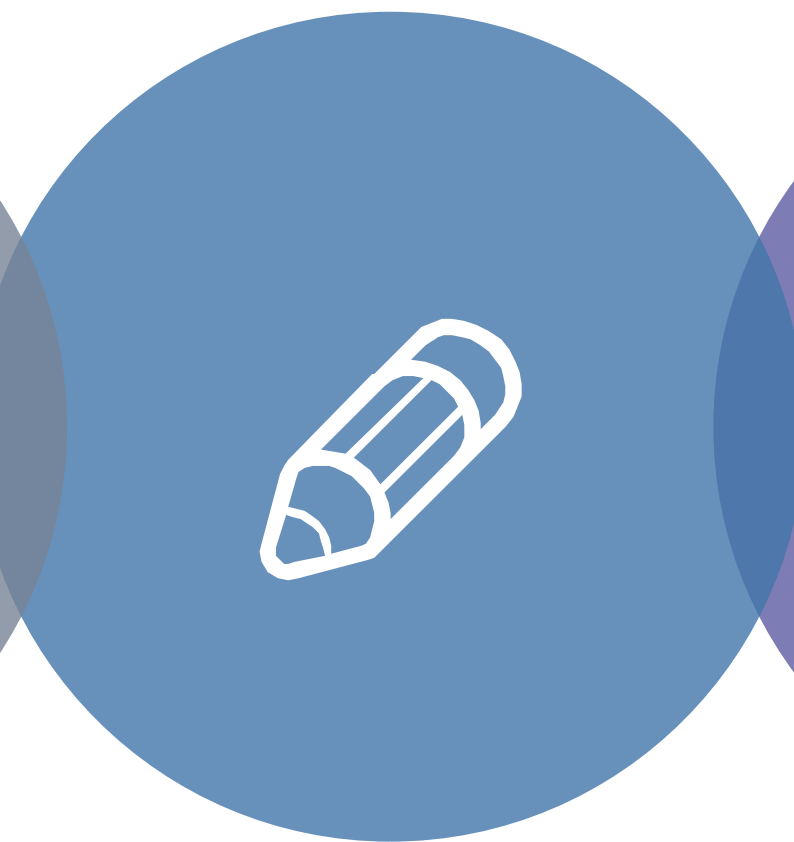
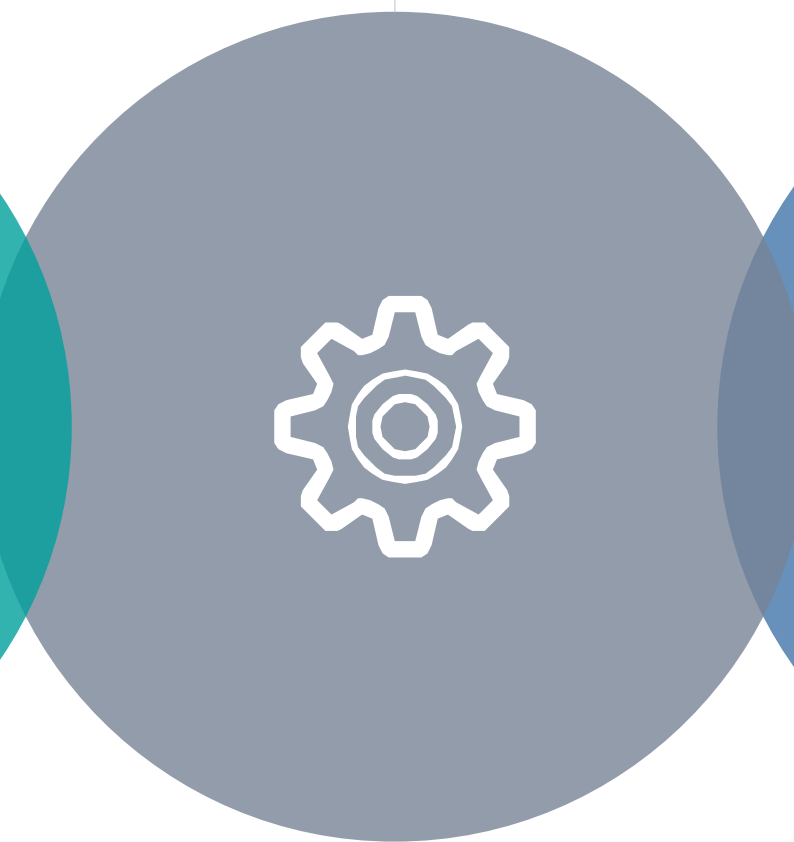
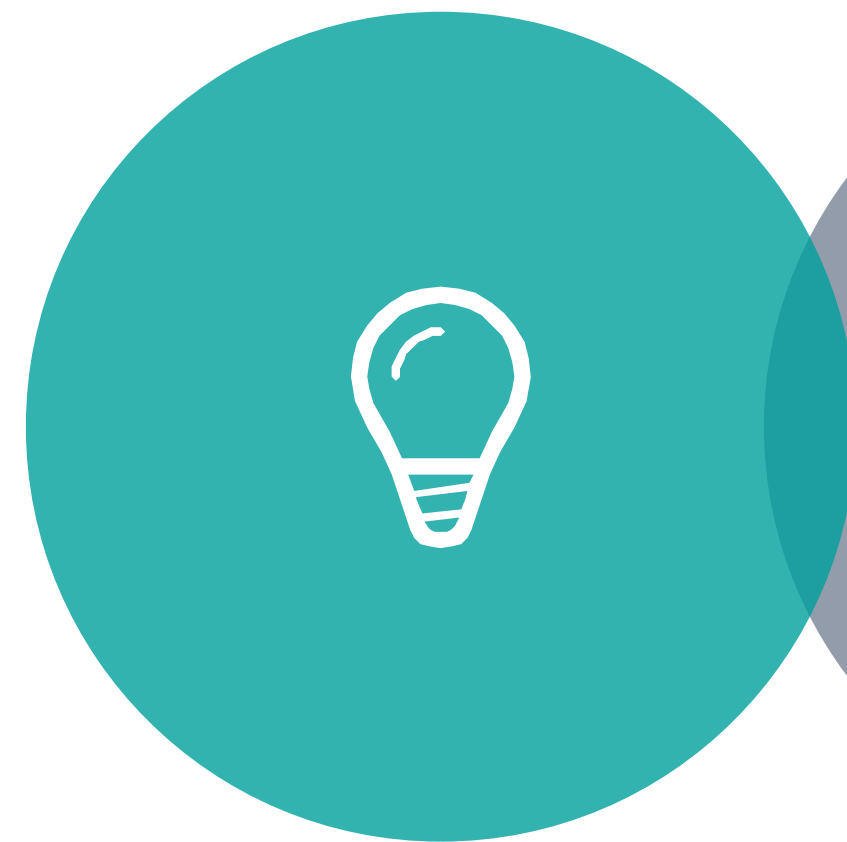


# COURSE CONTENT

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PITCH PRESENTATION  
PRESENTATION AND  
PRESENTATION SKILLS

DIGITAL TOOLS



INTRODUCTION  
BASIC PRINCIPLES OF CREATING A  
PRESENTATION

POSTER PRESENTATION  
VISUAL COMMUNICATION

DEMONSTRATIONS

# BASIC PRINCIPLES OF CREATING A PRESENTATION

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KNOW YOUR  
AUDIENCE

THE MESSAGE



WHO YOU  
ARE



*Warren Buffett*

WHICH SKILLS ARE BEST TO DEVELOP TODAY? -  
**PRESENTATION SKILLS**

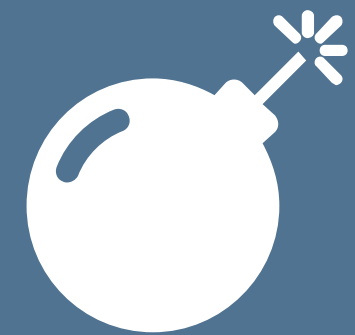
BY IMPROVING YOUR COMMUNICATION SKILLS  
BOTH WRITTEN AND VERBAL, IT IS POSSIBLE TO  
INCREASE YOUR VALUE BY 50%

# BEFORE IMPORTANT PRESENTATION

PREPARATION IS THE "KEY TO SUCCESS"

PREPARATION IS IMPORTANT FOR LOGICAL  
FLOW OF PRESENTATION

# WHAT IS IMPORTANT



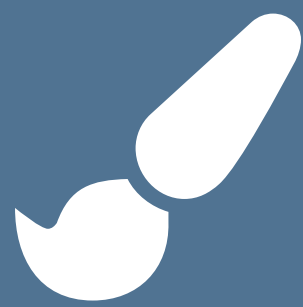
## INTRODUCTION

- MAKE A GOOD FIRST IMPRESSION!
- IF YOU CAN ATTRACT ATTENTION,  
THEN YOU MUST ALSO KEEP IT.



WHAT ARE THE 3 MAIN THINGS  
YOU WANT TO LIST IN YOUR  
PRESENTATION?

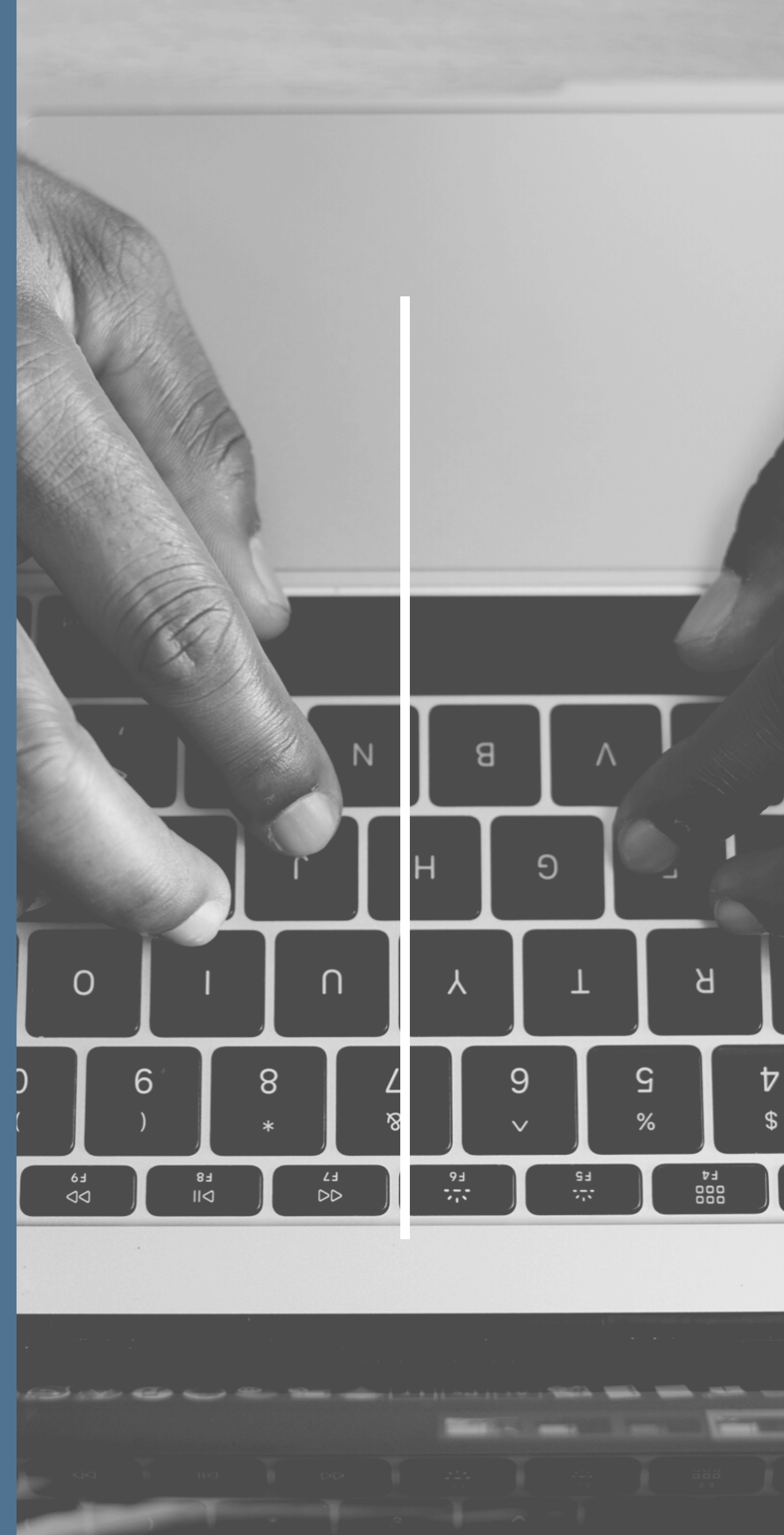
# WHAT IS IMPORTANT?



DATA VISUALIZATION  
- LESS TEXT, MORE  
VIZUALIZATION



DON'T FORGET YOUR  
CALL TO ACTION

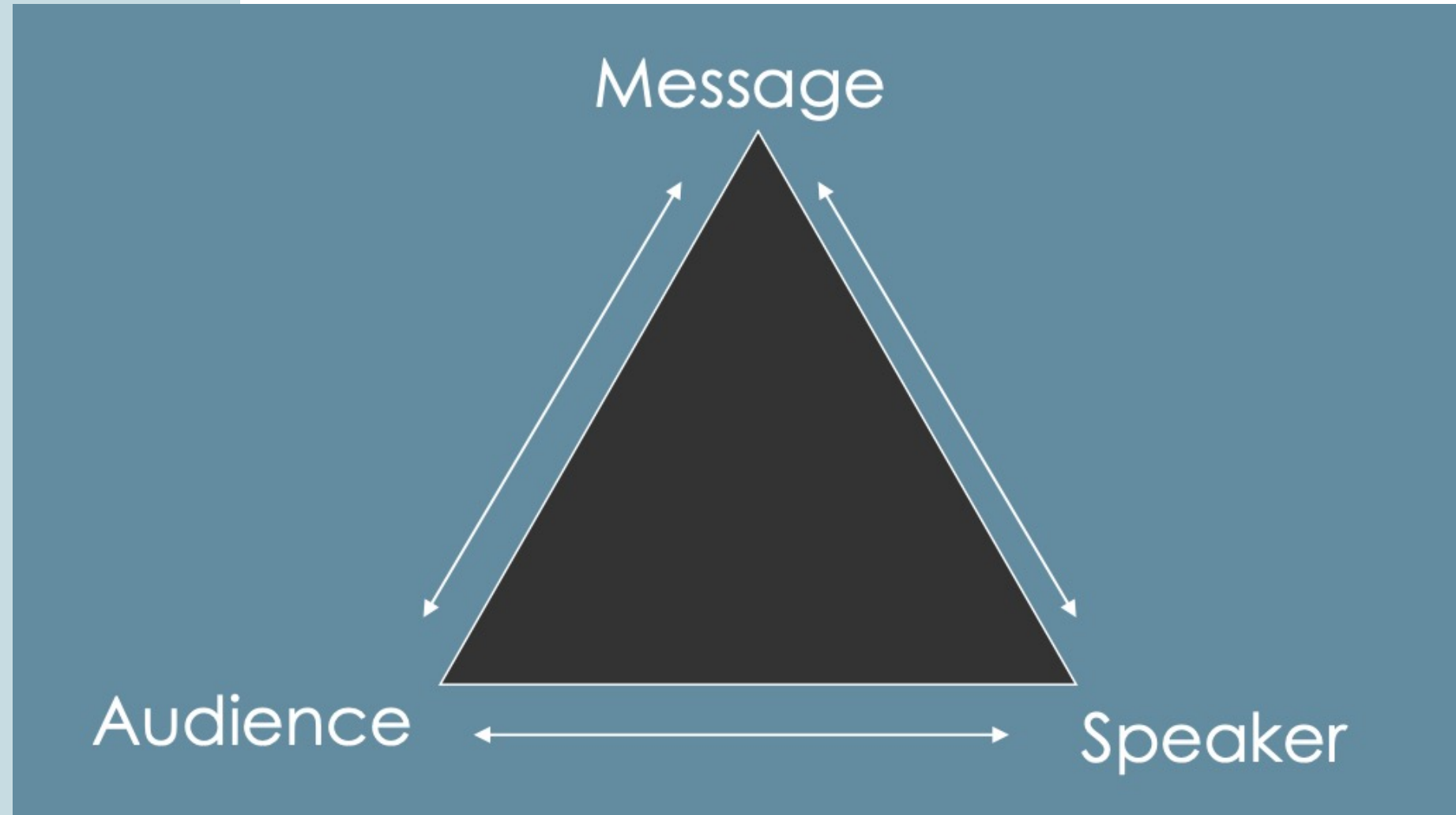




KNOW YOUR AUDIENCE

YOU AS A SPEAKER

WHAT IS YOUR PRESENTATION  
ABOUT?



BE CONFIDENT ABOUT  
YOUR PRESENTATION

# AUDIENCE

---

1

WHAT DO THEY NEED TO KNOW?

HOW MUCH DO THEY ALREADY KNOW  
ABOUT YOUR SUBJECT?

2

3

WHAT DO THEY EXPECT TO SEE?

WHAT'S ON THEIR AGENDA?

4

# SPEAKER

---

1

WHAT DO YOU WANT THE AUDIENCE  
TO REMEMBER?

HOW WILL YOU SHOW YOUR  
CREDIBILITY?

2

3

HOW WILL YOU DEMONSTRATE YOU ARE  
AN AUTHORITY ON THE SUBJECT?

WHAT DO YOU HAVE IN COMMON WITH  
YOUR AUDIENCE TO CREATE A BOND?

4

# ABOUT ME

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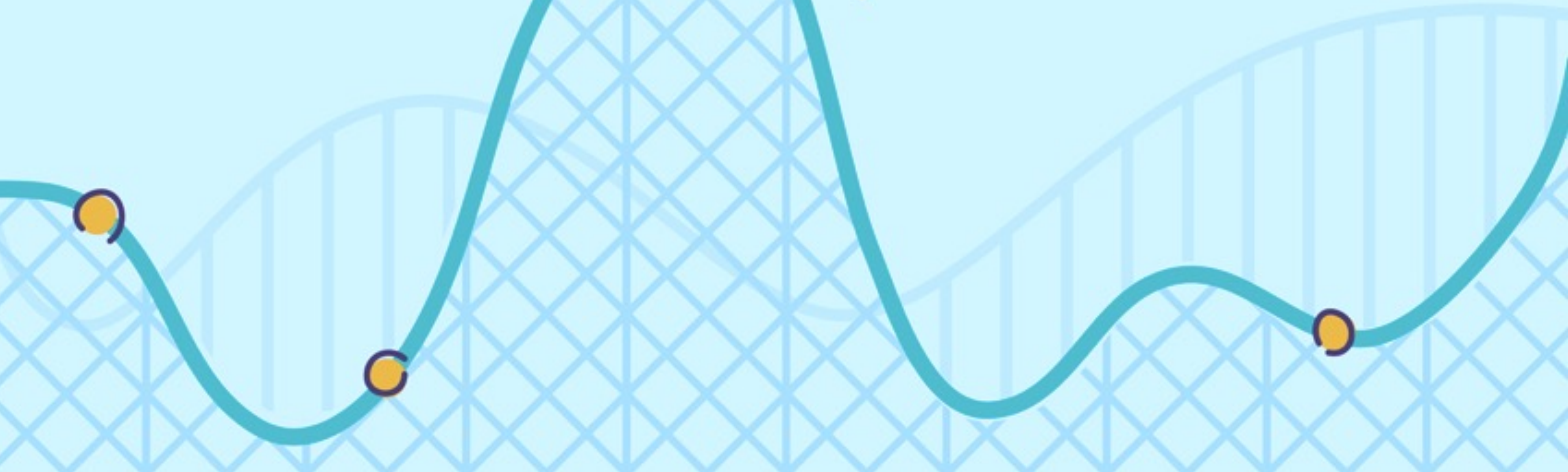
*Zane Rašcevska*  
— MAKE THINGS HAPPEN! —

**HEAD OF RISEBA CREATIVE BUSINESS INCUBATOR  
PROGRAMM DIRECTOR & LECTURER,  
PHD STUDENT**

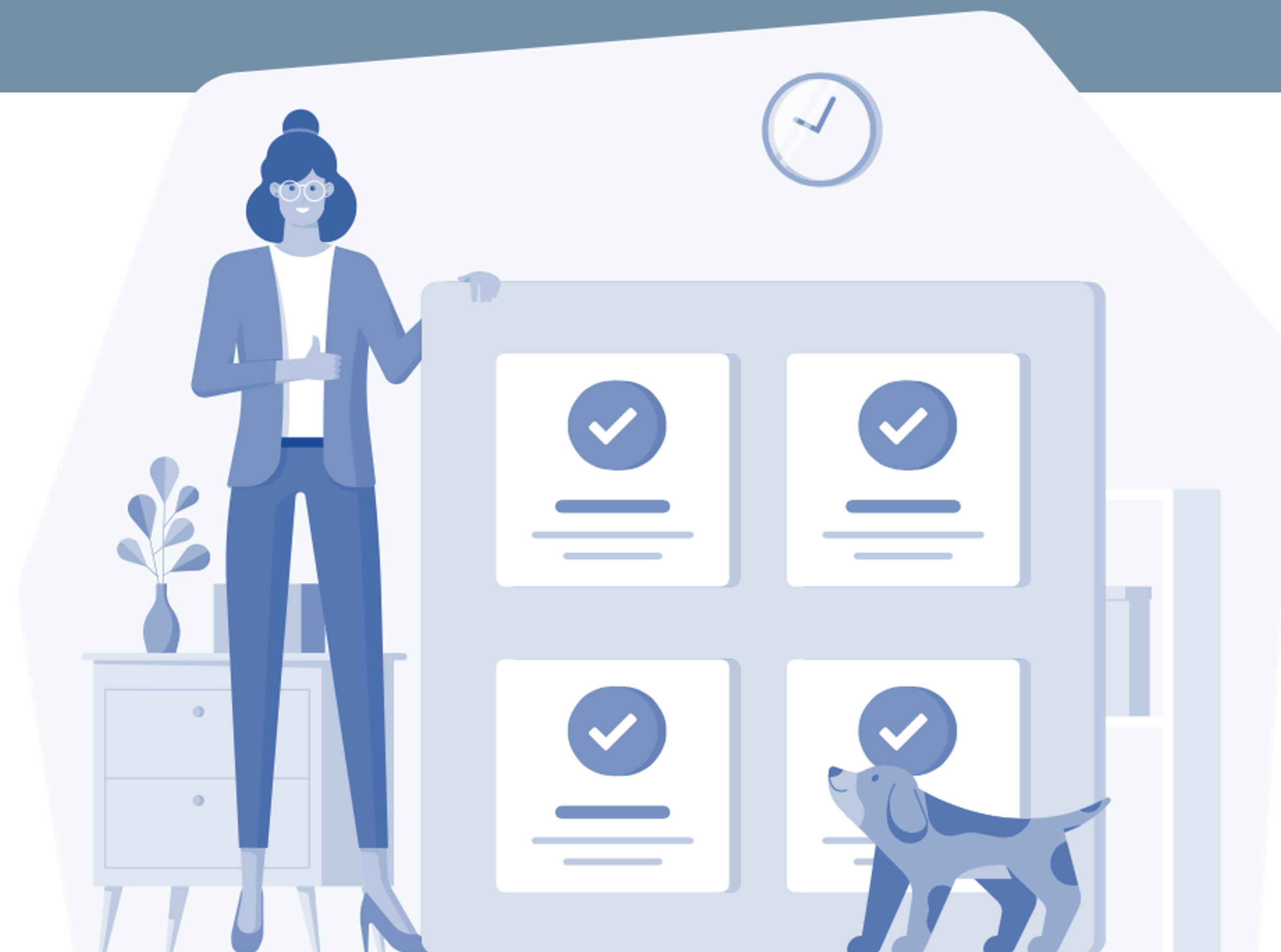
MODERN PRESENTATION | BUSINESS COMMUNICATION | BUSINESS MODELS

# MESSAGE

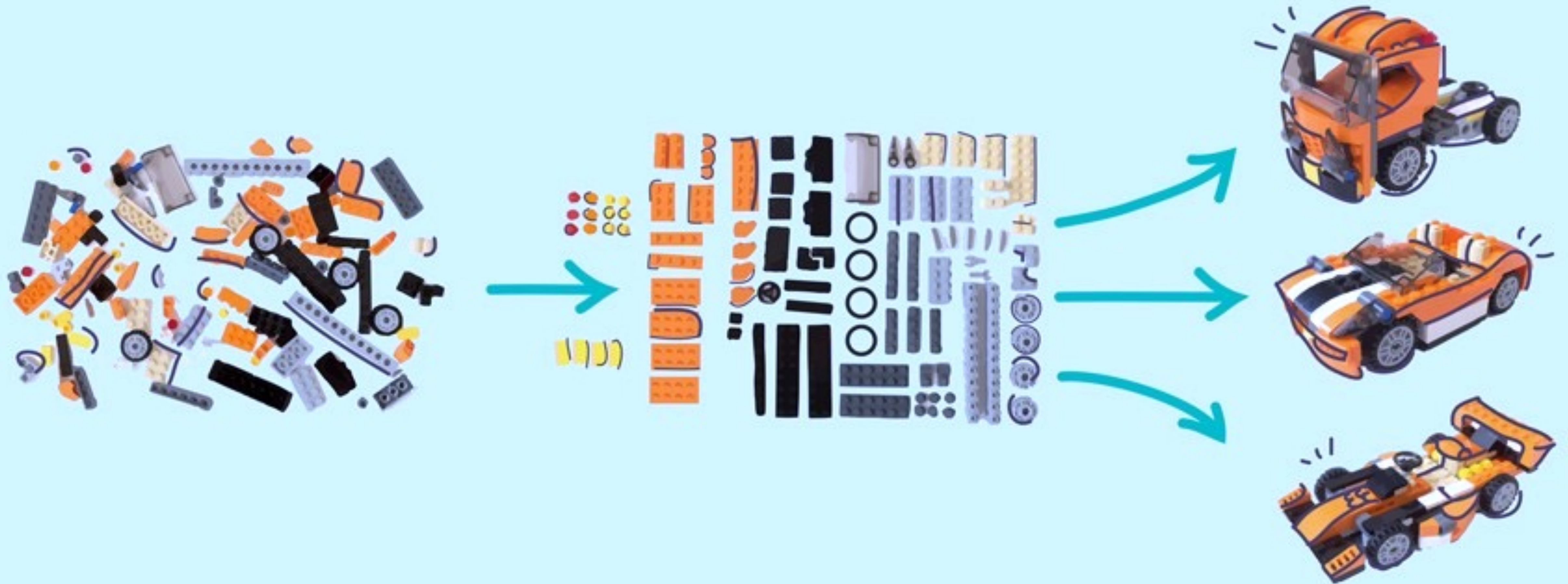
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# WHERE TO START?



# IT IS LIKE LEGO BUILDING



# WHAT IS THE PURPOSE OF THE PRESENTATION?

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CHOOSE COMBINATION OF ONE



**INFORM**

**PERSUADE**

**ENTERTAIN**

**INSPIRE**



# WHERE TO START?

- ✓ IT IS A TIME OF CHANGE
- ✓ AUDIT OF COMMUNICATION TOOLS
- ✓ DIFFERENT SCENARIOS
- ✓ REGULATIONS
- ✓ INSPECTION

# WHERE TO START?

- ✓ KEEP IT SIMPLE
- ✓ REMEMBER THAT EVERYTHING IS SLOWER
- ✓ INVOLVE THE AUDIENCE
- ✓ BE IN TIME
- ✓ TELL STORIES
- ✓ USE VISUALIZATION



# VISUAL COMMUNICATION

- ✓ GIVES STRUCTURE FOR PRESENTATION;
- ✓ ATTENTION;
- ✓ MAKES UNDERSTANDABLE;
- ✓ PROMOTES CREATIVITY IN OTHERS;
- ✓ CREATE A UNIQUE PRESENTATION;
- ✓ BECOME A VISUAL STORYTELLER.

# WHAT IS INTERESTING FOR YOU?

SIZE SIZE  
SIZE

CONTRAST  
**CONTRAST**

COLOUR  
COLOUR  
COLOUR

STYLE  
Style  
STYLE

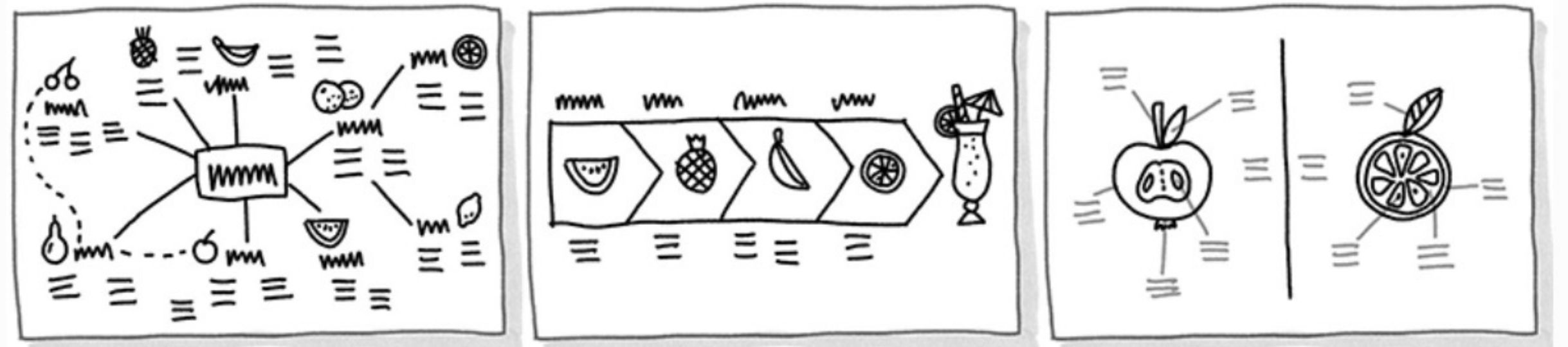


STRUCTURAL ELEMENTS

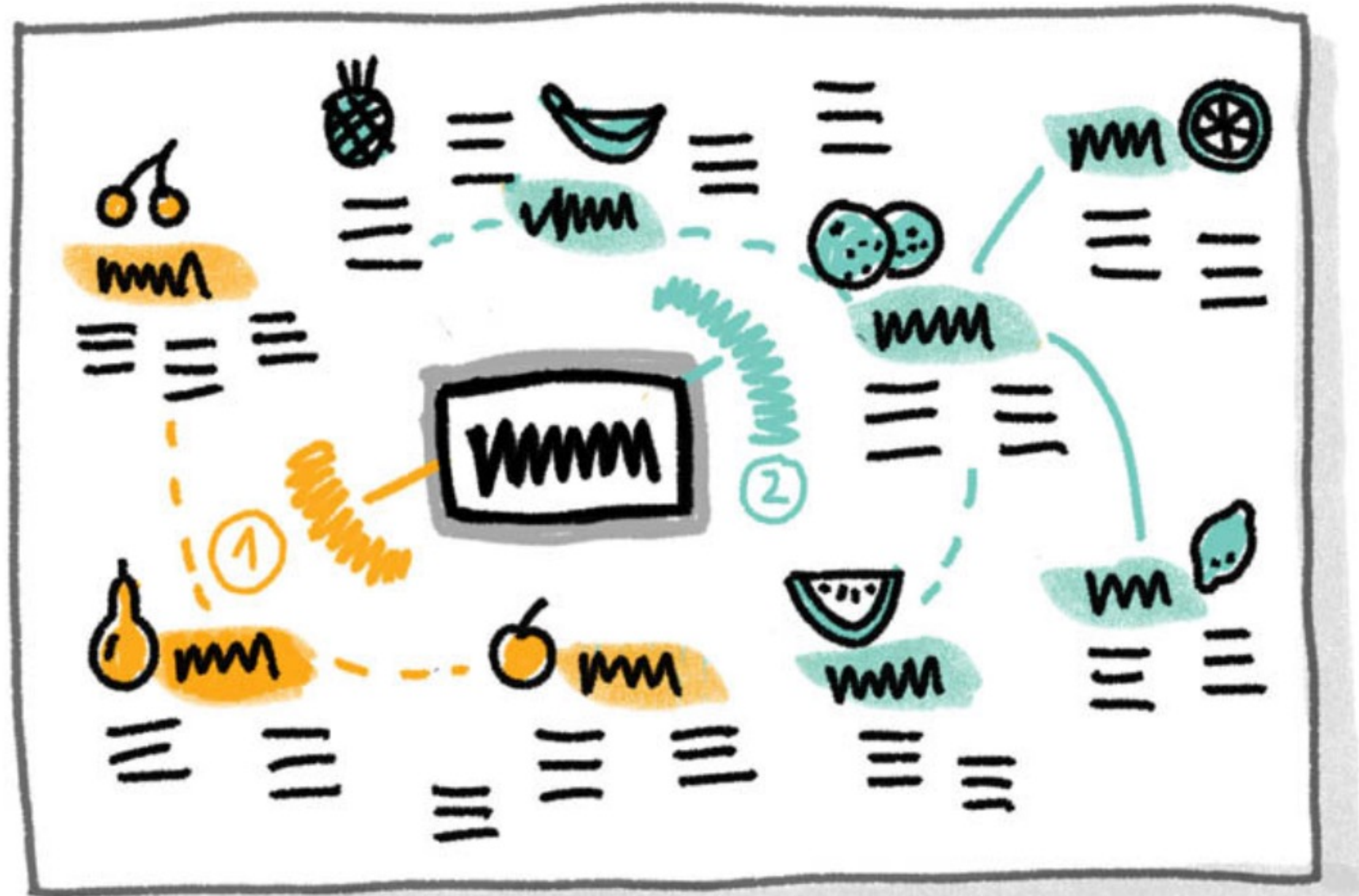


VISUAL ANCHORS

# WHAT IS INTERESTING FOR YOU?



WHAT IS  
INTERESTING  
FOR YOU?



2

1 Use accessible PowerPoint templates

2 Run the Accessibility Checker

3 Mark purely decorative visuals—like stylistic borders—as decorative

3

4 Add alt text to a shape, picture, or other object

5 Add alt text to charts

6 Add alt text to SmartArt

4

7 Adjust chart and SmartArt colors

8 Use a simple table structure

5

9 Apply accessibility design rules

Use templates, run the Accessibility Checker, and mark as decorative

**1** Use accessible PowerPoint templates

Templates are pre-approved for screen readers and other devices.

[Click here](#) for a collection of accessible templates.

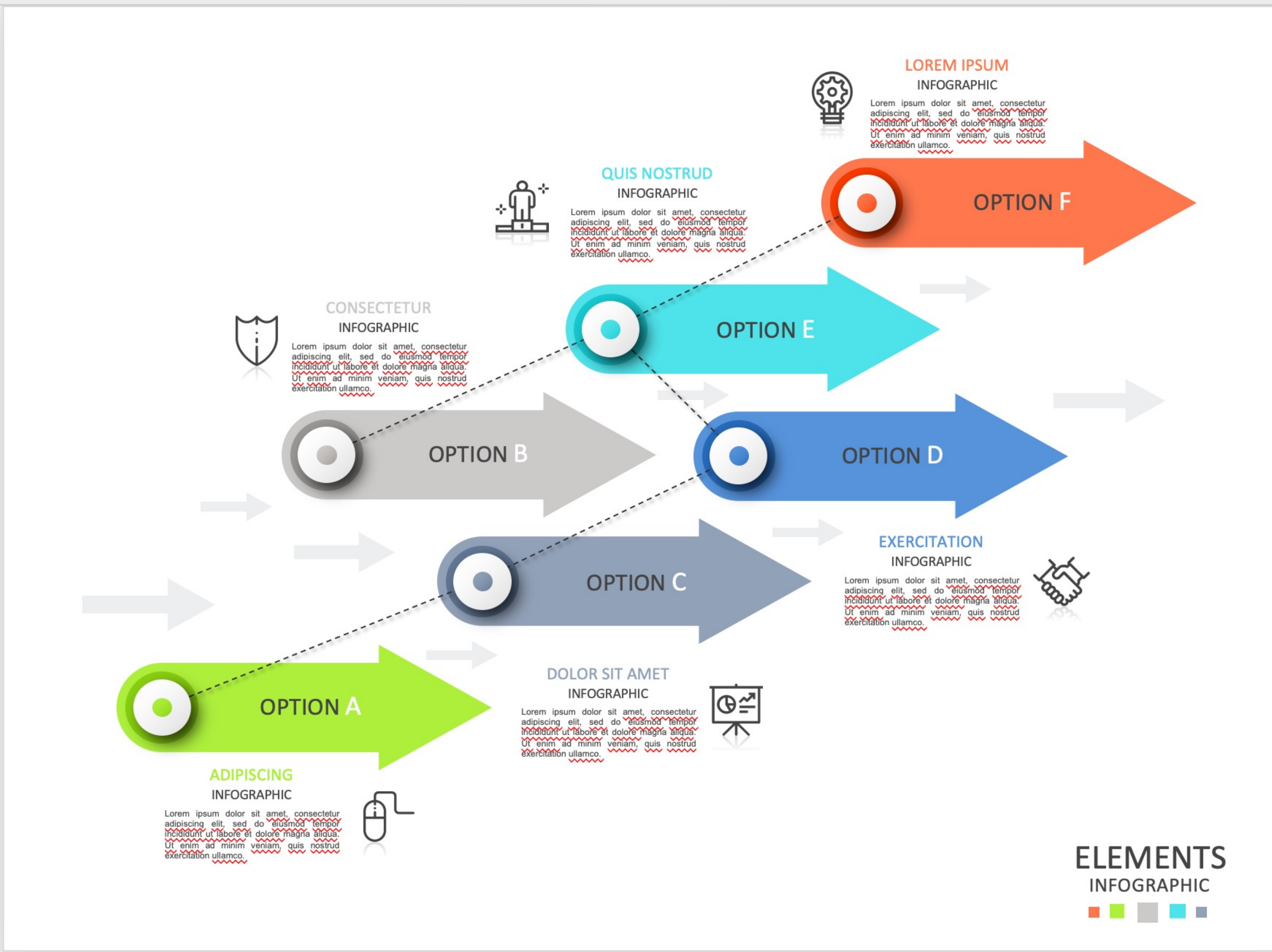
**2** Run the Accessibility Checker

Select **Review > Check Accessibility**. It finds most accessibility issues and offers suggestions on how to resolve each issue.

**3** Mark purely decorative visuals—like stylistic borders—as decorative

Right-click an image and select **Edit Alt Text** or select the object, then select **Shape Format > Alt Text**. Select the **Mark as decorative** check box.

- 4
- 5
- 6
- 7
- 8
- 9
- 10



Click to add notes





Click to add notes

Paste New Slide Layout Reset Section

Font settings: B I U x² x₂ AV Aa

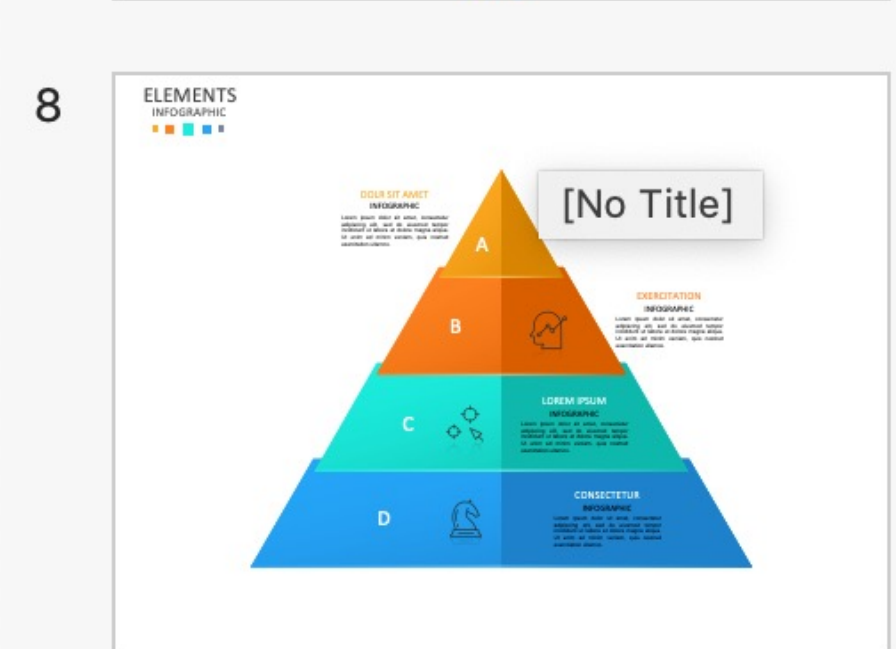
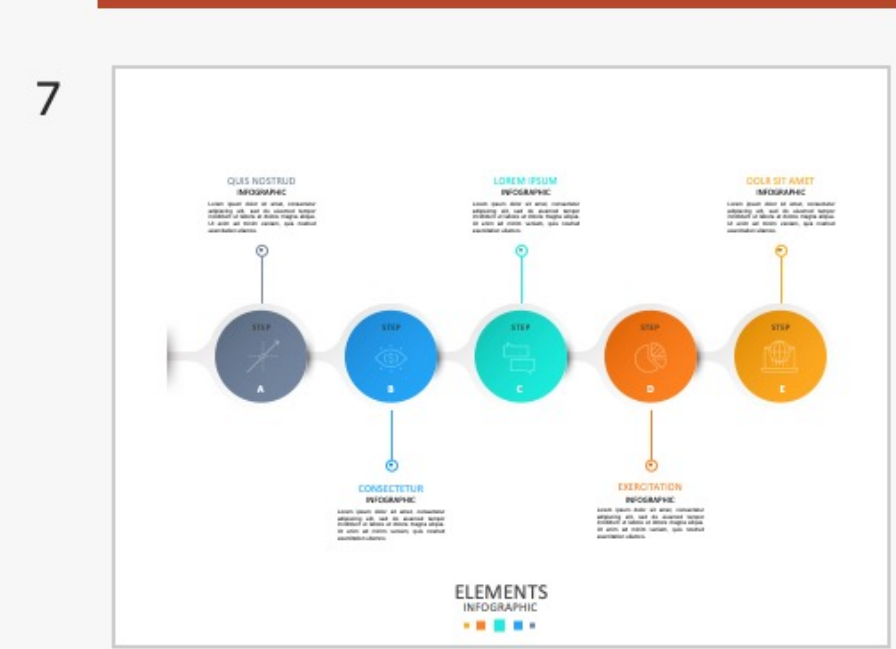
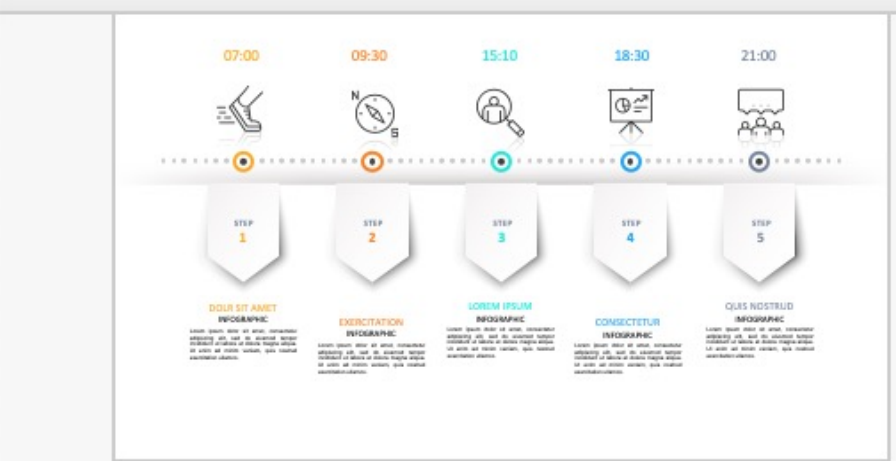
Layout and alignment tools: Convert to SmartArt

Picture and Text Box options

Arrange and Quick Styles options

Sensitivity options

Design Ideas



Main infographic layout with 10 numbered steps (1-10) and various icons. Each step includes a title and placeholder text. The steps are: 1. DOLOR SIT AMET INFOGRAPHIC, 2. QUIS NOSTRUD INFOGRAPHIC, 3. CONSECTETUR INFOGRAPHIC, 4. LOREM IPSUM INFOGRAPHIC, 5. ADIPISCING INFOGRAPHIC, 6. DOLOR SIT AMET INFOGRAPHIC, 7. QUIS NOSTRUD INFOGRAPHIC, 8. CONSECTETUR INFOGRAPHIC, 9. LOREM IPSUM INFOGRAPHIC, 10. ADIPISCING INFOGRAPHIC.

# USEFUL TOOLS

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<https://saite.lv/Dlwsu>

OR

<https://elements.envato.com>

OR

<https://www.canva.com>



# Dropbox > Templates

Search



Home

Files

All files

Shared

File requests

Deleted files

Tools

Paper

HelloSign

Transfer

Showcase

## Overview

Hide

Click here to describe this folder and turn it into a Space

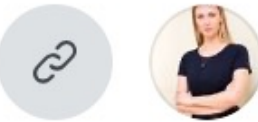
Show examples

Create new file

Name ↑	Modified ▼	Members ▼	⋮ ▼
Business plan	--	Only you	⋮
CV templates	--	Only you	⋮
Documents	--	Only you	⋮
Infographic	--	Only you	⋮
Photos	--	Only you	⋮
Presentation	--	Only you	⋮
Symbols	--	Only you	⋮
Timeline	--	Only you	⋮

Select a file to see more details

Share folder



- Upload files
- Upload folder
- New folder
- Request files
- Show deleted files
- Rewind this folder
- Folder history

**Dropbox Business**  
is here!

Free trial

Personal Only you



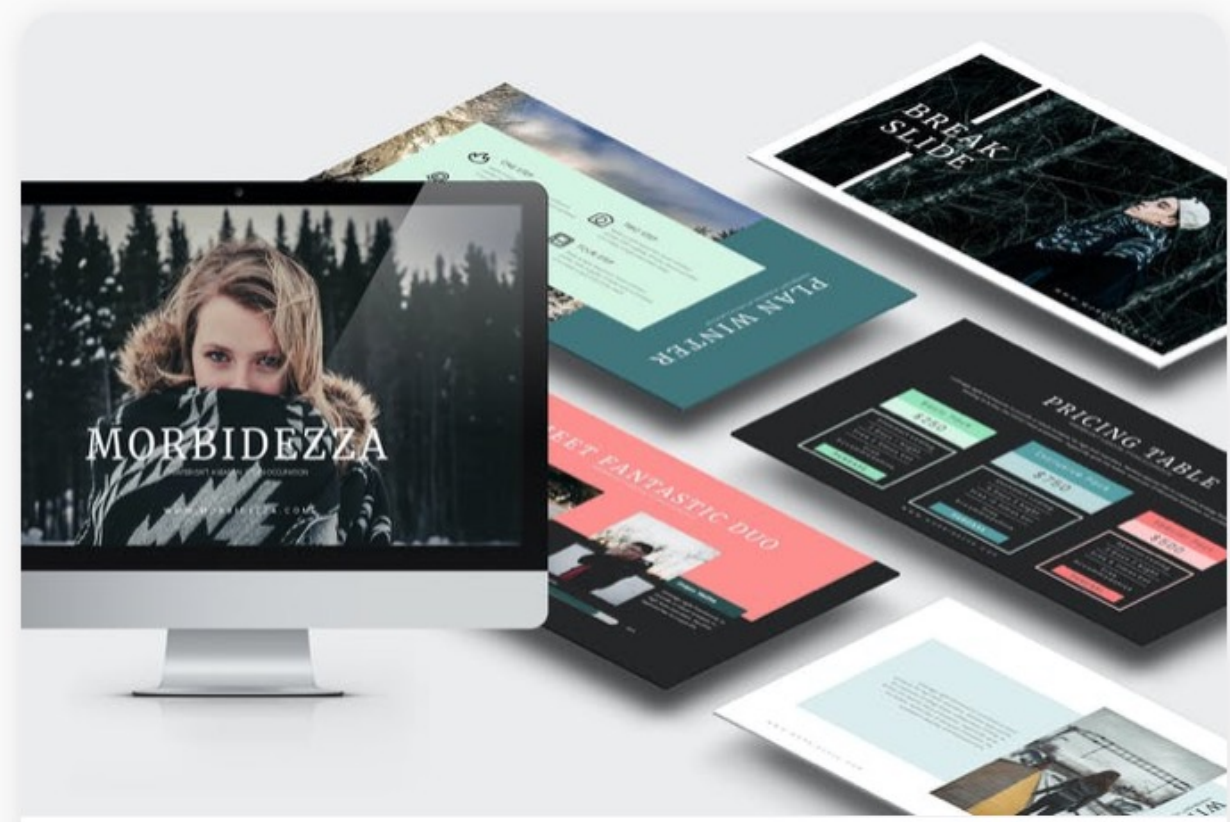
Refine by

Applications Supported

- Keynote 14,395
- PowerPoint 20,128
- Google Slides 12,906



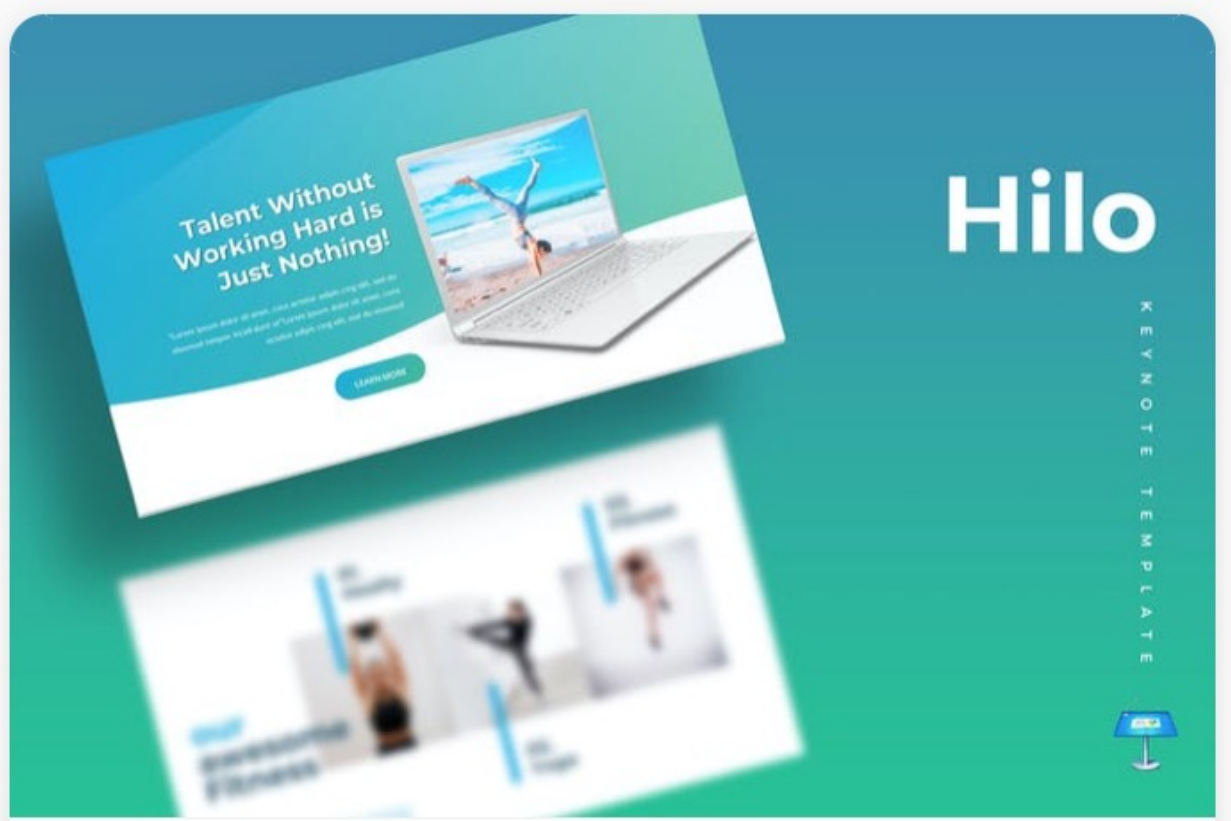
BALDO Google Slides By Artmonk



Morbidezza : Winter Google Slide... By punkl



Agency Google Slides Template By inspirasign



Hilo - Keynote Template By aqrstudio



Puzzle - Education Google Slides ... By SlideFactory



Virtually Powerpoint By visuelcolonie

