

Ανάπτυξη Ικανοτήτων Παρουσίασης και Pitching

Δρ. Αγγελική Καραγιαννάκη

PRESENTATION SKILLS

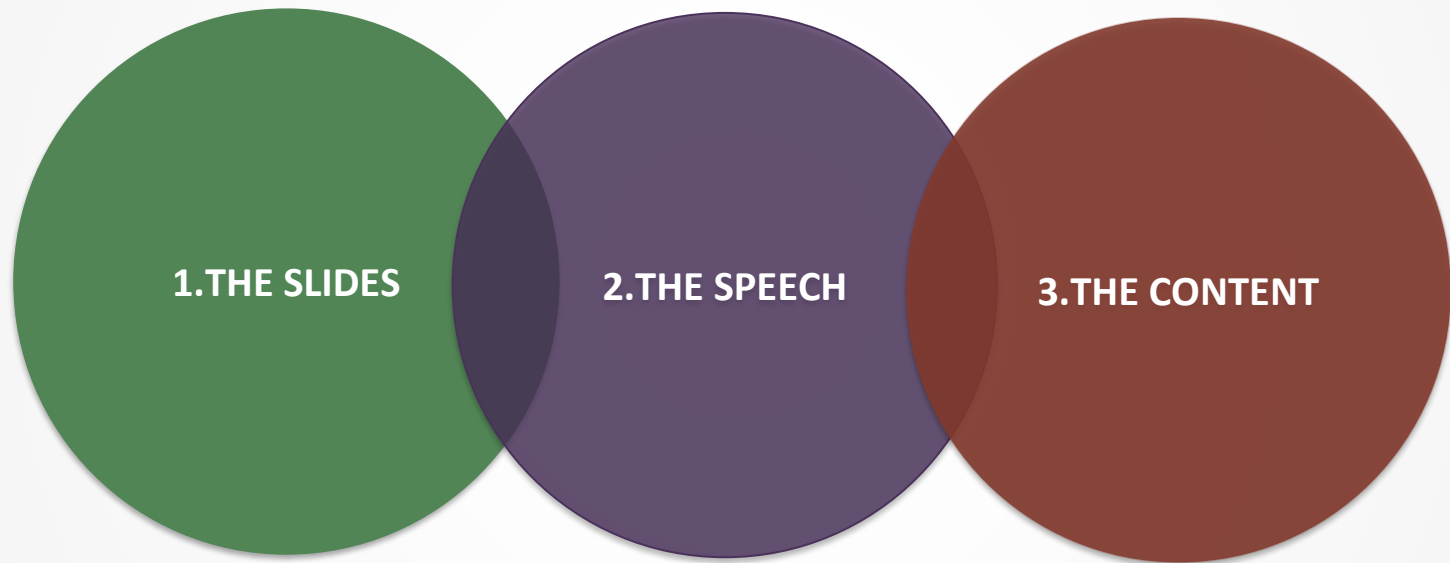
101 – From fish to Rockstar

WHAT'S NEXT?

TIPS

PRACTICE

SPECIFIC





1. THE SLIDES

NO BULLETS

Golden Rule #1

~30PT TEXT

Golden Rule #2

PowerPoint





One Thousand Words...

Smoking Remains the Leading Cause of Preventable Death and Has Negative Health Impacts on People at All Stages of Life. It Harms Unborn Babies, Infants, Children, Adolescents, Adults, and Seniors.

Smoking and Cancer - Statistics for the U.S.

- When people think of cancers caused by smoking, the first one that comes to mind is always lung cancer. Most cases of lung cancer death, close to 90% in men, and 80% in women are caused by cigarette smoking. There are several other forms of cancer attributed to smoking as well, and they include cancer of the oral cavity, pharynx, larynx, esophagus, bladder, stomach, cervix, kidney and pancreas, and acute myeloid leukemia. The list of additives allowed in the manufacture of cigarettes consists of 599 possible ingredients. When burned, cigarette smoke contains over 4000 chemicals, with over 40 of them being known carcinogens.
- Cancer is the second leading cause of death and was among the first diseases causally linked to smoking.
- Lung cancer is the leading cause of cancer death, and cigarette smoking causes most cases.
- Compared to nonsmokers, men who smoke are about 23 times more likely to develop lung cancer and women who smoke are about 13 times more likely.
- Smoking causes about 90% of lung cancer deaths in men and almost 80% in women.
- In 2003, an estimated 171,900 new cases of lung cancer occurred and approximately 157,200 people died from lung cancer.
- The 2004 Surgeon General's report adds more evidence to previous conclusions that smoking causes cancers of the oral cavity, pharynx, larynx, esophagus, lung and bladder.
- Cancer-causing agents (carcinogens) in tobacco smoke damage important genes that control the growth of cells, causing them to grow abnormally or to reproduce too rapidly.
- Cigarette smoking is a major cause of esophageal cancer in the United States. Reductions in smoking and smokeless tobacco use could prevent many of the approximately 12,300 new cases and 12,100 deaths from esophageal cancer that occur annually.
- The combination of smoking and alcohol consumption causes most laryngeal cancer cases. In 2003, an estimated 3900 deaths occurred from laryngeal cancer.
- In 2003, an estimated 57,400 new cases of bladder cancer were diagnosed and an estimated 12,500 died from the disease.
- For smoking-attributable cancers, the risk generally increases with the number of cigarettes smoked and the number of years of smoking, and generally decreases after quitting completely.
- Smoking cigarettes that have a lower yield of tar does not substantially reduce the risk for lung cancer.
- Cigarette smoking increases the risk of developing mouth cancers. This risk also increases among people who smoke pipes and cigars.
- Reductions in the number of people who smoke cigarettes, pipes, cigars, and other tobacco products or use smokeless tobacco could prevent most of the estimated 30,200 new cases and 7,800 deaths from oral cavity and pharynx cancers annually in the United States.
- New cancers confirmed by this report:
 - The 2004 Surgeon General's report newly identifies other cancers caused by smoking, including cancers of the stomach, cervix, kidney, and pancreas and acute myeloid leukemia.
 - In 2003, an estimated 22,400 new cases of stomach cancer were diagnosed, and an estimated 12,100 deaths were expected to occur.
 - Former smokers have lower rates of stomach cancer than those who continue to smoke.
 - For women, the risk of cervical cancer increases with the duration of smoking.
 - In 2003, an estimated 31,900 new cases of kidney cancer were diagnosed, and an estimated 11,900 people died from the disease.
 - In 2003, an estimated 30,700 new cases of pancreatic cancer were diagnosed, attributing to 30,000 deaths. The median time from diagnosis to death from pancreatic cancer is about 3 months.
 - In 2003, approximately 10,500 cases of acute myeloid leukemia were diagnosed in adults.
 - Benzene is a known cause of acute myeloid leukemia, and cigarette smoke is a major source of benzene exposure. Among U.S. smokers, 90% of benzene exposures come from cigarettes.

AHA Scientific Position

- Cigarette smoking is the most important preventable cause of premature death in the United States. It accounts for nearly 440,000 of the more than 2.4 million annual deaths. Cigarette smokers have a higher risk of developing several chronic disorders. These include fatty buildup in arteries, several types of cancer and chronic obstructive pulmonary disease (lung problems). Atherosclerosis (buildup of fatty substances in the arteries) is a chief contributor to the high number of deaths from smoking. Many studies detail the evidence that cigarette smoking is a major cause of coronary heart disease, which leads to heart attack.
- How does smoking affect coronary heart disease risk?
 - Cigarette and tobacco smoke, high blood cholesterol, high blood pressure, physical inactivity, obesity, and diabetes are the six major independent risk factors for coronary heart disease that you can modify or control. Cigarette smoking is so widespread and significant as a risk factor that the Surgeon General has called it the leading preventable cause of disease and death in the United States.
 - Cigarette smoking increases the risk of coronary heart disease by itself. When it acts with other factors, it greatly increases risk. Smoking increases blood pressure, decreases exercise tolerance and increases the tendency for blood to clot. Smoking also increases the risk of recurrent coronary heart disease after bypass surgery.
 - Cigarette smoking is the most important risk factor for young men and women. It produces a greater relative risk in persons under age 50 than in those over 50.
 - Women who smoke and use oral contraceptives greatly increase their risk of coronary heart disease and stroke compared with nonsmoking women who use oral contraceptives.
 - Smoking decreases HDL (good) cholesterol. Cigarette smoking combined with a family history of heart disease also seems to greatly increase the risk.
- What about cigarette smoking and stroke and peripheral arterial disease?
 - Studies show that cigarette smoking is an important risk factor for stroke. Inhaling cigarette smoke produces several effects that damage the cerebrovascular system. Women who take oral contraceptives and smoke increase their risk of stroke many times. Smoking also creates a higher risk for peripheral arterial disease and aortic aneurysm.
- What about cigar and pipe smoking?
 - People who smoke cigars or pipes seem to have a higher risk of death from coronary heart disease (and possibly stroke), but their risk isn't as great as that of cigarette smokers. This is probably because they're less likely to inhale the smoke. Currently, there's very little scientific information on cigar and pipe smoking and cardiovascular disease, especially among young men, who represent the vast majority of cigar users.
- What about passive or secondhand smoke?
 - The link between secondhand smoke (also called environmental tobacco smoke) and disease is well known, and the connection to cardiovascular-related disability and death is also clear. About 37,000 to 40,000 people die from heart and blood vessel disease caused by other people's smoke each year. Of these, about 35,000 nonsmokers die from coronary heart disease, which includes heart attack.

A woman with dark, curly hair is shown from the chest up, looking upwards with a wide-eyed, open-mouthed expression of shock or fear. Her hands are raised to her face, with fingers spread. A white speech bubble with a black outline points to her open mouth, containing the word "STOP!" in bold, black, sans-serif capital letters. The background is a dark, textured brown.

STOP!

Dude, they should look **AT YOU**, not the slides

USE IMAGES

Golden Rule #3

IMAGES SHOULD TAKE UP THE WHOLE SLIDE

Golden Rule #4



Where to find **good Images?**

Unsplash

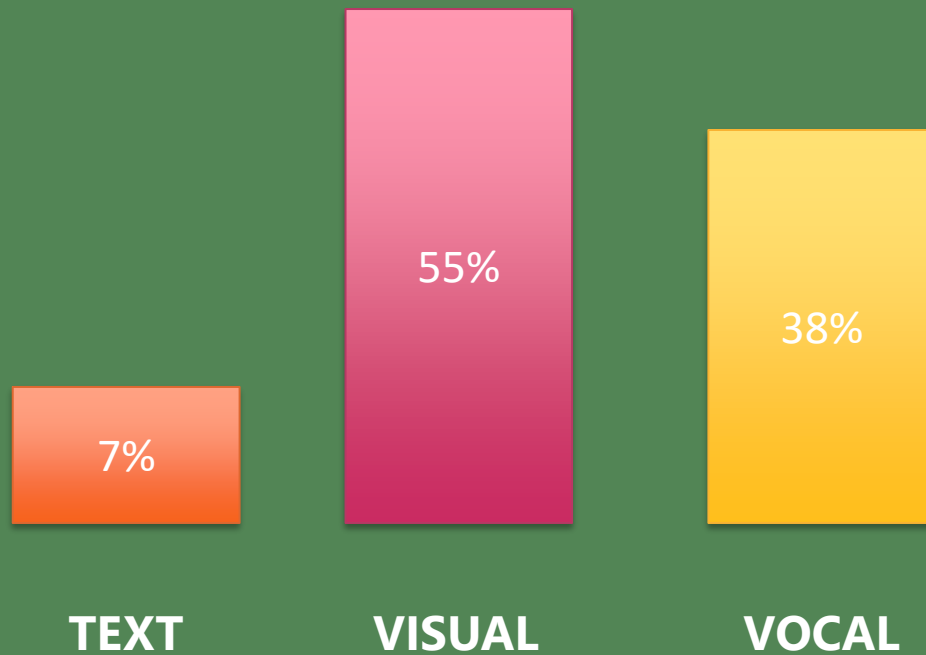
Sxc.hu

Morguefile.com

Flickr

Google

How we take in Information during a Presentation





2.THE SPEECH

CONFIDENCE

Golden Rule #5



USE YOUR VOICE EFFECTIVELY

Golden Rule #6

BODY LANGUAGE & EYE CONTACT

Golden Rule #7

ICE BREAKERS

Golden Rule #8



**REHEARSE, REHEARSE,
REHEARSE**

Golden Rule #9



AVOID DRESS CODE HORROR STORIES

Golden Rule #10



BE EXCITING

Golden Rule #11

IT'S ALL ABOUT EXPERIENCE

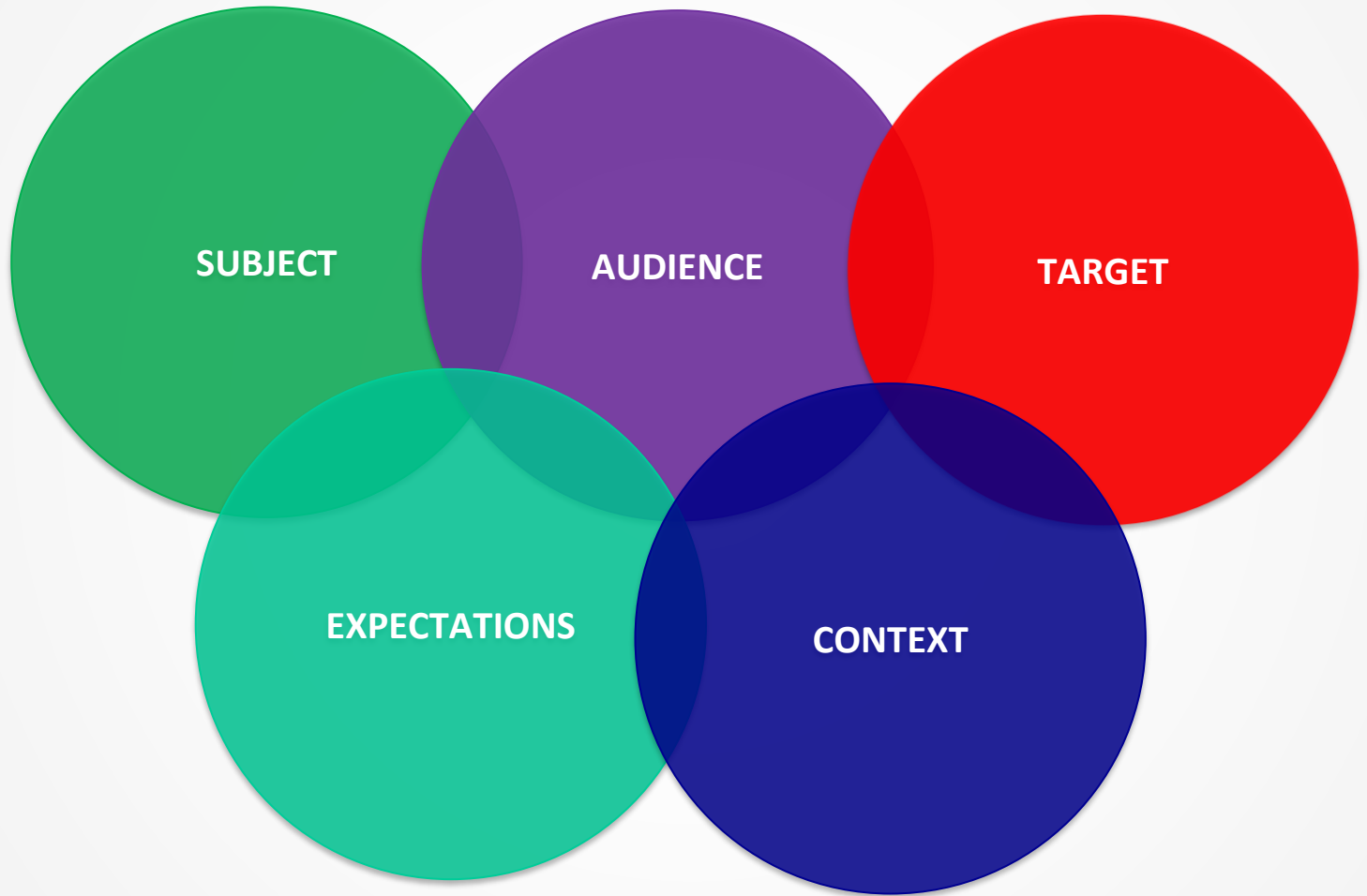
Golden Rule #11



3.THE CONTENT

PREPARATION

Golden Rule #12



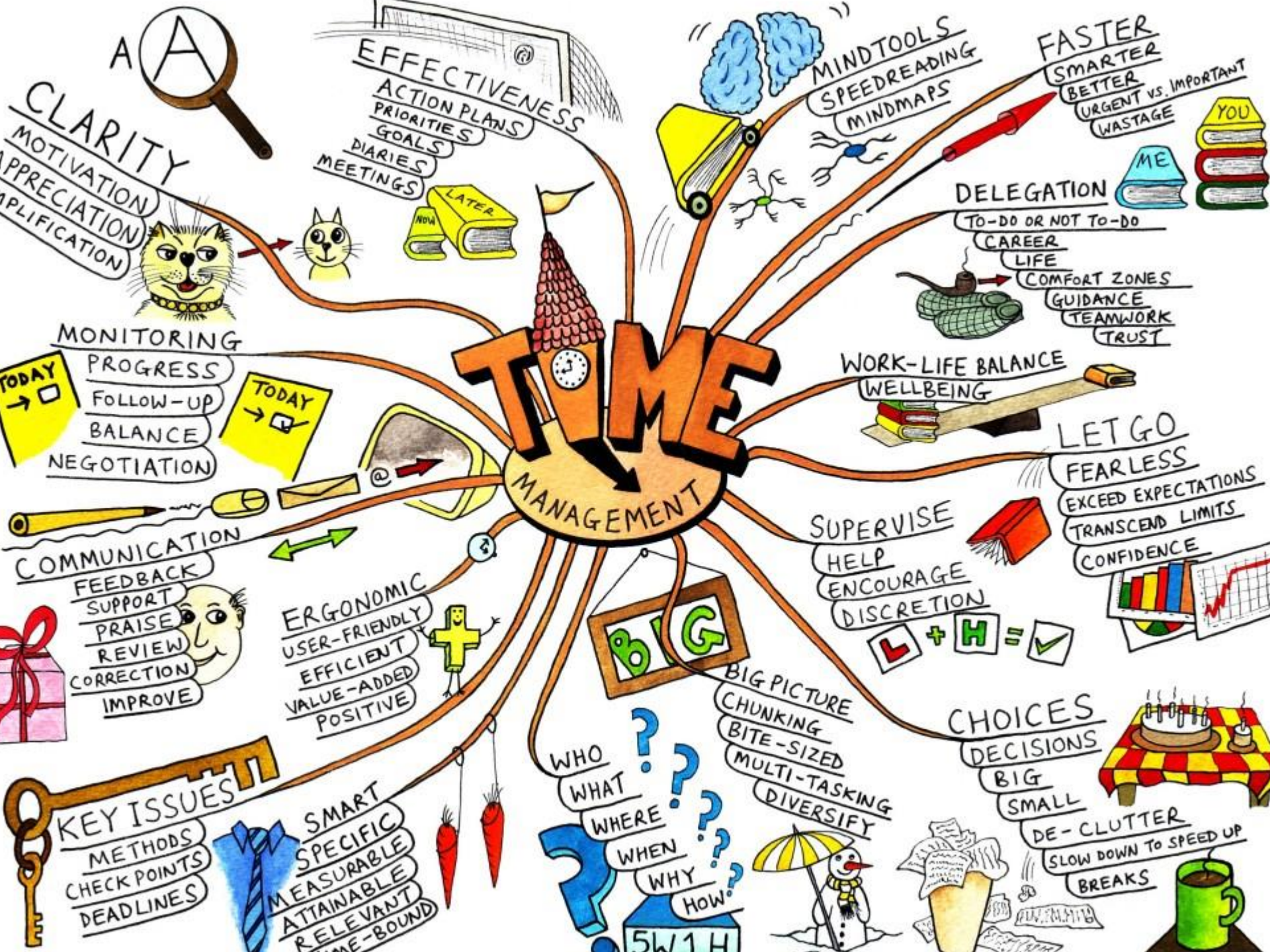
SUBJECT

AUDIENCE

TARGET

EXPECTATIONS

CONTEXT



STRUCTURE

Golden Rule #13

INTRO, BODY, ENDING

Use of Examples, Conclusions



SOUTHWEST MUSEUM

HERITAGE SQUARE

LUNCH

Duke's Pastry

Stable (Mural)

Visiting a Great Sunday

CAL STATE LA

CAL STATE UNIVERSITY LA

710

MONTEREY PASS RD

FLORAL COLLEGE
East Los Angeles

HANDLE THE Q&A's

Golden Rule #14

KEEP IT SIMPLE

Golden Rule #15

***THE FLOOR
IS YOURS***



What's next ?

START-UP PITCH

ELEVATOR PITCH

Why should I care?

87	88	89	90	91	92
81	82	83	84	85	86
75	76	77	78	79	80
69	70	71	72	73	74
63	64	65	66	67	68
57	58	59	60	61	62
51	52	53	54	55	56
45	46	47	48	49	50



BUILD 500 11/10/11

EVERY PITCH SHOULD ANSWER

1. Why should I care?
2. What do you do?
3. Why are you better?
4. Does it work?
5. How are you going to make money?
6. Why you?
7. Do you have plans?

PRESENTATION STRUCTURE

1. What is the problem (quantify)/ What is the target audience/ the market (quantify)
2. Your solution/ concept
3. Competition analysis
4. Market validation - evidence
5. Business Model
6. Team
7. Plans