Deliver a Memorable Presentation

Wednesday April 26, 2017

Computer Measurement Group
CMG CANADA Spring Conference
Tue-Wed Apr 25-26, 2017
Ces’t What Restaurant, 67 Front Street East,
Toronto, Ontario, Canada
http://cmgcanada.altervista.org

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Objective

Memorable Presentation

How to achieve it

1. Prepare
2. Deliver
3. Summarize
Prepare

1. Know Your Audience
2. Story
3. Visuals
4. Venue, Timing
5. Rehearse
Prepare

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A Story Example - History of Cognos

- Founded in 1969, Ottawa, Ontario - Business Intelligence and Performance Management software
- Acquired by IBM in 2008 - the largest IBM acquisition: $5 B USD
  - IBM investment in 1964: $5 B USD in System 360, known as IBM Mainframe = z Systems today
  - Cognos Business Intelligence today: an enterprise-level analytics engine
    - Serving thousands of WW customers; embedded in several IBM products
      - Cognos runs on IBM z Systems
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Deliver

1. **OPEN:** Tell them what you are going to tell them

   - Capture the attention within the first minute!
   - Layout the storyline
Deliver

1. **OPEN:** Tell them what you are going to tell them

2. **STORY:** Tell them
   - Show **passion**!
   - Connect with your audience
   - Eye contact
   - Vocal variety, speak slowly & clearly
   - Use memorable visuals
Deliver

1. **OPEN:** Tell them what you are going to tell them

2. **STORY:** Tell them
   - Relax: do not be afraid to make a mistake & recover from it
   - Stage fright? Of course!
Summarize

1. OPEN: Tell them what you are going to tell them
2. STORY: Tell them
3. CONCLUSION: Tell them what you've told them

*Repetition is the mother of wisdom.*

--- Proverb

Handle well the Q&A session, thank the audience, and follow up.
Resources

- Toastmasters International Program:  [www.toastmasters.org](http://www.toastmasters.org)

Speaker's personal experience:
- 5 years in IBM Analytics Technical Sales, delivering client presentations
- 8 years of speaking in several Toastmasters Clubs in Canada and United States
SUMMARY

✓ 1. Prepare
✓ 2. Deliver
✓ 3. Summarize

More Questions?

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