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Successful Presentations Take More Than Words

Preparing for that big presentation? You may think you're ready when you know exactly what you are going to say. Unfortunately, research shows that what you say is not nearly as important as how you say it, or how you look when you say it. In fact, the overwhelming percentage of what is remembered in a presentation is transmitted non-verbally.

Other studies confirm this. In strictly verbal presentations, your audience can be expected to remember less than 10%. With audio/visual support, memory increases to 20%. Yet, we remember roughly 95% of what we participate in.

So, use participation to increase the effectiveness of your presentations and think visual!

Color Can Punch Up Your Presentation Visuals

(Adapted from McGraw Hill's "Business Presentations")

With almost unlimited variety of colors available in today's electronic art, it's easy to go overboard when designing visuals for presentations. Follow these suggestions the next time you review your presentation materials.

- Be consistent with your use of color. If you use the same symbol or art on different visuals, make them each the same color. This way the viewer will not be confused.

- Use no more than three colors per visual. Too many different colors can distract or annoy your audience.
- Use bold or bright colors when introducing a big change or a new direction with your message.
- Various shades of the two or three colors are preferable to using six or eight different colors, especially on charts.
- Don't get too "artsy." Remember, the purpose of a presentation is to communicate...not to overwhelm.

Fred Riger
Advertising
Agency, Inc.

Fred Riger Advertising Agency, Inc.

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail agency@riger.com • Web site www.riger.com

