



F I R E

European Forum for Earth Observation

D5.5 FIRE PRESENTATION TRAINING WEBINAR

Authors:

Stijn Smet and Luisa Leroy

Date: 01.06.2021

Doclog identification number:

TXF742-0007-DOC-A FIRE PRESENTATION TRAINING WEBINAR



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869634.

Full Title	Forum for Innovation and Research in Earth observation			
Grant Agreement No	869634	Acronym		FIRE
Start date	01.12.2019	Duration		36 months
EU Project Officer	Ms. Izabela Freytag			
Project Coordinator	Ms. Natassa Antoniou (EARSC)			
Date of Delivery	Contractual	18	Actual	18
Nature	Report		Dissemination level	Public
Lead Beneficiary	Verhaert			
Lead Author	Stijn Smet	Email		Stijn.Smet@verhaert.com
Other authors	Luisa Leroy			
Reviewer(s)	Stijn Smet			
Keywords	Webinar training, pitching, Evangelist Program			

Document Revision History				
Version	Issue date	Stage	Changes	Contributor
1.0	[01.06.2021]	Final	The training had the focus to provide the evangelists with a backpack of knowledge on how to pitch and to become an excellent storyteller for each industry.	VPS

Disclaimer

Any dissemination of results reflects only the authors' views and the European Commission is not responsible for any use that may be made of the information it contains.

Contents

1	Executive Summary	4
2	Training structure – How to create impactful presentations	5
2.1	Why to pitch?	5
2.2	Structure of the content	5
2.3	Upgrading your pitch	6
2.4	Remote pitching	7
3	Presentation material	7
4	Conclusions	8
5	ANNEX	8
5.1	How to create impactful presentations	9

Table of Figures

Figure 1: Structure of the content	5
Figure 2: Upgrade your pitch	6
Figure 3: Remote Pitching	7

1 Executive Summary

The FIRE Presentation training was given to the selected EO Evangelists, a group of 7 influencers. The training session had the focus to provide all Evangelists with a backpack full of knowledge on how to develop an interesting presentation, tips and tricks on message honing, storytelling and the do and don'ts when organizing a presentation. For this session, the FIRE Team has invited an expert in storytelling to ensure that the training was of an exceptional quality in terms of both content, presentation techniques and production quality.

This particular training session has the aim to provide the Evangelists or other interested parties who are eager to know more about this topic, with great insights to develop an excellent pitch-deck by their own. The training explains how to structure a presentation, focuses on the goals, lists up what you can do as a speaker and what you should avoid at all times. Due to covid and the increase of digital meeting, this training session focuses on a hybrid approach.

This report is public and Via [this link](#), you will receive the access towards the recorded webinar session.

2 Training structure – How to create impactful presentations

2.1 Why to pitch?

The first section of the training focused on the objectives and reasons why we pitch:

1. Why pitch? Explaining the background and the benefit of developing a pitch-deck instead of sending an casual email.
2. The art of Storytelling? Getting the story right and telling the story in a convincing way.
3. General observation and tips from the expert. How to create a presentation that is in ease with your own personality and other tips to create a message that ticks in the mind of the audience.

2.2 Structure of the content

The following structure (six steps) will support the speaker with the development of their presentation that teaches the speaker how to

1. Hook with your audience: find an interesting way to gain the interests. Engage with the participants.
2. Problem definition and the need for improvement: what are/is the current problem and what needs to be improved?
3. Solution fit: what kind of solution can the evangelist offer?
4. Achievements so far: what did you reached so far? Demonstrating interesting and successful cases
5. Cost-benefit: talk about numbers and what is the benefit for the audience? How do we get paid?
6. Next steps : what is next? What is the goal to action? What would the Evangelist people to the after the presentation?

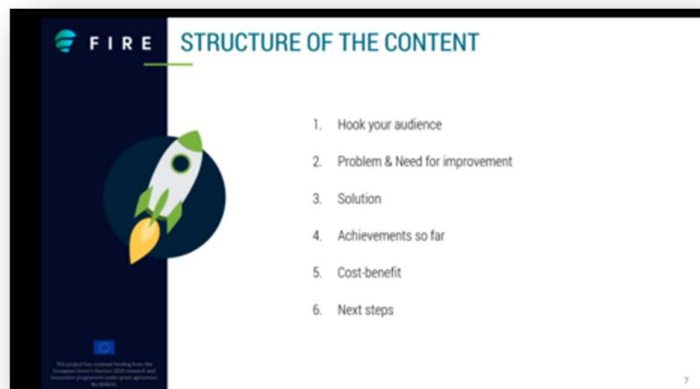


Figure 1: Structure of the content

2.3 Upgrading your pitch

The following chapter highlights the visual approach when developing a presentation.

1. Graphics and Visuals: highlight only one specific message per slide (POI), cancel the noise, be consistent in your lay-out colors. Do not plain outdated visuals, cartoons, don't enlarge bad picture quality, no redundant message or include funky animations.
2. Slide Design: Don't use more than 5 words per line and no more than 6 lines per slide. Use big and bold text to make your content readable, especially when organizing a digital presentation via conference tools.
3. 4 Attention principles:
 - a. People cannot read and listen at the same time.
 - b. People cannot listen and think at the same time.
 - c. Open with a hook, close strong.
 - d. Less is more.
4. How to involve your audience [interaction with your audience]
 - a. Mentally – interesting for the audience.
 - b. Verbally – create enough room for questions and comments.
 - c. Physically – Activities and discussion: Let people stand up or raise hands when answering or engaging during the session.
5. Non-verbal communication – tips and tricks on how to present as an evangelist.
6. Stage fright: how to overcome stage frights. Tips and tricks.
 - a. Break the ice with the audience.
 - b. Be prepared – practice, practice, practice.
 - c. Expect and accept anxiety and adrenaline.
 - d. It is OK to pause, drink and breathe.

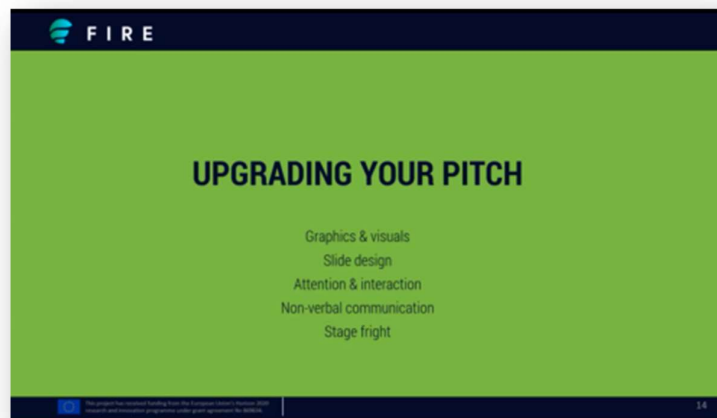


Figure 2: Upgrade your pitch

2.4 Remote pitching

Due to the pandemic, meetings are held digitally. Depending on the further evolution of the pandemic, the expert has also put the focus on the hybrid approach to make sure that the Evangelist / speakers are ready to organize the pitching in person or remotely.

1. Practical do and don'ts: The chapter of the training provides the Evangelist / speaker with a check-list on the technicality of organizing a remote pitching session.
2. Connecting with the audience: Even during a remote pitching session, the interaction with the audience is important and try to engage with them.

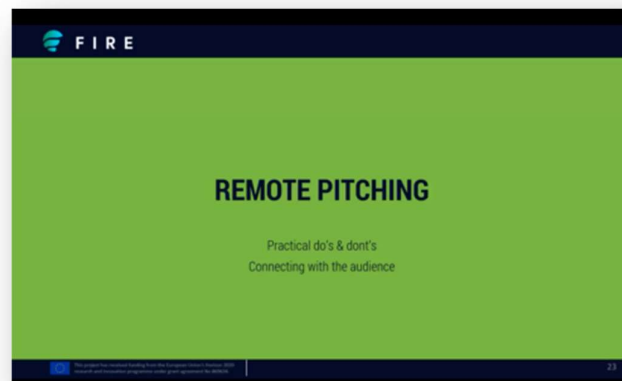


Figure 3: Remote Pitching

3 Presentation material

1. Presentation slides

A duplicate of the presentation from the expert, Stijn Smet, can be found in Annex 1.

2. Link to recorded version

The recorded version from the training can be accessed via the following link:

<https://drive.google.com/file/d/1aIGkAIULJrggw67KvHdaCX2086Dd52H2/view?usp=sharing>

4 Conclusions

The main aim of the training is to provide all Evangelists with enough knowledge on how to create a great pitch by receiving an overview of the different focus areas that the expert has put the focus on. Verhaert has developed for each industry / Evangelist a start pitching deck as a starting point. All Evangelist have the time to update and change their storyline according to their wishes. On the 4th and 9th of June, individual dry-run sessions will be organized with the evangelist, to improve the presentations and to be ready for the planned FIRE FORUM Event on the 16th of June.

5 ANNEX


5.1 How to create impactful presentations



1



2



FIRE THE ART OF STORYTELLING

Pitching is about **STORYTELLING**

Get the **STORY right**:

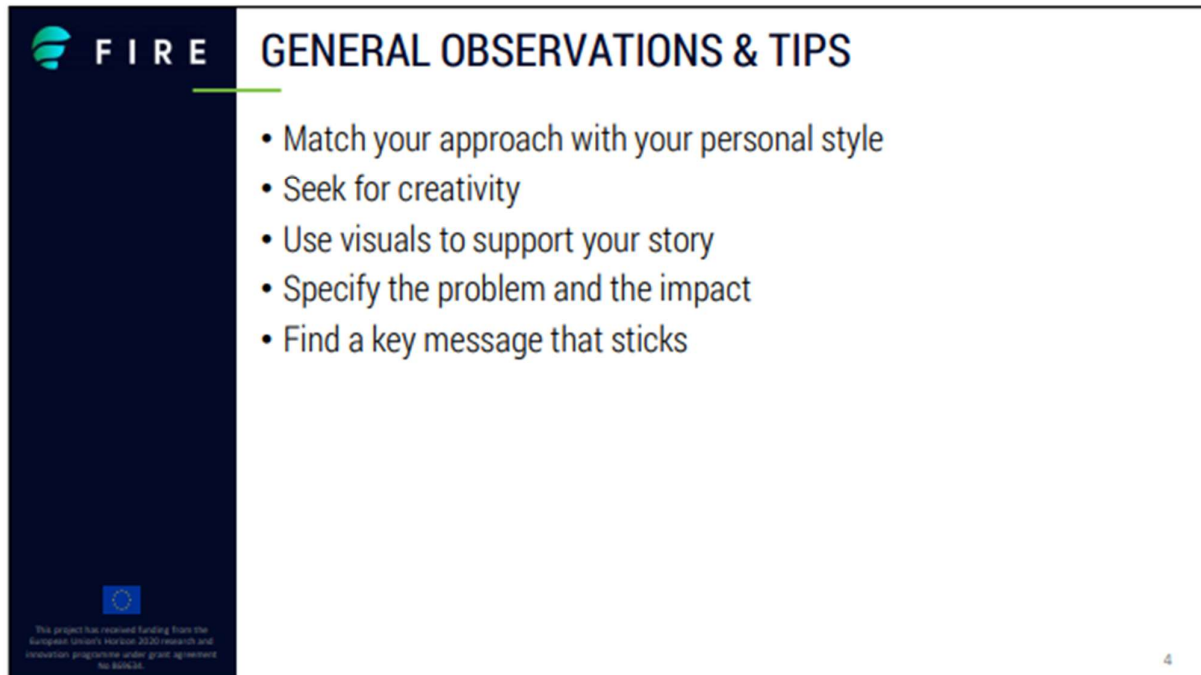
- Bring the key message
- Follow the SNIFF guideline

TELL in a **convincing** way:

- Practice to be on stage
- Speak out, surprise, convince

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

3



FIRE GENERAL OBSERVATIONS & TIPS

- Match your approach with your personal style
- Seek for creativity
- Use visuals to support your story
- Specify the problem and the impact
- Find a key message that sticks

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

4


 FIRE

STRUCTURING YOUR PITCH



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 800634.

5


5

 FIRE

STRUCTURE OF THE CONTENT

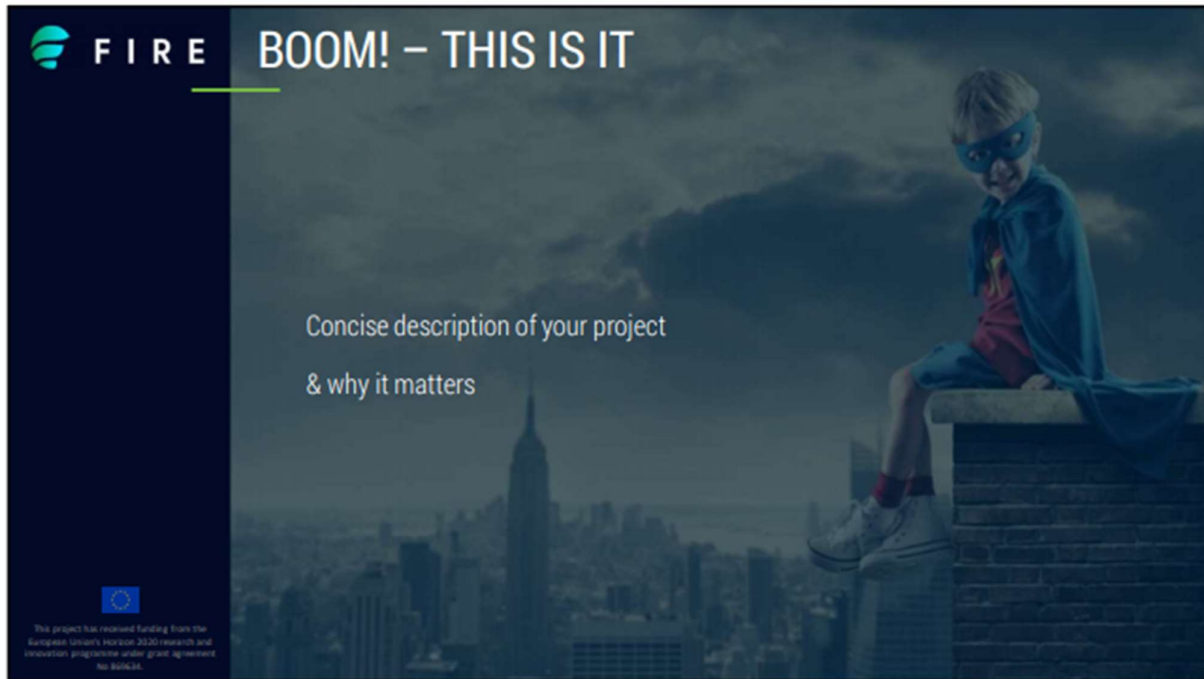



1. Hook your audience
2. Problem & Need for improvement
3. Solution
4. Achievements so far
5. Cost-benefit
6. Next steps


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 800634.


6

6

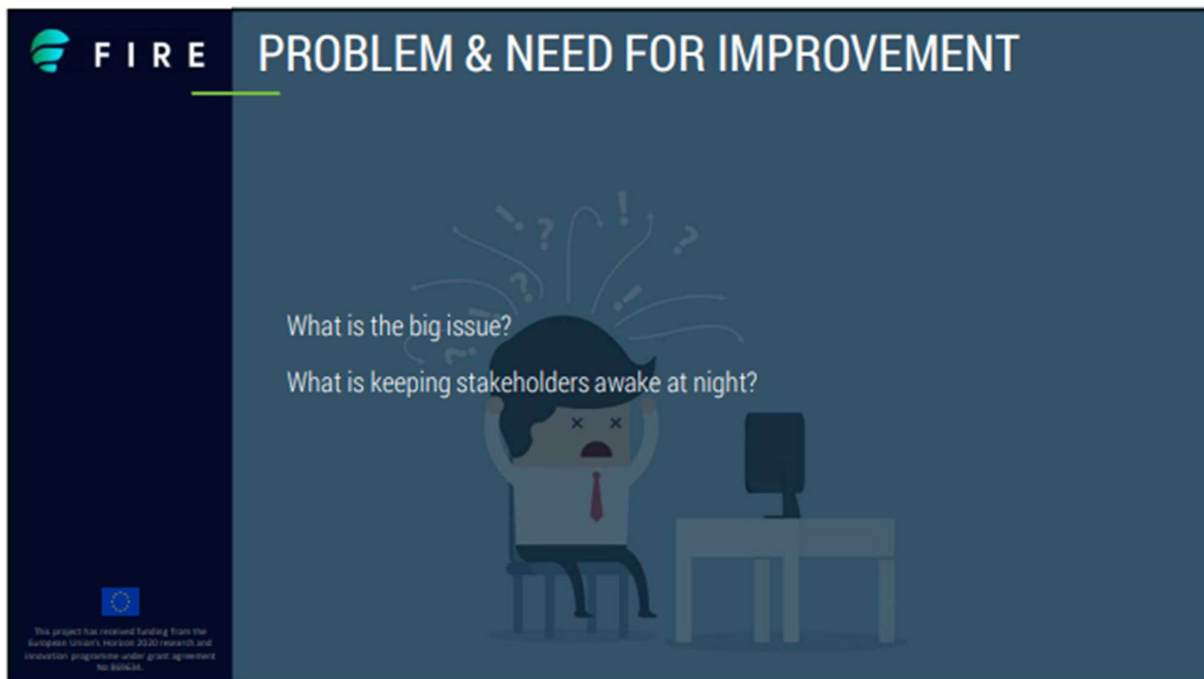



 FIRE **BOOM! – THIS IS IT**

Concise description of your project
& why it matters



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

7



 FIRE **PROBLEM & NEED FOR IMPROVEMENT**

What is the big issue?
What is keeping stakeholders awake at night?


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

8

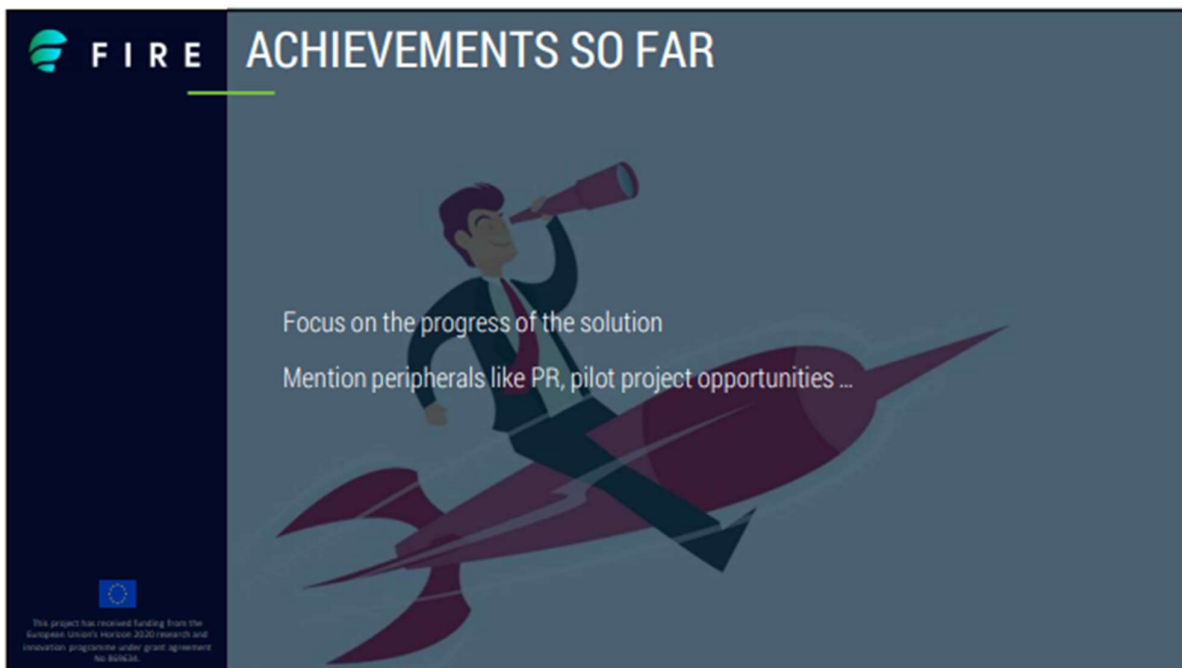



 **THE SOLUTION**

- How does it work?
- How have you discussed or tested it with users?
- Why is your solution better than alternatives?
- What evidence do you have that 'the dogs will eat it'?



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

9




 **ACHIEVEMENTS SO FAR**

- Focus on the progress of the solution
- Mention peripherals like PR, pilot project opportunities ...


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 801634.

10




SHOW US THE MONEY

How do we get paid? (or other tangible output)

What's the opportunity for growth?


How can you scale beyond your current scope?





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809634.

11





WHAT'S NEXT

Why should we (not) continue?

What is a sensible next step?

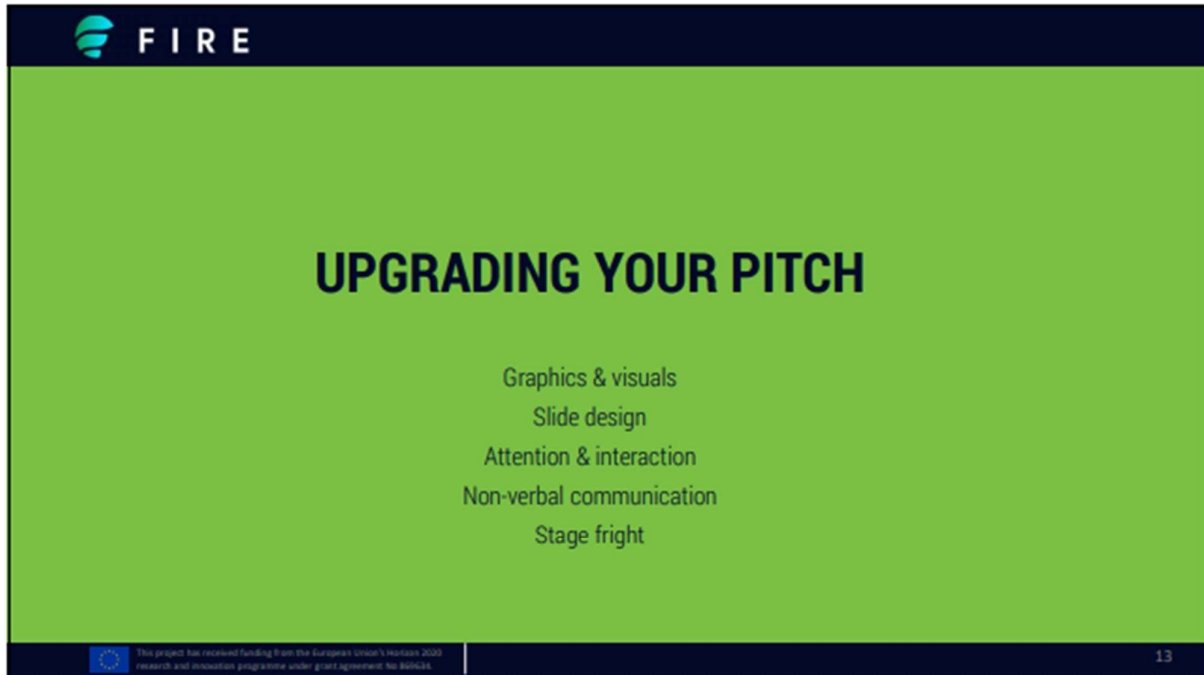
How could you accelerate?





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809634.

12



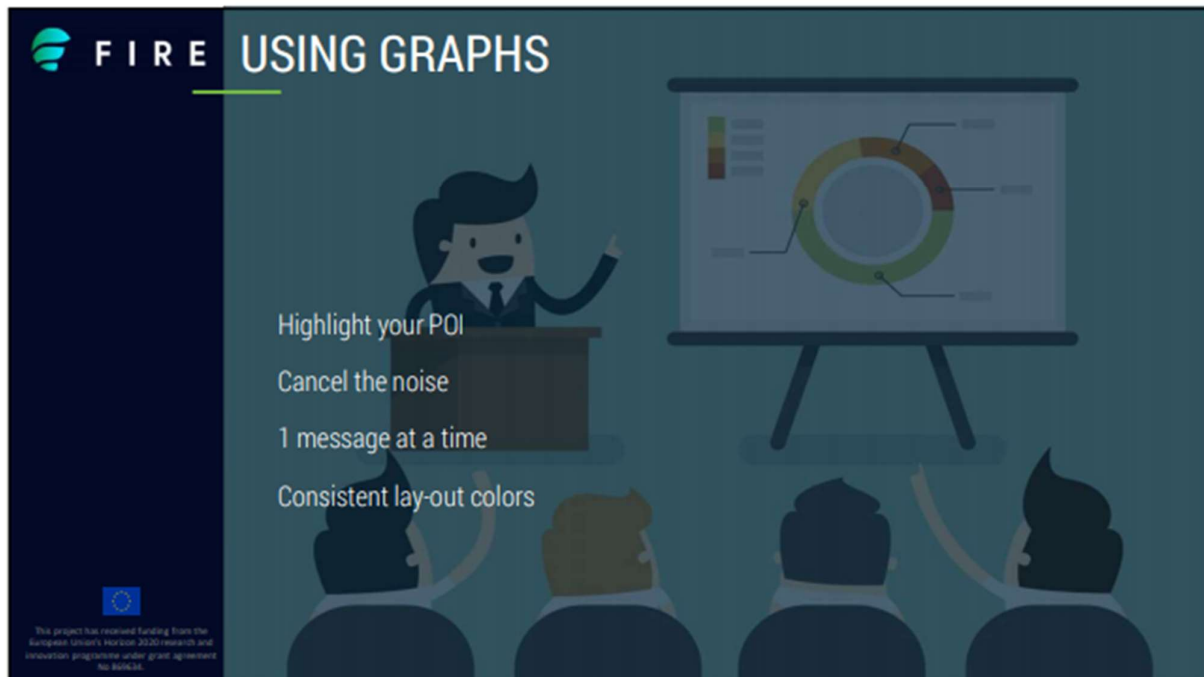
UPGRADING YOUR PITCH

- Graphics & visuals
- Slide design
- Attention & interaction
- Non-verbal communication
- Stage fright

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 846634.

13

13




USING GRAPHS

- Highlight your POI
- Cancel the noise
- 1 message at a time
- Consistent lay-out colors

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 846634.

14

14



SUPPORTIVE VISUALS

No plain and outdated visuals

No cartoons (be funny yourself)

No enlarged or pixelated visuals

No overlaying (text over) visuals

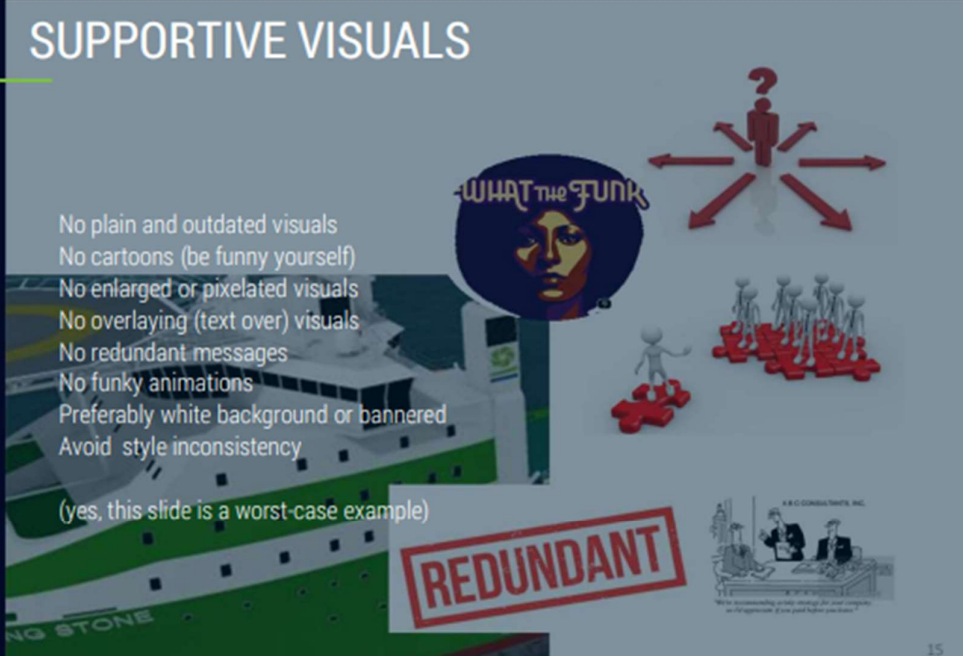
No redundant messages

No funky animations

Preferably white background or bannered

Avoid style inconsistency

(yes, this slide is a worst-case example)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 8010634

15

15



SLIDE DESIGN TIPS

KISS

No more than 6 words per line, no more than 6 lines per slide

Use big and bold text (font size >20)

Bullet points, not paragraphs

Use the full screen

Ensure consistency of headings, color, font size and design



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 8010634

16

16

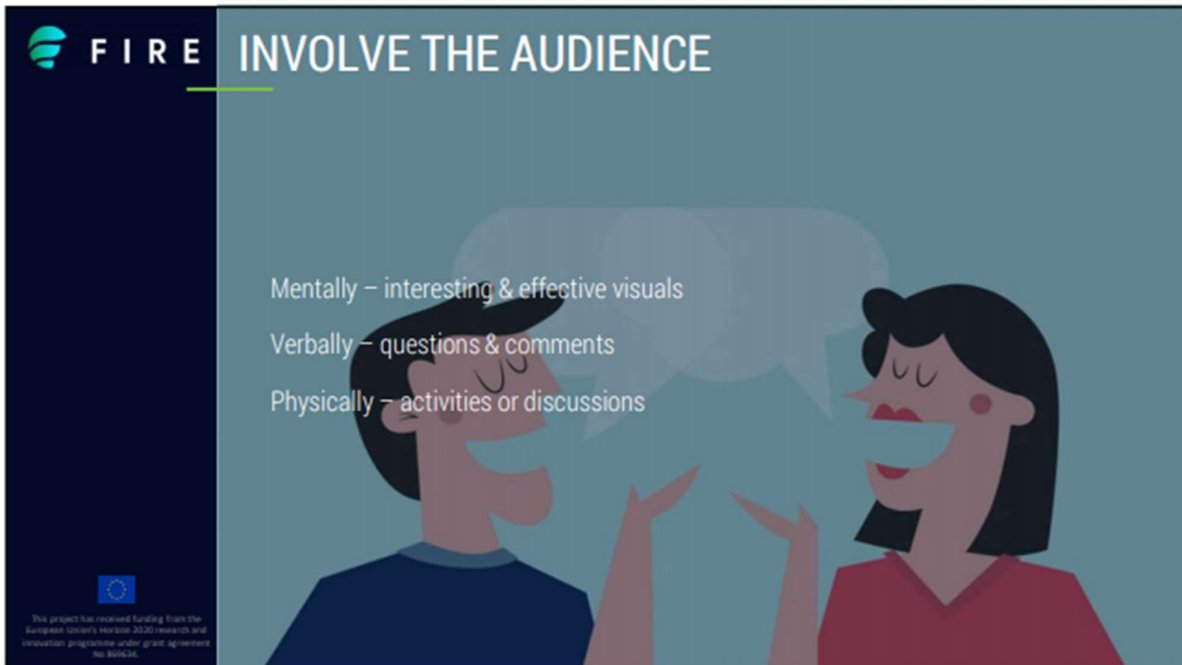


FIRE 4 ATTENTION PRINCIPLES

1. People cannot read and listen at the same time
2. People cannot listen and think at the same time
3. Open with a hook, close strong
4. Less is more

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809626

17

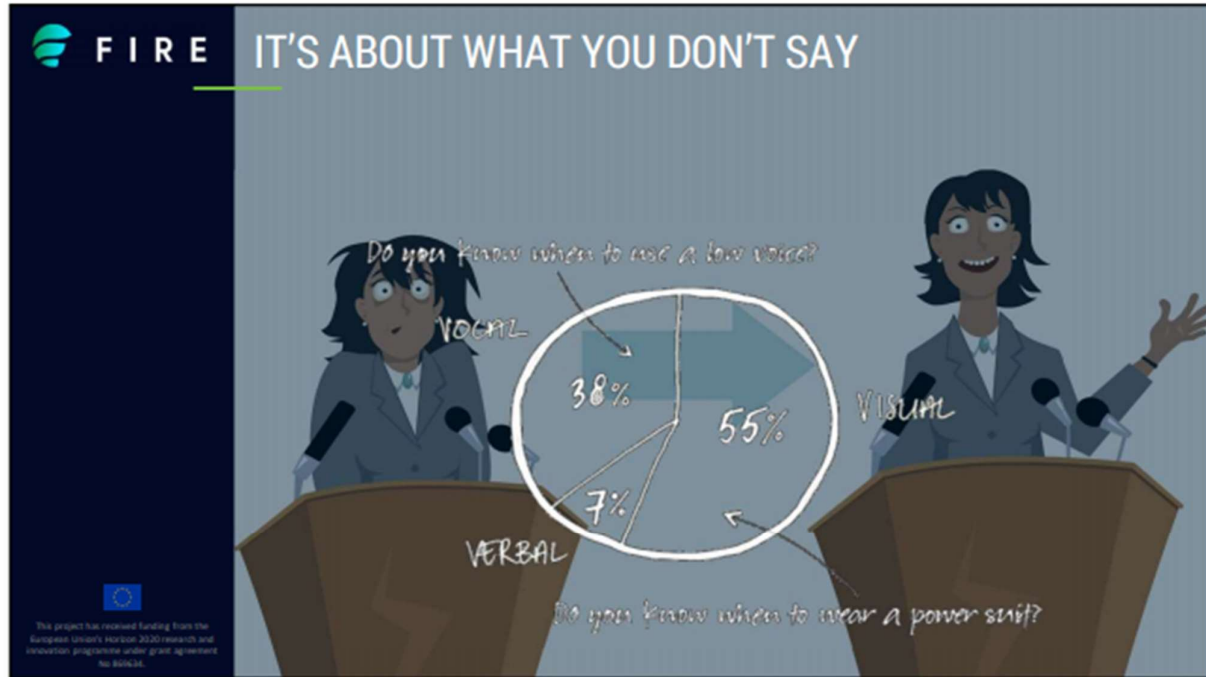


FIRE INVOLVE THE AUDIENCE

- Mentally – interesting & effective visuals
- Verbally – questions & comments
- Physically – activities or discussions

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809626

18



19



20

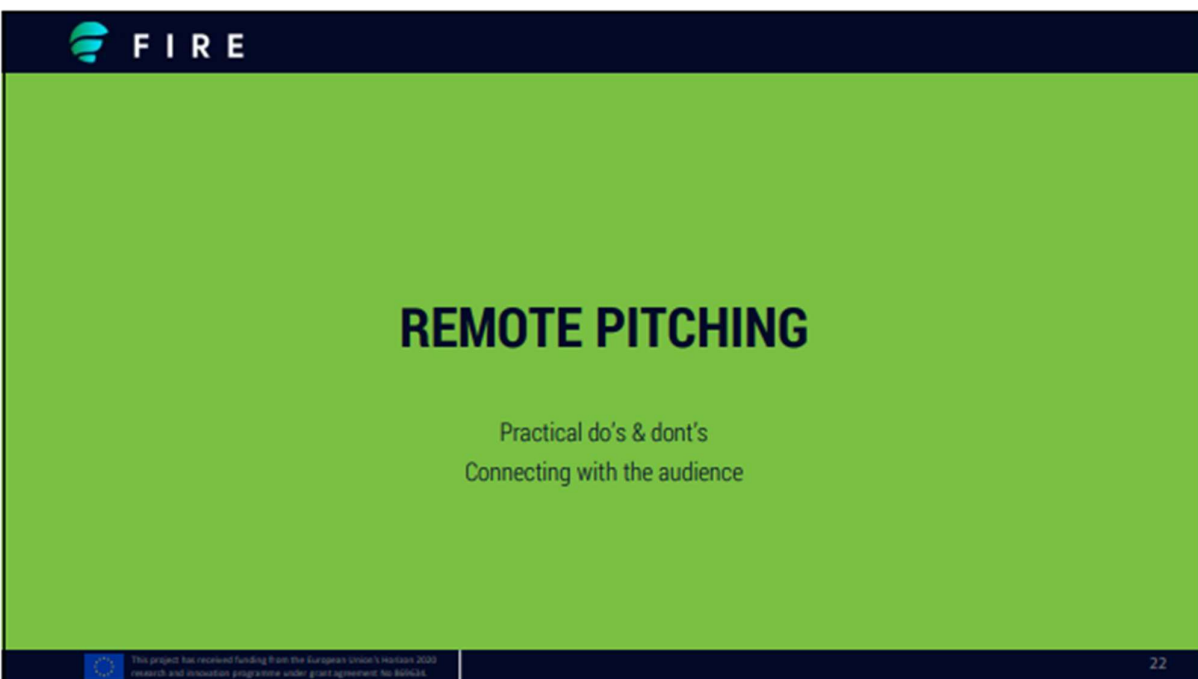


FIRE **TIPS TO OVERCOME STAGE FRIGHT**

- Break the ice together with an anecdote
- Be prepared – practice, practice, practice
- Expect and accept anxiety and adrenalin
- It is OK to pause, drink or breathe
- Put on your power outfit – look good, feel good
- Take deep breaths, hold it and slow your breathing

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 801635.

21




FIRE

REMOTE PITCHING

Practical do's & don'ts
Connecting with the audience

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 801635.


22



BEFORE THE CALL

Practical do's & don'ts


- **Connection:** Don't gamble with poor wi-fi (verify your internet speed [here](#))
- **Audio:** headphones with mic are great to block out noises and hold the mic at the right position
- **Video:** set up a clean (or relevant) background image. Verify the lighting on your face. Reduce backlight to avoid 'hostage video' vibes
- **Visual:** Don't position your camera awkwardly. No one wants to talk to your chest, forehead or mouth. The screen should be mostly on your face and perhaps up to shoulder level – it better simulates a meeting.
- **Stand or sit:** If you want to stand up for increased dynamics, headphones with mics are essential
- **Second screen:** View the audience & slides (but be wary of looking away from the camera)
- **Distractions:**
 - Settle in a room where you won't be interrupted
 - Turn off anything that pings and desktop chat apps (Mac Users: Use the do not disturb feature on the mac so no notifications that flash up)
- **Backup:** Organize a backup pitcher in case you drop off
- **Handover:** Agree on handovers when presenting in team
- **Smooth transitions:** Agree on who controls the slides. Avoid "next slide please" (MS Teams allows for shared control of the screen – [check it out!](#))
- **Get the deck right**
 - Playing videos to broadcast does not work well. Avoid them!
 - Be even more strict on reducing text
 - Identify a Killer Slide the audience will remember (and to keep on screen during Q & A)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809634.

23


23



CONNECTING WITH THE AUDIENCE

Practical do's & don'ts

- **Props:** If relevant, physical props can be a creative twist, but be aware that your video will be a small tile when you are sharing your screen
- **Interaction:** Remember the jury is in auto-mode and you try to stand out from the crowd. Consider creative ways to involve the audience actively
- **Q&A:** Ask people to 'raise their hand' to avoid they start discussing over each other



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 809634.

24

24



FIRE

European Forum for Earth Observation

Our partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869634.