



## **Impact in Action Presentation Information**

- This is **due by Thursday, 4/16 at latest**, and requires a review for compliance so the deadline is not flexible. If you are not able to submit by the deadline, we will not be able to have you present at the Virtual Summit.
- We will combine all presentations and advance the slides for all presenters.
- You will have **3 minutes** to present: the key objective of the presentation is to have attendees sign up for virtual one-on-one meetings to learn more.
- We will stick to a strict 3 minute time period, so be brief.
- You are required to use the short presentation template available on the Event Client Onboarding Dashboard.
- Do not change colors or fonts on the template.
- The person presenting is required to participate in a **DRY RUN on Friday, 4/17 or Monday, 3/20**.

### Additional presentation tips & suggestions:

- The objective of this presentation is to make people want to know more, not to show them all. It should be a hook not a book!
- Simplicity should be the rule - be ruthless in your efforts to simplify your message to its absolute core and find the theme.
- Use storytelling: we are wired to tell and receive stories and stories give structure to remember facts.
- Add validation points as much as possible - anchor investors, prior deals, advisors, anything that will give investors confidence that you have received third-party validation
- Two overarching questions you should ask on each bullet point of each slide: What's your point? & Why does it matter to your audience?
- Presenting well is a "whole-minded" skill - good presenters target people's left and right parts of the brain.
- If your audience is going to remember one thing, what should it be?
- Try to minimize the number of words on each slide - the presentation slides should complement your oral presentation.
- Be visual, avoid busy tables and charts.