

"This book will help you craft, visualize, and deliver your big ideas by honing the most powerful presentation tool in your communication arsenal—you."

—**JOSH LINKNER**, founder and former CEO of ePrize and *New York Times* bestselling author of *Disciplined Dreaming*

THE
BIG FISH
EXPERIENCE

**CREATE MEMORABLE PRESENTATIONS
THAT REEL IN YOUR AUDIENCE**

KENNY NGUYEN • GUS MURILLO • ROBERT KILLEEN • LUKE JONES
of Big Fish Presentations

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CHAPTER

1

DESIGN

CONTENT

THE BIG FISH PRESENTATIONS PROCESS

DELIVERY

THE BIG FISH PRESENTATIONS COMMANDMENTS

Here are our 10 most useful tips in the form of commandments. These are the ideals that form our presentation philosophy. As you make your way through this book, keep them in mind. They will help you become a more personable, well-rounded, and confident presenter.

1. Present what's in it for the world, not you.
2. Remember that time is not a renewable resource; respect it.
3. Never deliver a presentation you wouldn't want to sit through.
4. Be aware that people will always remember the presenter more than the presentation.
5. Be passionate about your topic.

6. Tell stories.
7. Always have a progression that leads to a call to action.
8. If you think you've rehearsed enough, rehearse again.
9. Engage with the audience when possible.
10. Have fun.

We'll elaborate on these commandments in much more detail throughout the book. We believe they can get anyone on the right track to becoming a great presenter.

You are now ready to begin the first step in turning your next presentation into an experience. Get ready to create engaging content that can move your audience.

ABOUT THE AUTHORS



KENNY NGUYEN is the founder and CEO of Big Fish Presentations, a company whose mantra is “turning presentations into experiences.” Kenny and his team work daily with clients nationwide, from startups to

Fortune 100 companies, providing high-quality presentation design, presentation training, and creative video production. He was named the 2012 CEO Student Entrepreneur of the Year by Collegiate Entrepreneurs Organization (CEO). Under his leadership, Big Fish Presentations was recognized as one of the top 50 student-led startups in the world by the Kairos Society and one of *Inc. Magazine’s* “Coolest College Start-Ups of 2012.” Kenny has been featured in popular news outlets such as *Forbes*, *Entrepreneur Magazine*, *Yahoo*, *Business Insider*, *Mashable*, the *Huffington Post*, and the *Washington Post*. He has spoken at TEDxLSU and HubSpot Inbound and has taught presentation workshops at General Assembly. A curator of 99u Baton Rouge, he is a member of AIGA New Orleans and the host of the online cooking channel You’ve Got Meal. Kenny is passionate about helping his home city of Baton Rouge become a hub for creative talent in the South. He dreams of owning a corgi one day.



GUS MURILLO is the cofounder, president, and COO of Big Fish Presentations. Since he and Kenny attended the “worst presentation they had ever seen” together, they have been working to rid the world

of such experiences. His work at Big Fish includes producing and directing commercial videos. Before graduating from Louisiana State University with a degree in biological sciences, he was recognized as a Kairos50 member for his innovative college startup and was awarded for this achievement at the New York Stock Exchange.



ROBERT KILLEEN is the lead copywriter and creative director at Big Fish Presentations. He has been writing his entire life—short stories and fake TV scripts that will never see the light of day, journals that

are best kept private, and blog posts for public consumption. This, however, is his first book. He has a bachelor's degree in mass communication from Louisiana State University and serves as Student Outreach Committee Chair for the American Advertising Federation of Baton Rouge and Marketing Coordinator for 99u Local: Baton Rouge.



LUKE JONES has the distinction of being the first copywriter of Big Fish Presentations. He is now a copywriting associate at DEVENEY Communication. A born entrepreneur, he started a T-shirt company

and a neighborhood newspaper in his youth. He has worked at production studios, design firms, and advertising agencies. Luke received his bachelor's degree in mass communication from Louisiana State University. He loves words, movies, cream soda, and his miniature schnauzer, Albus—not necessarily in that order.

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