

"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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WHAT MAKES A GOOD SLIDE?



Slides have many different contexts; there are slides that are presented, e-mailed, or viewed on the web. They all serve different purposes (and because of this, there are characteristics that may be good in some contexts and bad in others). Some are meant to highlight the most important points of a speaker's presentation, as visual guideposts on a journey the audience is taking. Others are meant to be consumed online, absent a speaker, and must contain more comprehensive information.

We have seen enough slides in our experience, from bad to great, to determine the characteristics that all great slides have in common. Here are case studies of three of the most important ones, illustrated with work we have done for our clients.



Kenny's Tip

When I see a good slide, I feel that the text complements the presenter, not overwhelms him or her. Type, graphics, and overall art appeal are important, but if the slide is overloaded with information, then you have a handout on the screen, not a presentation. I want to be able to follow the presenter rather than know what the presenter is about to say. That is one of the surest ways to boredom.

CASE STUDY

SIMPLE

Simple slides utilize digestible bits of information that captivate people’s attention and enhance understanding and recall while keeping them invested in what you are saying. Do not overload the audience. Overload doesn’t refer just to text. It applies to graphics, photos, animation—anything that can bombard your audience with too much information.

We’ve helped many healthcare companies tell their information-filled stories in a simple way. For our client *Palleck Orthodontics*, we designed clutter-free slides with minimal text that helped the audience focus on the presenter—not the slide.



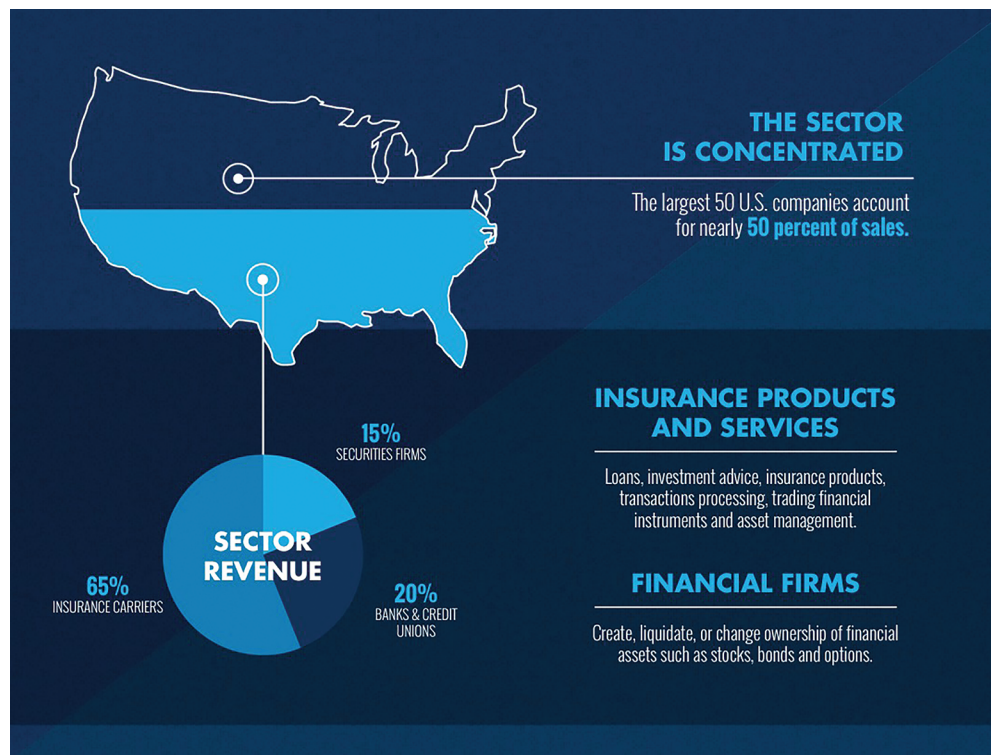
TURNING VIRTUAL TEETH
into a
REALITY

CASE STUDY

UNDERSTANDABLE

The goal is to engage, not distract. Merely “pretty” slides don’t serve a purpose. A slide must have meaning, and the audience must easily understand that meaning.

How do you make difficult financial concepts understandable and relatable? For Big Fish client *Wheelhouse Analytics*, we replaced bland charts, graphs, and definitions with a clear flowchart to help financial advisors grasp the content on each slide quickly and easily.



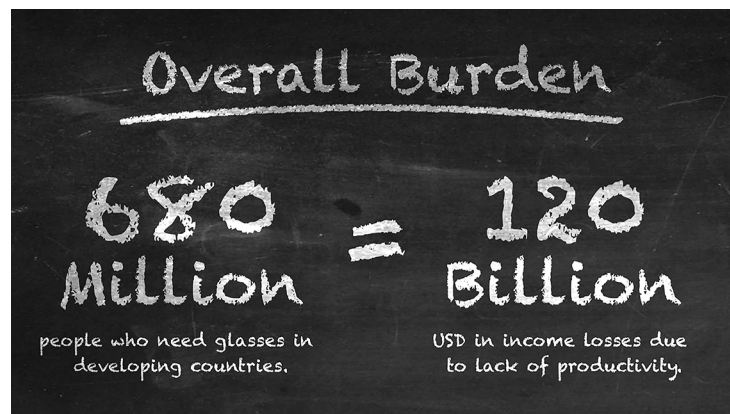
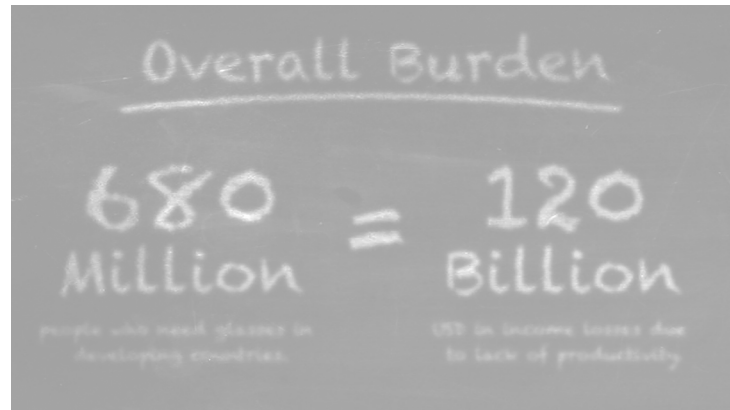
CASE STUDY

MEMORABLE

Slides that are beautiful and evoke emotion help the audience remember your message. When you see a presentation with the exact same template and layout for every slide, do you remember it? No. Does seeing the company logo on every slide help you remember the company? No. This is why we consider color, visual hierarchy, typography, animation, and data visualization. These elements help people engage with and recall your content, which may influence them to make the desired change.

When you hear about a startup that creates reading glasses, it doesn't really sound like a company you would remember. But what about a company that brings affordable eyewear to less-developed areas across the world and has a measurable economic impact?

For inspirational startup *Harambee*, we intentionally designed the first slide to appear fuzzy and out of focus. The audience would see that there was text on the slide but would find it hard to read. On the next slide, we removed the fuzzy layer, revealing the text in sharp focus. We re-created for the audience the difference a pair of reading glasses could make on the lives of those who need them.



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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