

AUGUST 21 , 2025



Public Affairs
Council

Work From Home Boot Camp

Laura Brigandi, Senior Manager, Digital & Advocacy Practice

What's your biggest work from home challenge?

Answer in the chat!



Creating Engaging Presentations



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Senior Learning Experience Design Consultant and Incl...

3yr • 

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Give me your tired, your poorly-designed, your walls of text yearning for white space, the wretched refuse of your bloated slides.



OR





Have you ever walked away from a class thinking you understood the content, just to blank out while trying to complete the homework?

Why did this happen?

BEFORE



Image credit: Kayleen Holt

AFTER



HAS THIS EVER
HAPPENED TO YOU?





IMAGES

- illustrate something
- add variety
- too many can distract
- fit content



Images

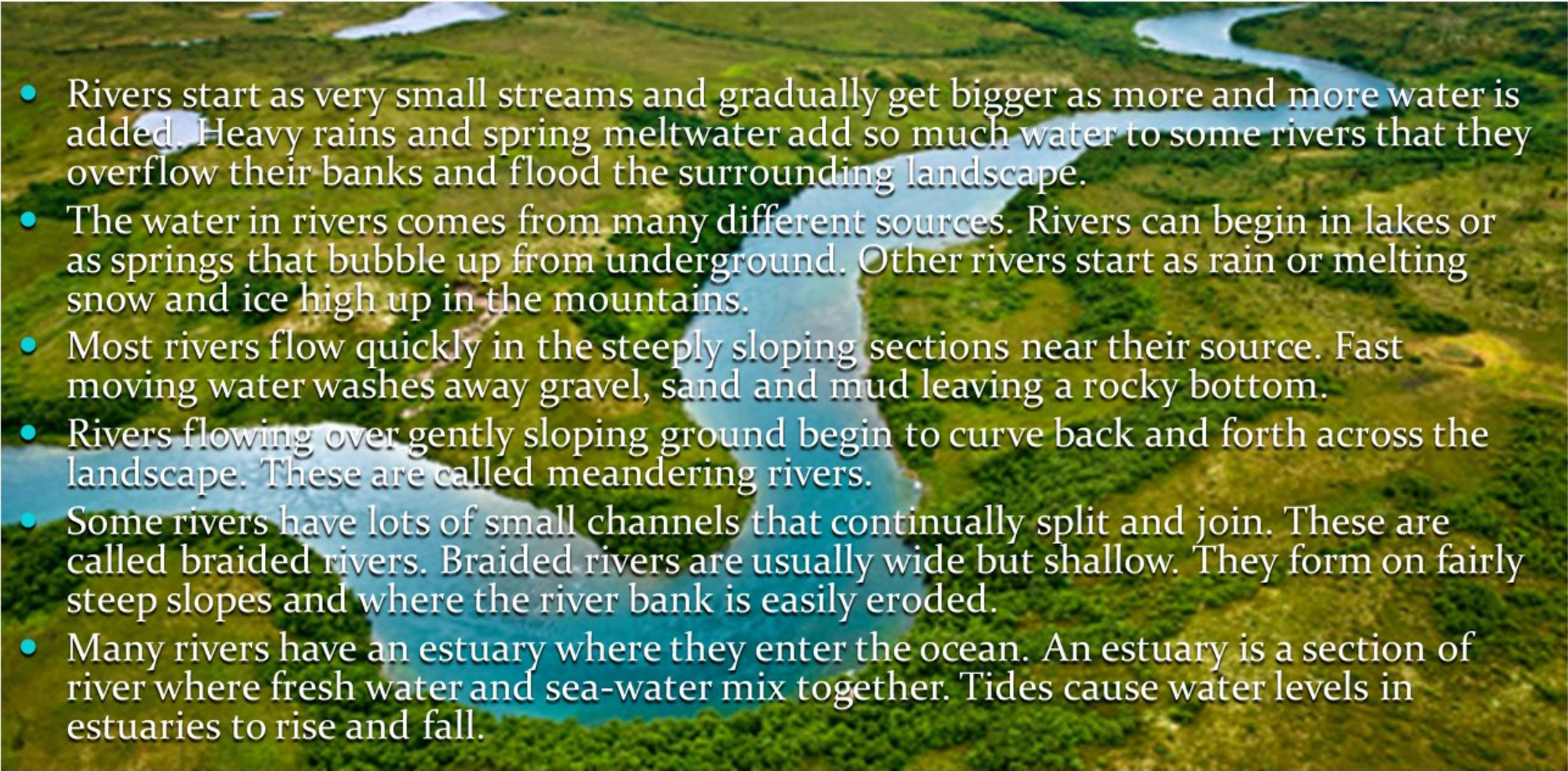
- illustrate something
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Image credit: SlideLizard.com

What's Wrong With This Slide?

How Rivers Are Formed

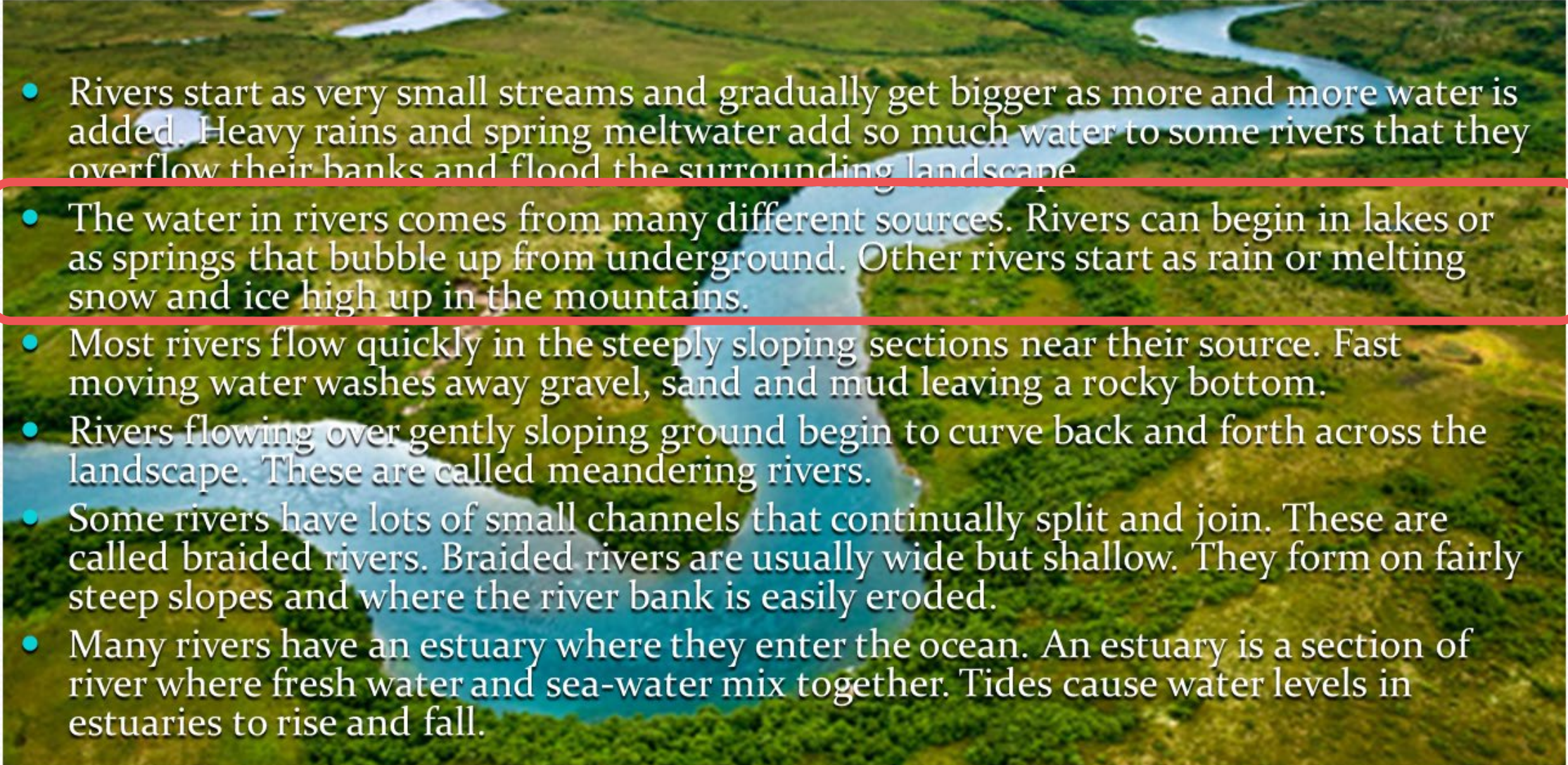
- 
- An aerial photograph of a river winding through a lush green landscape. The river forms a series of loops, characteristic of a meandering river. The surrounding land is covered in dense vegetation, and there are some small, irregularly shaped water bodies or wetlands scattered throughout the landscape.
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
 - The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
 - Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
 - Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
 - Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
 - Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in estuaries to rise and fall.



Eliminate Clutter

- One main point per slide
- 3 bullet points per slide
- 5(ish) words per bullet

How Rivers Are Formed

- 
- An aerial photograph of a river meandering through a lush green landscape. The river is a light blue color, contrasting with the vibrant green of the surrounding vegetation. The river's path is not straight, showing gentle curves and bends. In the background, there are some small, irregularly shaped water bodies or ponds. The overall scene is a natural, undisturbed landscape.
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
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Sources of River Water

- Lakes
- Underground springs
- Melting mountain snow and ice

Sources of River Water



Lakes




Underground springs



Melting mountain
snow and ice

But I Really Need All That Information IN the Presentation...

ter Slide Section Slides Font Paragraph Drawing Styles Shape Effects Sele



Sources of River Water

- Lakes
- Underground springs
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If your slides will be distributed afterwards, you can also put more details in the notes, so that readers have the context that you gave verbally!

Settings


Print All Slides
Print entire presentation

Slides:

Notes Pages
Print slides with notes

Print Layout

Full Page Slides **Notes Pages** Outline



Sources of River Water

- Lakes
- Underground springs
- Melting mountain snow and ice

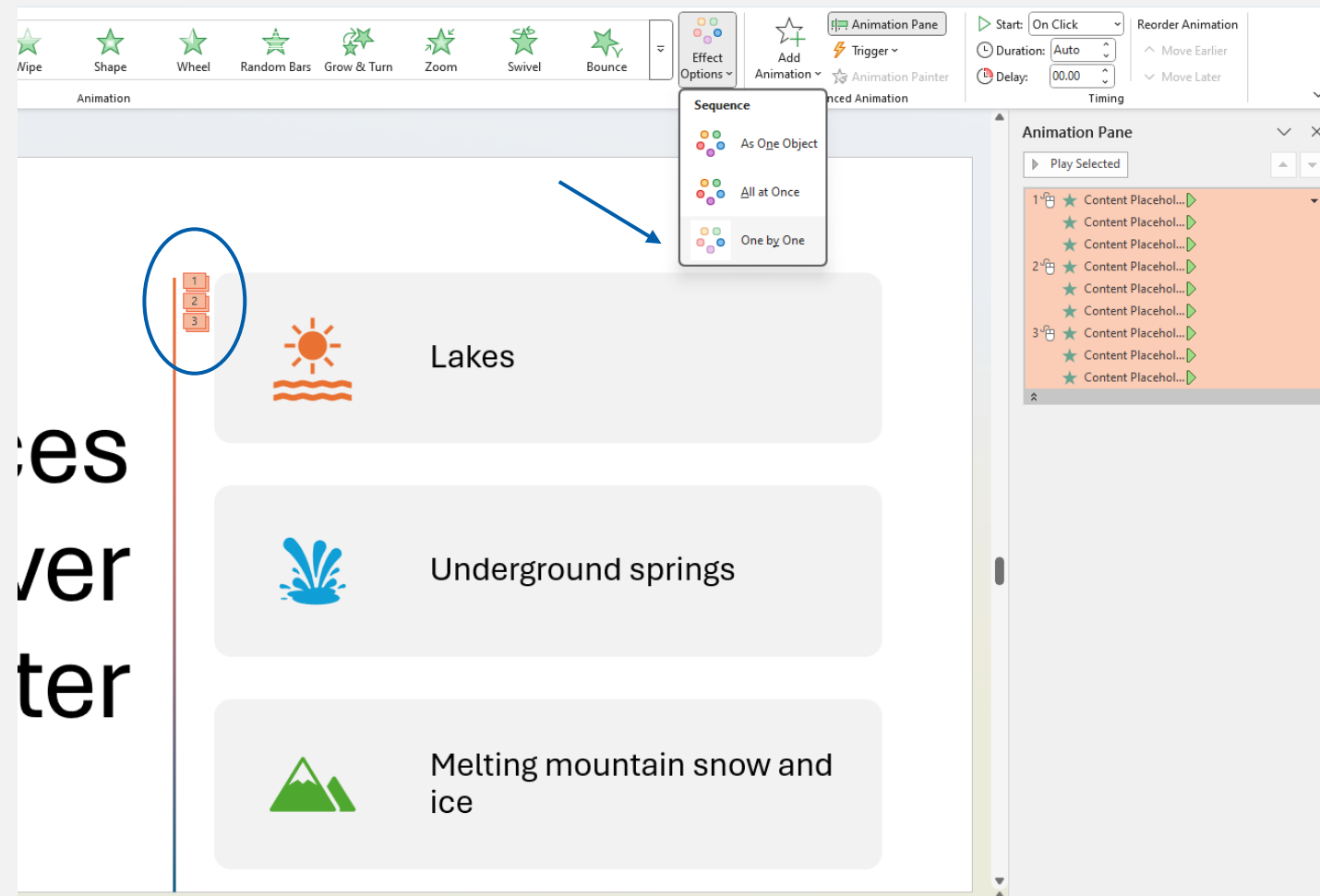
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Slides Are a Visual Aid, Not a Report

- Virtual presentations have fewer visual cues
- Assume your audience is multi-tasking
- When you're finished reading this slide, type DONE in the chat

Animation is Your Friend

- Only display what you're currently addressing
- It's easier than you think
- Do this with graphics and charts, too



Leaf Works Office Income (2016)

Location	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Boston	39,186	58,791	38,078	23,780	21,629	16,672	39,155	71,415	27,934	38,228	21,629	79,996
Chicago	71,100	41,113	71,038	57,744	74,846	58,259	26,812	27,342	36,973	68,167	74,846	63,481
Dallas	61,353	17,195	4,130	5,972	31,538	39,923	50,924	41,308	35,020	15,140	31,538	19,098
Los Angeles	35,757	5,371	7,838	5,373	10,234	19,004	57,712	46,804	16,581	19,149	10,234	8,797
Miami	51,263	46,466	22,185	28,927	55,513	56,367	49,518	79,379	50,361	8,692	55,513	40,518
New York	50,809	42,784	19,643	6,063	42,784	5,303	26,841	17,766	18,573	71,237	42,699	55,172
Philadelphia	78,780	34,745	10,457	43,820	34,745	21,510	22,893	11,926	71,559	78,983	39,139	59,786
San Francisco	28,493	9,674	15,912	27,652	9,674	70,128	23,383	73,307	58,759	52,214	35,412	57,197
Seattle	7,923	66,121	14,696	35,807	66,121	72,467	56,066	42,734	17,193	51,912	65,812	1,562
Trenton	45,341	29,705	68,839	51,305	29,705	36,016	71,224	73,097	9,218	60,216	46,300	50,735

Leaf Works Office Income (2016)

Location	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Boston		58,791										
Chicago		41,113										
Dallas		17,195										
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Seattle		66,121										
Trenton		29,705										

Leaf Works Office Income (2016)

Location	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Philadelphia	78,780	34,745	10,457	43,820	34,745	21,510	22,893	11,926	71,559	78,983	39,139	59,786

Is My Audience Paying Attention or Am I Shouting Into the Void?



Tips for Gauging Engagement

- Encourage participants to turn cameras on
- Ask questions (even rhetorical ones)
- Offer interactivity – emoji reactions, poll/quiz, word cloud, annotation/whiteboard
 - Zoom
 - Poll Everywhere
 - Mentimeter
 - Slido

How to Hold the Audience's Attention

- Encourage them to listen, not read
- Use images for greater impact
- Reduce the amount of text
- Use animation to direct focus
- Ask questions and encourage engagement

