

TAMIO 2024

Elevate

Your Presentations





Isaac Vasquez

Communications Manager, City of Irving

Today's Agenda



Content Curation



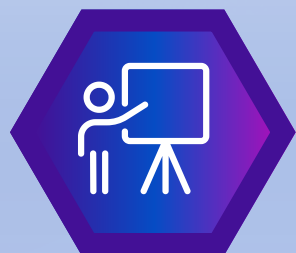
Design Considerations



Visual Elements



Practice!



During & After

Presentations



Content Curation

Identify Your Goal



**Set a clear
objective for your
presentation**



**Be sure every
point supports
overall goal**



**Choose
appropriate style
and tone**

Know Your Audience

01

Research demographics, interests, etc.

02

Tailor content to resonate with their needs

03

Use language they understand



Organizing Content

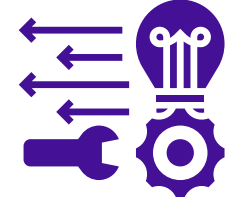


Data

Beware of overloading people with too much information.

Context

Helps visualize the timeline.
"If this, then this."



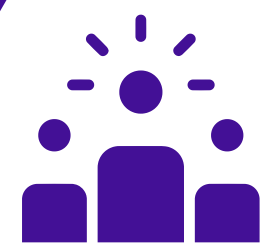
Stories

A good one helps personify data & numbers.



Filter

Filter and edit so everything is relevant



Presentations



Design Considerations

Follow the 6 x 6 Rule



**Lines
of text**



**Words
per line**



Design Do's and Don'ts



Font Selection

Sans Serif
is best



Text Size

No smaller
than 24
point



Colors

Dark on
Light,
Light on
Dark

Using Graphics & Media

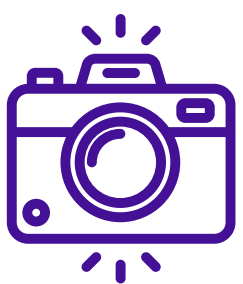


Charts

Information should be easy to understand

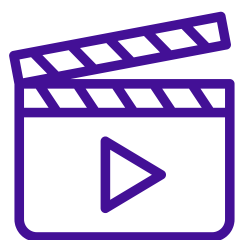
Graphs

Less is more



Images

Limit to four per slide



Videos

Consider length
Closed Captioning