

PRESENTATION DESIGN & DELIVERY WORKSHOP

Feb 6, 2025



Agenda

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Audience + Purpose

2

Structuring

3

Design Best Practices

4

Soft-skills



SECTION 01

AUDIENCE + PURPOSE

WHY POWERPOINT?

- Actuarial Communication Matters: Data analysis needs clear, persuasive communication.
- Contexts Requiring Presentations:
 - Client Meetings
 - Internal Presentations
 - Case Competitions
 - Stakeholder Reports
 - ... and much more!
- Clear presentation => productive discussion => impactful decision-making.

TAILORING YOUR PRESENTATION

- Adapt your language and focus based on who you're presenting to, why you are presenting, and what is the ideal outcome after the presentation.
- **For Clients:**
 - Simplify language.
 - Focus on business impact and conclusions.
- **For Internal Teams:**
 - Use technical details. But prioritize decision-making.
 - Offer actionable recommendations.
- **For Case Competitions:**
 - Clear executive summary, concise analysis, and data-driven conclusions.



SECTION 02

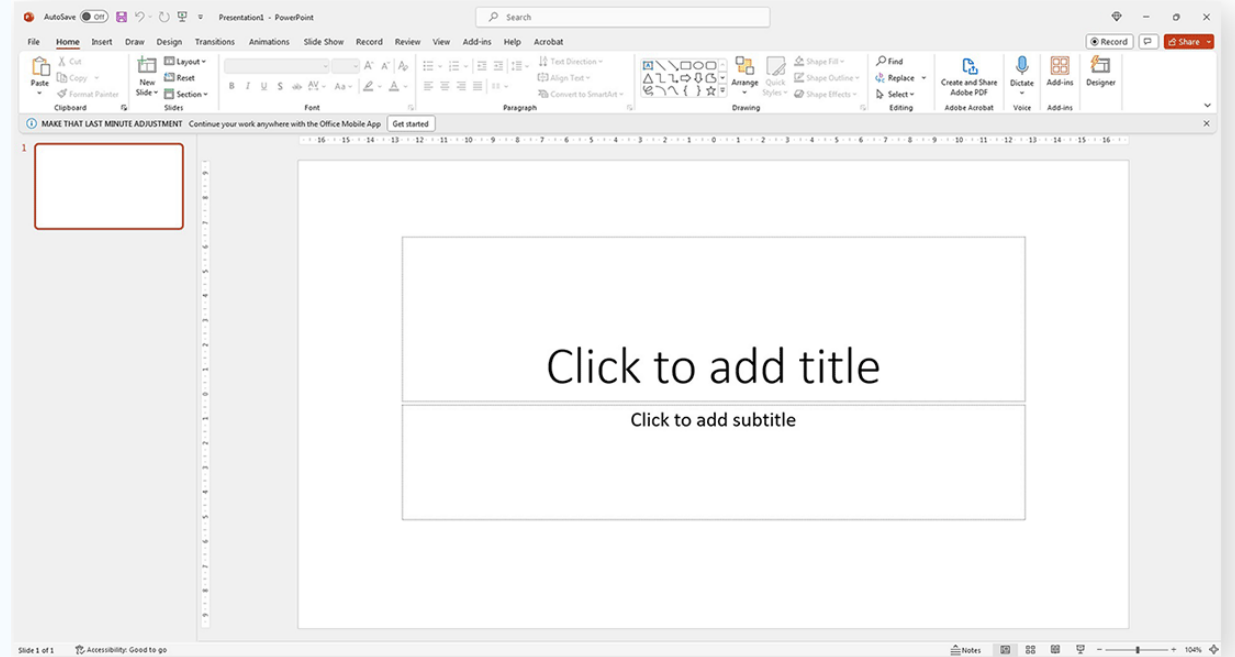
STRUCTURING

“CLICK TO ADD TITLE” PAGE

- The blank Powerpoint page can be scary, but they are often the best place to start.
- Don't give in to the temptation and jump to Canva templates too quickly!

As you will soon see, they are often:

- Too colorful
 - Too many design elements
 - Not suitable for corporate use
- A good place to start is to structure your slide using the Pyramid Principle!



START WITH THE CONCLUSION!

- The key takeaways from the Pyramid Principle (started at McKinsey) is:
 - Start with the answer first.
 - Group and summarize your supporting arguments.
 - Logically order your supporting ideas.
- This “top-down” structure is counter-intuitive for many of us, especially those with a Mathematics background.
 - We are used to first recite all the facts/assumptions that we have, and then logically build up to the conclusion step-by-step. (Bottom-up)
- Essentially you’re trying to help people look at the main point of your slide first, and then look at the details.






LET'S
TRY
TO
APPLY
THIS!

A Cultural and creative people want to study and work here

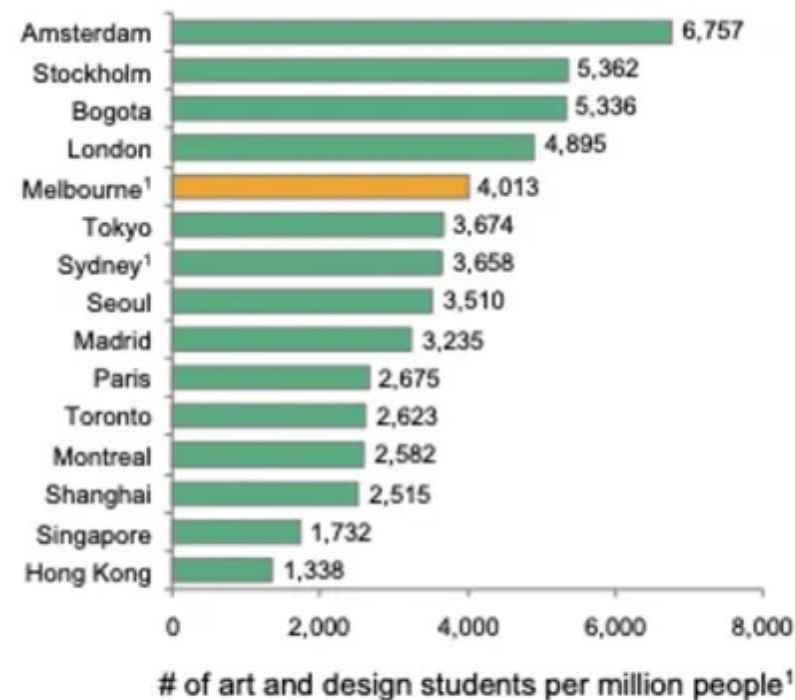
Melbourne has some leading education institutions

Number of art and design tertiary students is relatively high

Melbourne has some of the world's best creative schools

-  **RMIT** is ranked 16th in the world for art and design and in the top 10 for fashion
-  **Swinburne** is ranked 32nd in the world for art and design
-  **VCA** is ranked 37th in the world for art and design
-  **Australian Ballet School** is the national centre for elite classical dance training
-  **Australian National Academy of Music** is the national training academy for classical musicians

Student tertiary participation in art and design is relatively strong



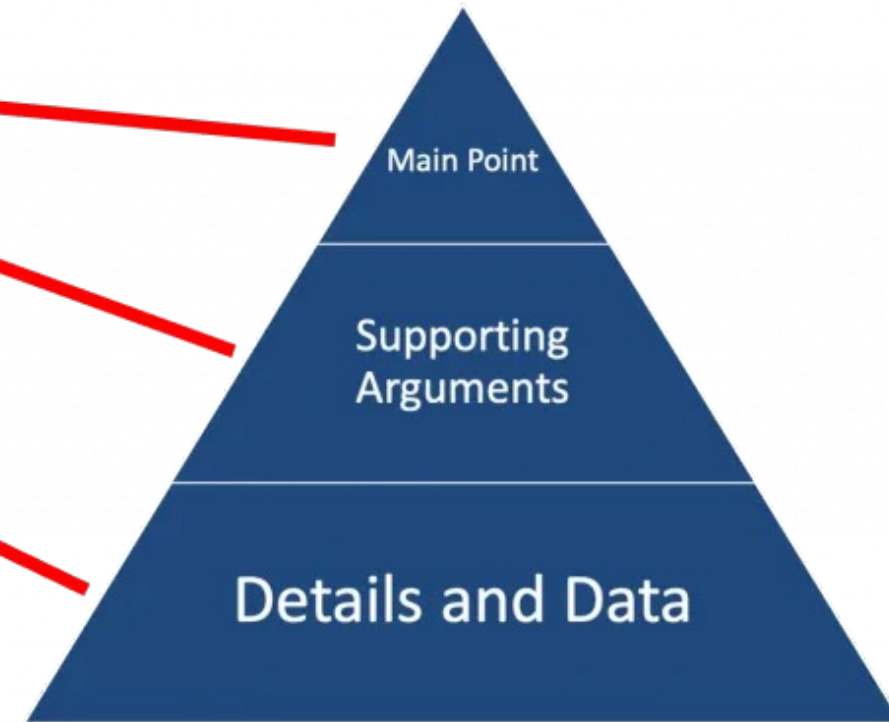
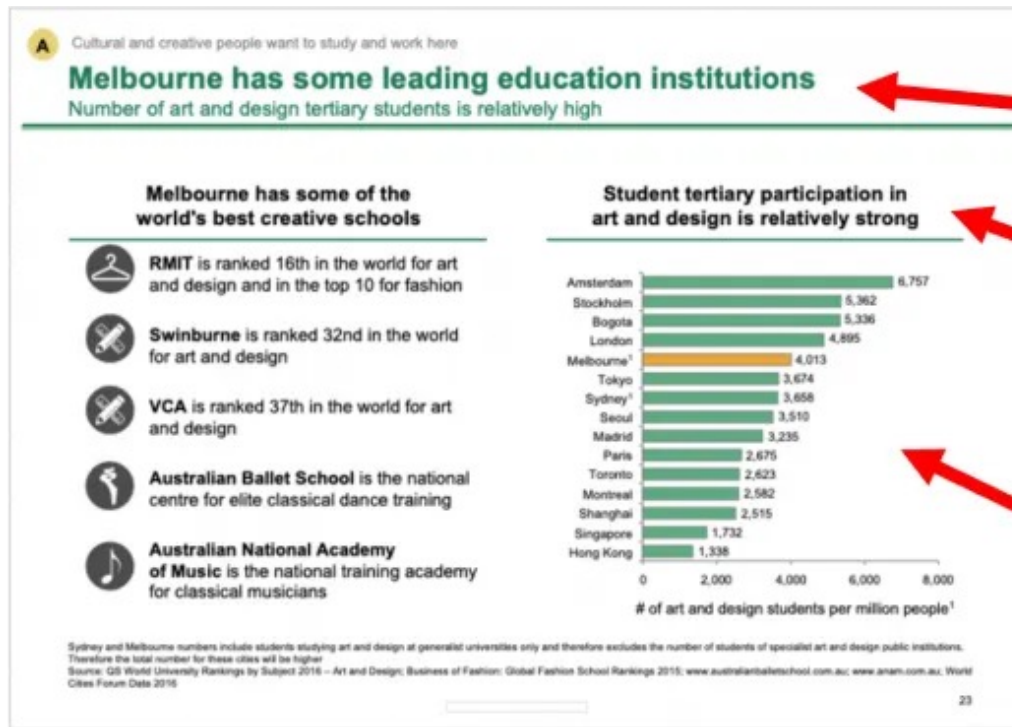
Sydney and Melbourne numbers include students studying art and design at generalist universities only and therefore excludes the number of students of specialist art and design public institutions. Therefore the total number for these cities will be higher

Source: QS World University Rankings by Subject 2016 – Art and Design; Business of Fashion: Global Fashion School Rankings 2015; www.australianballetschool.com.au; www.anam.com.au; World Cities Forum Data 2016

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PYRAMID PRINCIPLE IN ACTION



- Instead of telling you the main point verbally, they have to draw attention to the main point on the slide so that you look at it first.
 - The way they do that here is by making the title a very eye-catching green, putting it right at the top with a line underneath, and making it the largest font on the slide.
- They want you to see the second layer of detail next, which in this case is the subtitles of the slide. See how they're slightly less obvious than the title, but still made to stand out? They've made them bold, and put lines underneath so they grab your attention.
 - Then lastly the logical bottom layer of the pyramid comes in the form of the text and charts. This is the supporting detail and data.

LET'S WALKTHROUGH AN EXAMPLE

Spotify is expected to grow

- Number of new customers doubled from Q4 2021 to Q1 2022.
- More than 81% of listeners cite personalization as best feature
- Spotify is the most popular podcast player in many countries throughout the world.
- On pace to hit 1 billion users by 2030.
- With its recently launched dynamic advertising network (SPAN), Spotify is able to better monetize its podcast network.
- 89% of Spotify Premium subscribers use Spotify on multiple devices
- Compounded annual growth rates of 26% for monthly active users
- Spotify has exclusive distribution agreements with some of the world's most popular podcasters including Joe Rogan, Michelle Obama, and Brene Brown
- Spotify hosts more than 4 million podcasts, up from 500k in 2019

ORGANIZE THE INFORMATION

Spotify is expected to grow

Podcast strength

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Strong user growth

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YOU DON'T NEED ALL THE DATA

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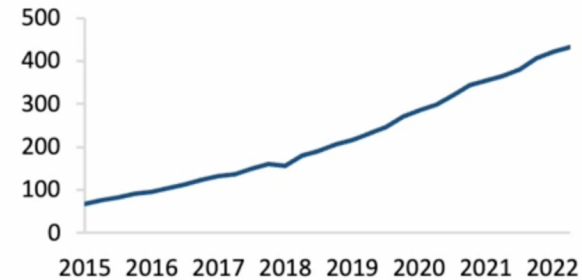
ADD IN VISUALIZATIONS

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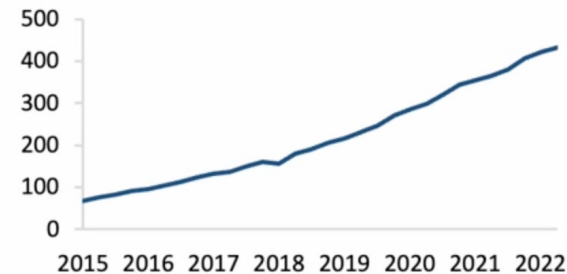
USE ACTION TITLES + SUBTITLES!

Spotify can expect further growth due to its position in the podcast space and consistent user growth

Spotify is positioned to capture podcast growth

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Spotify's active user base is growing



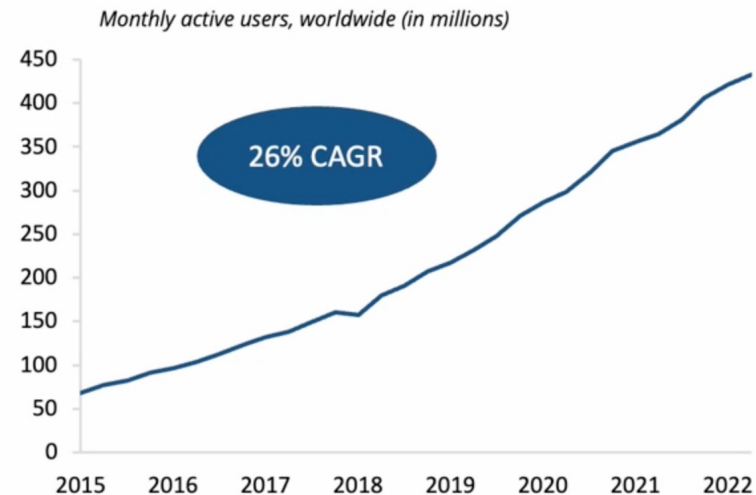
POLISH THE REST OF THE SLIDE

Spotify can expect further growth due to its position in the podcast space and consistent user growth

Spotify is positioned to capture podcast growth

- Spotify is the **most popular podcast player** in many countries throughout the world.
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Spotify's active user base is growing



Source: Techcrunch, Motley Fool, Spotify Investor Presentation (June 2022)

SECTION 03

DESIGN BEST PRACTICES

AT A GLANCE...

- Coordinate color scheme
 - Limit slide colors to 3-4 to keep design professional and cohesive
 - Make sure colors match on a color palette and keep it consistent throughout presentation
- Spacing
 - Use a consistent font size for headings and body text across slides.
 - Avoid clutter; focus on one message per slide; balance white space.
 - Balance margins
- Visuals
 - Use high-quality images and vivid icons
 - Avoid overuse of animations



Slide design

- Coordinate color scheme

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- Spacing

Use a consistent font size for headings and body text across slides.

Avoid clutter; focus on one message per slide; balance white space.

Balance margins

- Visuals

Use high-quality images and vivid icons and Avoid overuse of animations since it may cause too many distractions sometimes for the audience and detract from the key message of the presentation. Also make sure that you only have the key words that are relevant to your presentation on the slide at once so that you can focus on explaining the slide rather than presenting it as a oral report to the audience. It may sound dull sometimes.

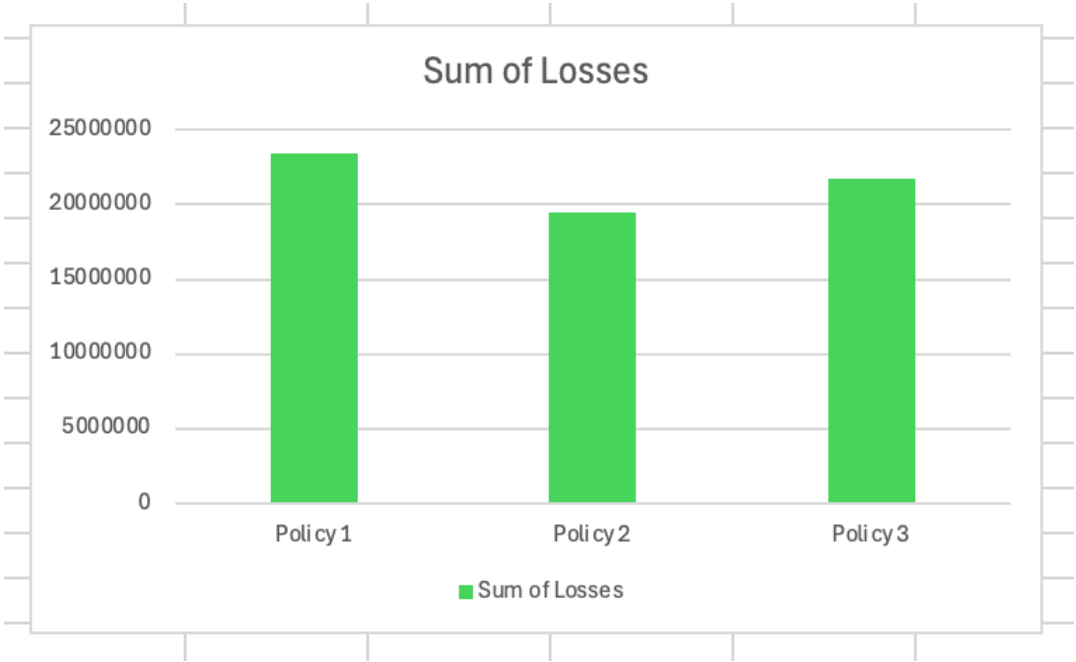


DATA VISUALIZATION

- Make sure that all graphs included are labeled and consistently scaled
 - Avoid 3D graphs; 3D charts can distort data and make it harder to interpret
 - Avoid distorting data by manipulating scales, axes, or visuals.
- Copy-paste **(as picture!)** any graphs/tables from Excel
 - Avoid screenshotting => Blurs data, cuts edges off, unable to edit content
- Highlight Key Insights
 - Use color, arrows, or text to add emphasis.
 - This helps the audience to focus on the takeaway.

Data Analysis

- From the simulations that our team ran, **policy type 1** produced the most losses



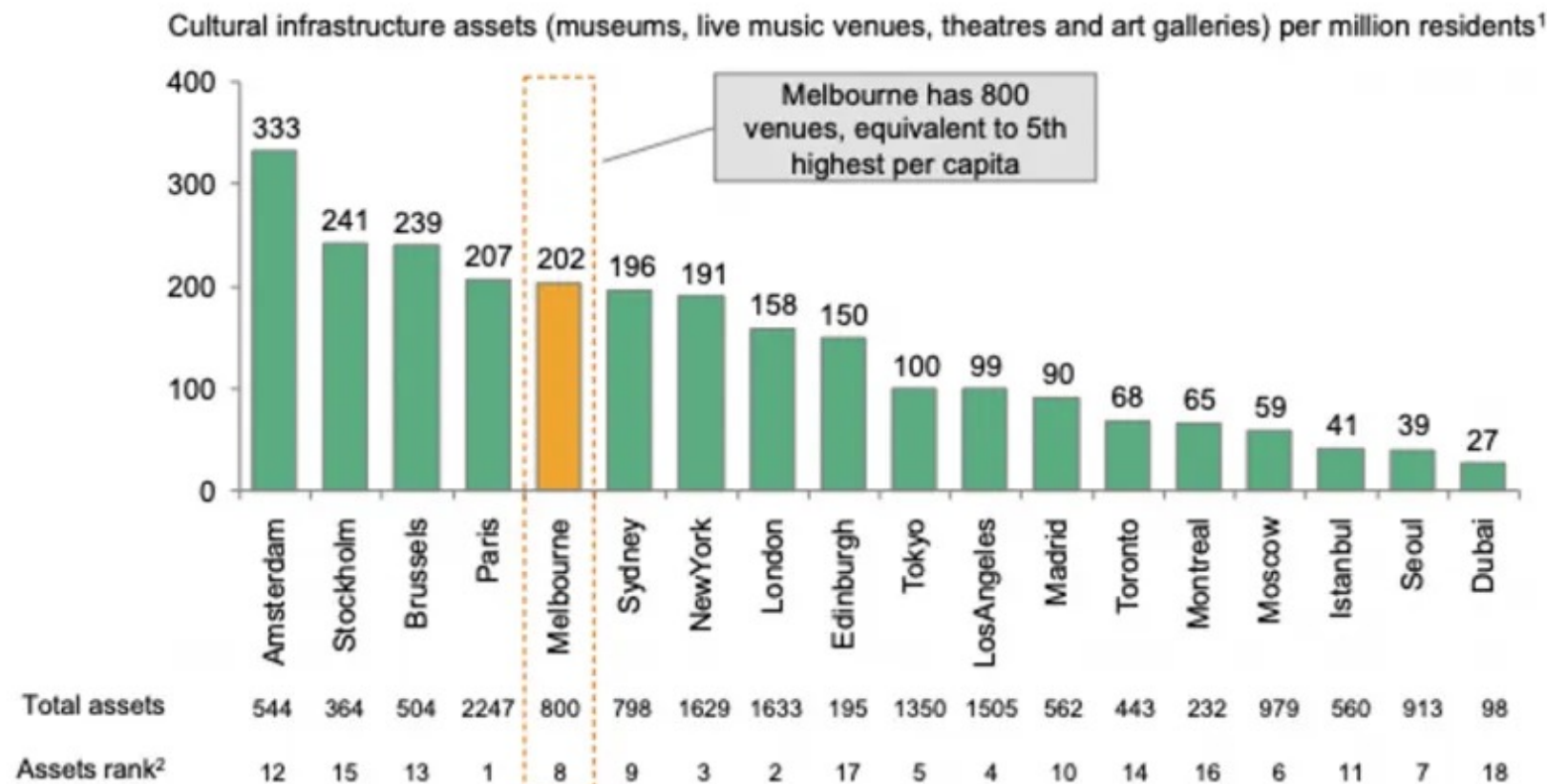
Policy 2 and 3 performed relatively well compared with competitors but it still doesn't match the CFO's goal

	Policy 1	Policy 2	Policy 3
1998	597793	653603	235054
1999	948559	114356	166342
2000	1550725	489421	460174
2001	1193939	401343	220568
2002	1699602	149384	575695
2003	1560280	1237999	1192735
2004	1126678	187579	494038
2005	326641	752309	1092028
2006	1209911	257412	1614974
2007	185265	184677	436101
2008	342918	910581	699858
2009	1045835	1439891	839778
2010	1065916	1138047	334608
2011	769557	278364	461695
2012	1547974	117716	1211412
2013	1307193	215632	498402
2014	1190385	231148	1395040
2015	860538	363672	342595
2016	274597	316184	402405
2017	844595	1438328	1293732
2018	684904	602195	1287377
2019	4578	245588	1656316
2020	60789	6529905	1255851
2021	205051	851646	1534640
2022	1156173	314227	405237
2023	1667549	35078	1629932
Sum of Losses	23427945	19456285	21736587

SOME EXAMPLES OF STRATEGIC DATA CALLOUTS

c City offers quality cultural and creative experiences

Benchmarks suggest Melbourne has strong infrastructure ...



¹. Local population only (i.e. excludes visitors). ². Based on total number of assets (museums, live music venues, theatres and art galleries)
Source: World Cities Culture Forum report (as at 2016); Demographia World Urban Areas, 2016

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SOME EXAMPLES OF STRATEGIC DATA CALLOUTS

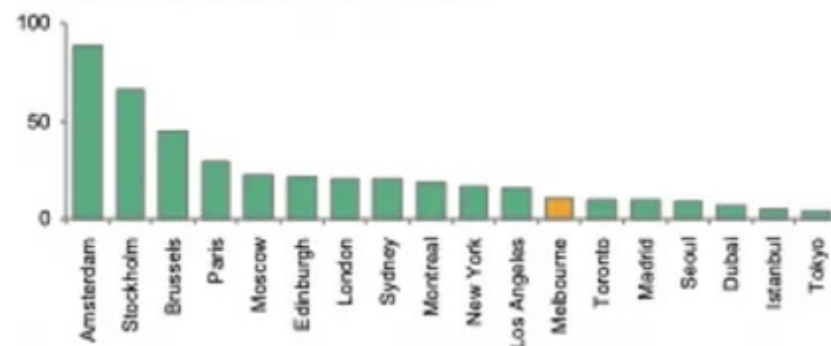
C

City offers quality cultural and creative experiences

... driven by having the most live music venues

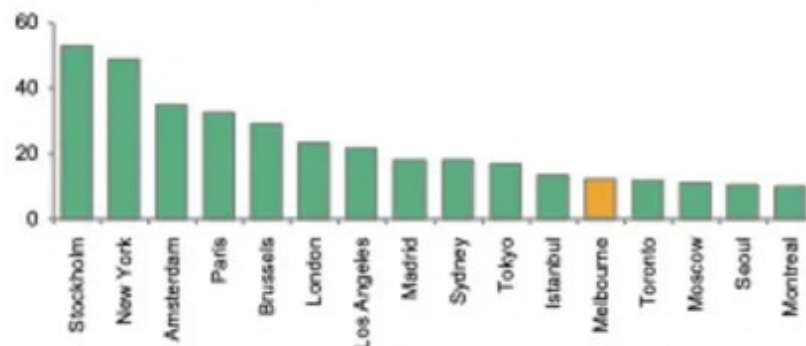
Melbourne has relatively few museums ...

Number of museums per million residents



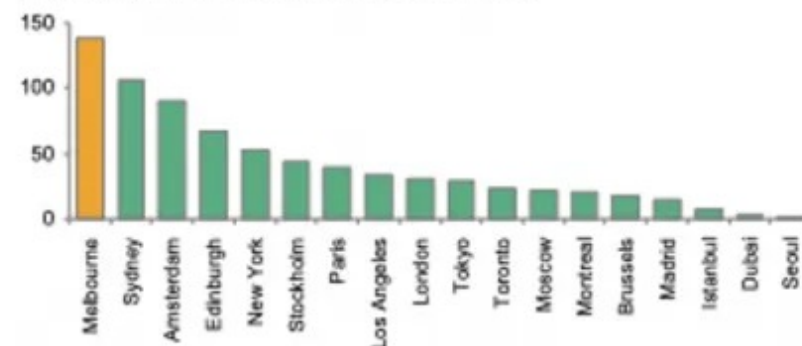
... and relatively few theatres

Number of theatres per million residents



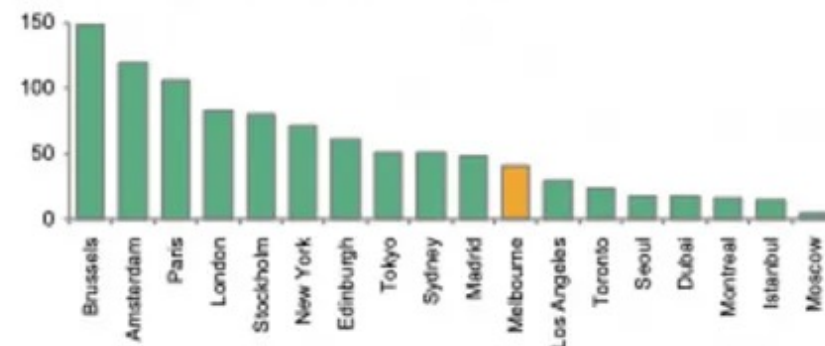
It has the most live music venues ...

Number of music venues per million residents



... and an average number of art galleries

Number of art galleries per million residents



Note: Local population only (i.e. excludes visitors)
Source: World Cities Culture Forum report (as at 2016); Demographia World Urban Areas, 2016

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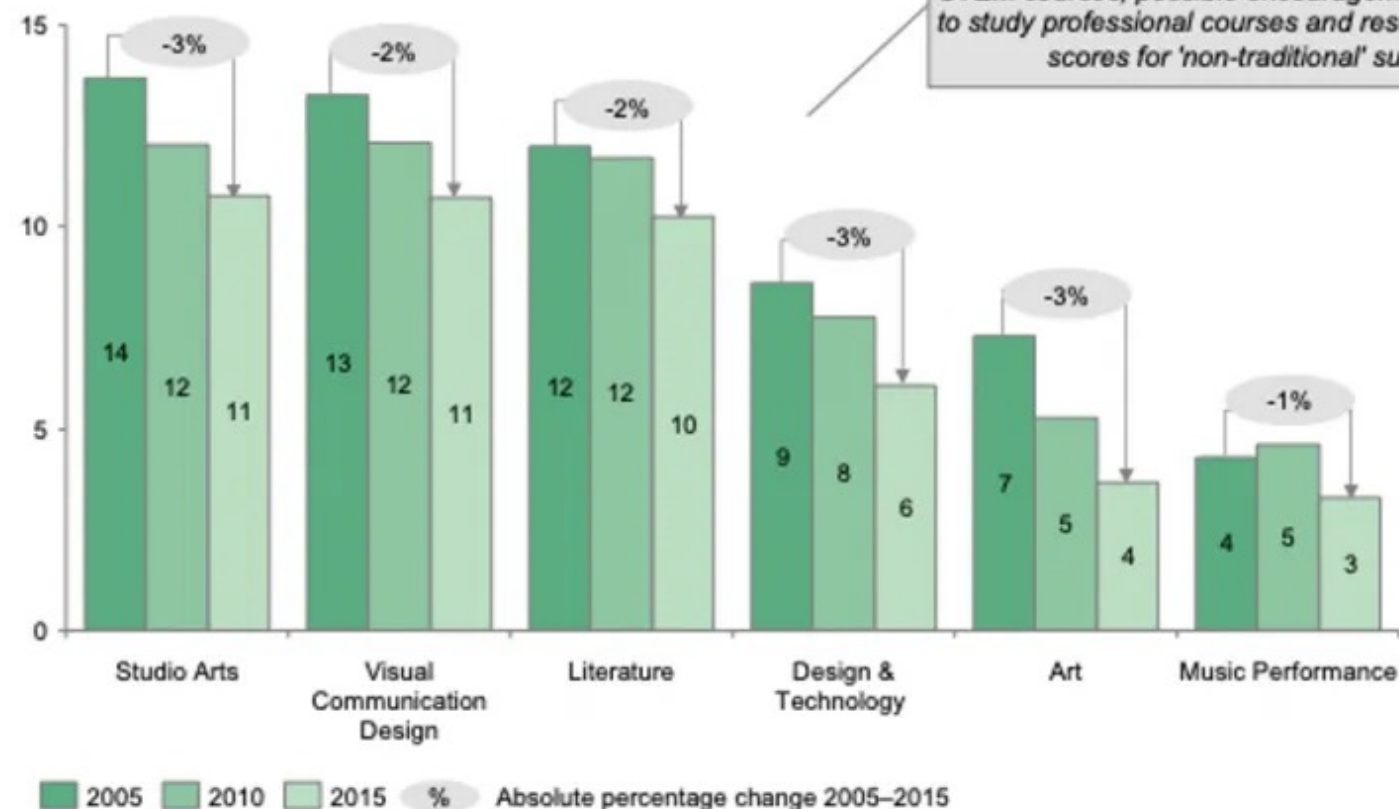
SOME EXAMPLES OF STRATEGIC DATA CALLOUTS

A Cultural and creative people want to study and work here

Fewer VCE students are studying creative subjects

Average decline of 2-3% across disciplines in last 10 years

% of VCE students 2005, 2010, 2015



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Source: Victorian Senior Secondary Certificate Participation and Completions 2005, 2010, 2015; Grade Distributions for Graded Assessments VCE 2015, 2010, 2005

BEST PRACTICES

- Always include page numbers!
 - Easy reference for anyone who is reviewing slides
- Include date if possible
 - Keeps presentation updated
- Use clear titles
- Readable Fonts
 - Use sans-serif fonts (e.g., Arial, Calibri) and ensure they're legible.
 - Use serif fonts for a more formal look (e.g., Times New Roman, Georgia)
- Align text and visuals
 - Make sure elements are aligned for a clean, professional look.

SECTION 04

SOFT-SKILLS

DELIVER WELL

- Be prepared!
 - Know your slides inside-out so you can present without over-relying on notes or reading off the slides. This comes with rehearsing your presentation!
- Engage with eye contact with your audience.
- Control your pace so that you are able to place emphasis on what merits more attention to your audience.
- Practice with a timer to make sure you are not overtime (for case competitions).
- Project your voice to sound more confident.



RESOURCES

- Examples
 - [Aon: A Health Care Reform Update](#)
 - [Pacific Life Global Funding II](#)
 - [State Farm 2023 Impact Report](#)
- Templates
 - Slidesgo (Paid account with 3 free downloads)
 - Slidescarnival (Free)
 - Flaticon.com (Vectors and symbols)

KEY TAKEAWAYS

- Always **clarify your audience + purpose** when preparing a presentation
- **Structure your storytelling** and the key points you want to convey
- Follow **design best practices** to keep slides neat and cohesive
- Be **confident** and project your voice!



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[@bruinactuaries](https://www.instagram.com/bruinactuaries)

ANNOUNCEMENTS

- Thurs. 02/13: 178A Excel Module Workshop 6 PM @ MS 6627



THANK YOU

Any questions?

