

POPULATION
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BUREAU

ENGAGE

Presentations

USER GUIDE

AN **ENGAGE**
PRESENTATION

ACKNOWLEDGMENTS

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POPULATION REFERENCE BUREAU

The Population Reference Bureau **INFORMS** people around the world about population, health, and the environment, and **EMPOWERS** them to use that information to **ADVANCE** the well-being of current and future generations.

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Introduction

This guide provides an overview of how to effectively use and present PRB's ENGAGE presentations. It includes information about how to use the presentations, a list of technology requirements, and instructions for creating and using presentation handouts.

The ENGAGE presentations differ from traditional presentations in the following ways. ENGAGE presentations:

1. Have a storyline that weaves throughout the presentation. The ENGAGE presentations share more of a “story” than usual in PowerPoint presentations.
2. Give people a different perspective on the same data or messages.
3. Mix different media formats to help tell the story: *Trendalyzer*, Flash animation, videos, etc., so there are fewer words on the slides in some cases.
5. Include complex, animated graphs that need careful explanation to help the audience grasp what they are seeing.
6. Emphasize positive news when telling a story. Our presentations focus on the positive as well as the challenges in an attempt to engage policymakers with some good news and inspire them to greater commitment.

The guide draws on the experiences of the Population Reference Bureau (PRB) and our in-country partners in developing and making ENGAGE presentations in different settings as well as input from technical and communications experts in the family planning, gender, and reproductive health fields.

In addition to this guide, each presentation provides unique supplemental materials, such as a script or text for the presentation; references; handouts; FAQs; and questions for discussion. If you plan to use a particular presentation in your work, be sure to access the supplemental materials for information that will help maximize your use.

After reading this guide, you will be able to:

- Access and use different versions of the presentations, including narrated presentations and self-narrated (live) versions of the presentations (when available).
- Create customized handouts using PRB's DataFinder.
- Generate conversations about the presentation and answer questions from the audience.

Available Versions of the Presentations

Most ENGAGE presentations are available in two formats:

1. A Flash presentation *without* a voiceover, accompanied by a presentation script so it can be given live by a presenter. The presentations without the voiceover will require you to manually click through the presentation (see section “To Move Through the Presentation”). They are supported with scripts to guide the audience through the presentation. These presentations require Adobe Flash software.
2. A presentation *with* a voiceover. The presentations with voiceover do NOT require you to click through the presentation. You can stream the videos by going to the PRB website; they are also available on CD-ROM or as downloads from www.prb.org. These presentations require a movie player such Windows Media Player in order to be viewed on a computer.

Some presentations are only available as voiceover videos, while others are available both with and without voiceover so that users may deliver the presentation live to an audience.

We recommend that all potential presenters practice with the script to determine their level of comfort with each presentation. One’s level of comfort should guide the decision about which version is best at a particular event.

Technology Requirements

To give ENGAGE presentations, you will need:

- A laptop or computer with:
 - At least 2.4 Ghz.
 - At least 3 GB of RAM.
 - An Intel Core 2 Duo processor.
 - Adobe Flash program. If your laptop or computer does not have Flash, you can download a free version of the program at www.adobe.com/products/flashplayer/. (Required for non-voiceover presentations); or
 - A movie player such as Windows Media Player. (Required for voiceover, narrated presentations).
- Projector with connecting cables. The projector should display a 1024 x 768 resolution.
- Projection screen (or white wall).
- Speakers for your laptop or computer.
- Light source to read the script if giving a live presentation.
- Microphone (if presenting for a large audience).
- Podium.

We recommend that you practice giving the presentation with the equipment (computer, projector, screen) you intend to use for the event, so that you are comfortable with the equipment and can make sure that it works correctly.

Presentation Instructions (Without Voiceover)

TO OPEN THE PRESENTATION

- Double click on the red square ‘f’ icon (‘f’ stands for Flash). The end of the file name will be “.exe”.
- Resize the window. The window may open in a small size, off-center on your computer screen. You can resize the window by dragging the top bar or dragging the corners to be smaller or larger. Enter full-screen by pressing Control + F on your keyboard.

TO MOVE THROUGH THE PRESENTATION

- You can click forward and backward through the presentation in two ways: using the forward and backward arrows on your keyboard; or, pointing your mouse to the forward and backward double-arrows in the gray bottom bar of the presentation. You might find it easier to move through the presentation using the keyboard arrows because you won’t have to worry about pointing your mouse to the correct location on screen.
 - The **forward arrow** advances the presentation. This advancement will be the next slide, the next bullet point, or the next piece of animation.
 - The **back arrow** moves you backward to the previous slide. If the previous slide included any animation, the back arrow takes you to the beginning of the slide.
- Additional controls are included in the bottom bar of the presentation: **Stop**, **Play**, and **Pause**. You can use these controls on any slides which include animation or play videos automatically. Pause will pause the slide where it is; play will cause the animation to resume from that point. Stop will return that particular slide to the beginning of the animation.
- You can click on the **Menu** box in the bottom bar of the presentation in order to skip to any point in the presentation. When you click on Menu, a list of all slides in the presentations pops up. When you point your mouse to a particular slide number, a snapshot image of the beginning of that slide appears. When you click your mouse, the presentation will jump directly to this slide. You can use this menu to skip directly to the beginning, end, or any other point in the presentation.
- All of the animation, including *Trendalyzer* screens, are prerecorded and are not interactive. Each segment of the *Trendalyzer* scenario plays with a “click.”
- If you click twice by accident, you will skip to the next piece in the sequence. If this happens, the slide will not match what you are saying. Be careful!
- Every screen in the presentation is numbered, starting with 1. These numbers correspond to the script. Some individual “screens” contain animation, and therefore change as they play.

TO DISPLAY THE PRESENTATION CORRECTLY

- The presentation will only appear correctly when it is in full screen. You cannot maximize the window—instead, you **MUST** click Control + F for full screen.
- To exit the full screen, you can either press the Escape button or Control + F again.
- If the *Trendalyzer* screens appear out of focus or pixilated:
 - Go into the Control Panel of your computer and select Display (on some computers it might be Appearance).
 - Go directly to Screen Resolution or to the Settings tab.
 - There should be an option to adjust the screen resolution. Select the 1024 x 768 screen resolution option. Click Apply and if you are asked if you want to keep these settings, select Yes.
 - Now, when in full screen by clicking Control + F, the *Trendalyzer* screens should appear sharp.

USING THE PRESENTATION AND SCRIPT TOGETHER

- The presentation script contains all the necessary narration for the presentation, along with instructions every time you need to click forward one slide.
- Every time the script says “Click Forward,” click the forward arrow of your keyboard to advance the presentation by one screen. Every click in the presentation is included in the script along with a number. The number corresponds to the lower left corner of the screen, and the script that follows is the narration for that screen.

Presentation Instructions (With Voiceover)

STREAMING AND/OR DOWNLOADING FROM THE PRB WEBSITE

- Go to the PRB website page for ENGAGE presentations: www.prb.org/About/ProgramsProjects/ENGAGE-Multimedia.aspx.
- Click the link to the presentation with the narration. The presentation will start to stream on your computer/laptop from the PRB website. It will play like a video.
- To download the presentation to your computer, right-click on the link with your mouse and select Save Target As... to save the file where you want it.

CD-ROM

- Open the CD-ROM file on your computer or laptop. Double click on the video file. The end of the file name will be “.mp4”.
- Resize the window. The window may open in a small size, off-center on your computer screen. You can resize the window by dragging the top bar or dragging the corners to be smaller or larger. Enter full-screen by pressing Control + F on your keyboard.
- Click the “play” button. The presentation will play like a video.

Presentation Tips – Delivering a Live Presentation

If you are making the presentation in-person, there are some important tips to remember:

- **Start with the script.** It helps to start with the script and work through the presentation using the script. As you become more familiar with key points and transitions, you may be able to present without the script, and/or adapt the script to give it your own personal stamp. If possible, review some of the materials listed in the References section.
- **Help people understand *Trendalyzer*.** It is necessary to help people understand the *Trendalyzer* “bubble” graphs by describing exactly what they are looking at on each axis and in the trends (see “Tips for Presenting *Trendalyzer* Scenarios”).
- **Bring your own style.** Each person brings his or her own style to the presentation. You are encouraged to adapt the script and state key messages in ways that you feel comfortable, using your natural voice (meaning both tone and intonation as well as word choices and phrasing). Speaking from your own notes is also more effective than reading directly from the script.
- **Engage the audience.** You are encouraged to use personal stories to make this presentation more compelling. One or two personal stories to illustrate a point can add a lot to the presentation and your delivery.
- **Familiarize yourself with the material.** Ensure that you understand all of the content in the presentation before you use it. Supplemental materials for each presentation cite all data used in the presentation, as well as suggest Additional Resources for more information. A FAQ (Frequently Asked Questions) provides answers to common questions. You can visit PRB’s online Glossary to learn more about different terms used in all of our presentations (www.prb.org/Educators/Resources/Glossary.aspx).
- **PRACTICE.** Practicing in front of a live audience (such as your colleagues) and receiving feedback will help you become more comfortable with the presentation and improve your delivery. If possible, rehearse the presentation using the same room and equipment that you plan to use during your presentation.

These tips may be helpful even if you choose to share the narrated version of the presentation with your audience. You will still need to introduce the presentation and foster discussion afterward, and these tips can help you prepare to facilitate the event.

Tips for Presenting Trendalyzer Scenarios

For many audience members, the ENGAGE presentation may be the first time they are seeing a *Trendalyzer* graph. Even though the *Trendalyzer* scenarios are built-in to the presentation and only require the presenter to “click” the arrow to play through it, it is extremely important to explain each *Trendalyzer* screen clearly and thoroughly. Doing so ensures that the audience will understand what they are watching on the screen. If you follow the script provided, the necessary description for *Trendalyzer* scenarios is already written.

If you choose to modify the script or deliver the presentation without notes, there are some elements of describing *Trendalyzer* that you will need to remember. Important *Trendalyzer* presentation tips to remember include:

1. When the *Trendalyzer* graph is first being shown, mention that the graph shows trends over time.
2. Point out the axes one at a time, naming and defining the indicator being shown, and defining the scale of the axis. Be sure to point out both the left/vertical axis, and the bottom/horizontal axis.
3. Note the year at the beginning of the scenario, and describe where the countries lie in that year according to the indicators on the graph.
4. Play the scenario, and at the same time, describe what is happening. For example, as the bubble is moving down, X is decreasing, and as the bubble is moving to the right, Y is going up.
5. Once the bubble(s) have stopped, briefly state what has happened over time.

Using Handouts

Using handouts will help your audience retain the information you share during the presentation, and are also a good source for sharing additional information with the audience. Many ENGAGE presentations have corresponding handouts which summarize key images and information from the presentation. You might want to share additional handouts with data relevant to your country context.

CREATING A CUSTOMIZED DATAFINDER HANDOUT

DataFinder is a database managed by the Population Reference Bureau that provides data for hundreds of variables around the world, located at www.prb.org/DataFinder.aspx. DataFinder allows you to:

- Search hundreds of indicators for hundreds of countries around the world.
- Create custom reports, charts, and maps.
- Download, print, and share.
- Create custom tables in three easy steps, for countries and world regions.
- Compare a wide array of places for one indicator, and display the results as a customizable map, ranking table, or bar chart.

Using DataFinder, you will be able to create a customized handout to use with this presentation, focusing on key indicators in your own country. Having this data available will help foster discussion about strategies to promote positive change after sharing the presentation with an audience.

To create a country profile:

- From www.prb.org, click on DataFinder.
- Under Profiles, select Countries, and then choose the country for your profile.
- From the Highlights page on your selected country, select Change Locations/Indicators in order to choose your own indicators.
- In the box that opens, uncheck Highlights, and then select available topics/indicators from the list that you want the profile to display.
- You can print this country profile as a handout for your presentation event, or use the data to create your own customized handout.

See the supplemental materials for particular presentations for suggestions about what DataFinder indicators are most relevant to the topic at hand.