ENGAGE
Snapshot Presentations

USER GUIDE

AN **ENGAGE**
PRESENTATION

TABLE OF CONTENTS

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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.

www.prb.org

POPULATION REFERENCE BUREAU

1875 Connecticut Ave., NW
Suite 520
Washington, DC 20009 USA

202 483 1100 **PHONE**
202 328 3937 **FAX**
popref@prb.org **E-MAIL**

Introduction

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

PRB ENGAGE Snapshots offer key data on concise topics as tools for advocacy and education. These one- to three-minute videos with English narration are the perfect way to launch a conversation about a critical family planning or reproductive health issue with leaders, colleagues, advocates, and students.

Like the full-length PRB ENGAGE presentations, ENGAGE Snapshots are downloadable; they are also easily embedded into PowerPoint, offering a simple means to enhance your own presentations or grab an audience's attention.

Use an ENGAGE Snapshot:

- At the beginning of your presentation to draw your audience in.
- To the middle of your presentation to support your message with data and visual interest.
- Or to the end of your presentation to stimulate discussion.

Some ideas of how to use the Snapshots:

- A lot of people are talking about the demographic dividend, but this is a complex concept that can be difficult to explain. At a meeting for high-level African decisionmakers about how their country can achieve the demographic dividend, begin your presentation with the *What Is the Demographic Dividend? Snapshot* to provide a concise explanation of the demographic dividend and provide background for a more detailed, country-specific presentation.
- Early marriage has consequences for girls, their communities, and countries. At a meeting bringing together researchers, advocates, and the media to discuss what is being done on the ground to prevent early marriage, show the *Early Marriage Has Consequences for Development Snapshot* to frame the issue and highlight the consequences of early marriage, as well as some effective strategies to address the problem.
- Start a conversation about the importance of girls' secondary education by showing *Girls' Secondary Education Is a Pathway to Improved Health* to community leaders and district officials, and encouraging them to discuss ways to increase girls' education in their communities for improved health and wealth for women and their families.

Many of PRB's ENGAGE Snapshots are adapted from longer presentations. These presentations have supplemental materials that may also be useful. These supplemental materials include 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 check if there is a relevant full-length presentation and set of supplemental materials for information that will help maximize your use.

This 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.

After reading this guide, you will be able to:

- Download and use ENGAGE Snapshot video presentations
- Embed Snapshot presentations into PowerPoint slides.
- Create customized handouts using PRB's DataFinder.
- Generate conversations about the presentation and answer questions from the audience.

Available Versions of the Presentations

The ENGAGE Snapshots are available as videos with a voiceover only. The presentations with voiceover do NOT require you to click through the presentation. You can stream the videos by going to the PRB website or download them from www.prb.org. These presentations require a movie player such Windows Media Player in order to be viewed on a computer.

Technology Requirements

To present an ENGAGE Snapshot, 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.
  - 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.

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

STREAMING AND/OR DOWNLOADING FROM THE PRB WEBSITE
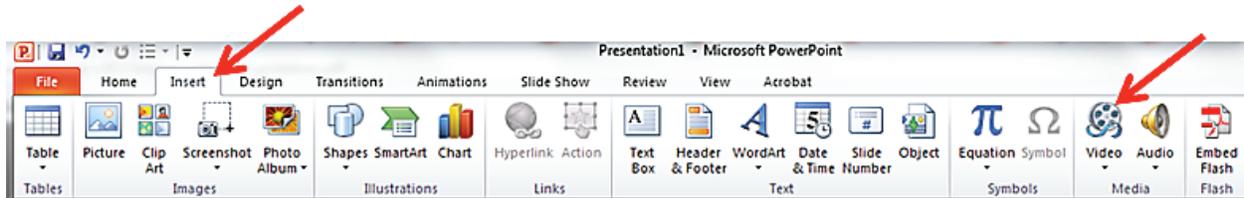
- Go to the PRB website page for ENGAGE Snapshots: www.prb.org/About/ProgramsProjects/ENGAGE-Multimedia/ENGAGESnapshots.aspx.

- Select a presentation, and click the link.

- Press the play button. 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 on your own computer.
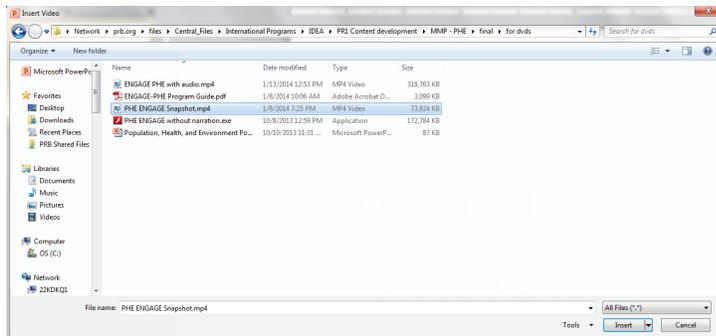
HOW TO EMBED ENGAGE VIDEOS INTO POWERPOINT

- Go to the ENGAGE Snapshot section of the PRB website: www.prb.org/About/ProgramsProjects/ENGAGE-Multimedia/ENGAGESnapshots.aspx.

- Click on the "Download Snapshot" link at the top of the ENGAGE Snapshot page.

- Right-click and choose "Save Link As" to save to your computer.

- In PowerPoint, in "Normal" view, click the slide in which you want to embed the Snapshot.

- Click the "Insert" tab at the top left of the toolbar.

- Go to the "Media" section of the toolbar (far right) and click on the "Video" button.

- This will open a box that allows you to choose files from your computer.

- Select the video file you just downloaded.

- PowerPoint will embed the video on the selected slide.

Additional Tips:

- You can change the size of the video window in PowerPoint by dragging the corners to make the video larger or smaller (the same way you adjust the size of a photo on a PowerPoint slide).

- Using the Animations tab, you can choose to start the video automatically when you advance to the current slide or on a click after you advance to the slide.

Presentation Tips

If you are including an ENGAGE Snapshot in a larger presentation, there are some important tips to remember:

- **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 full-length ENGAGE 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/Publications/Lesson-Plans/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 are showing the ENGAGE Snapshot alone. You will still need to introduce the presentation and foster discussion afterward, and these tips can help you prepare to facilitate the event.

Additional Resources

Properly designed PowerPoint slides, when combined with a well-organized and well-delivered presentation, can be extremely effective in communicating with your audience. They can help your audience understand, remember, and take home your message. The following resources provide guidance on creating and delivering presentations:

Andy Goodman, "Chapter 4: PowerPoint Is Your Friend," in *Why Bad Presentations Happen to Good Causes*, accessed at www.thegoodmancenter.com/resources/.

Population Reference Bureau and MEASURE, "Section 1: Six Steps to Developing an Effective Presentation," "Section 2: Delivering an Oral Presentation," "Section 3: Presentation Dos and Don'ts: Tips for Preparing Great Slides," "Appendix 1: Sample Presentations on Population, Health, and Nutrition Topics," and "Appendix 2: Notes on Making Presentations in PowerPoint," in *Connecting People to Useful Information: Guidelines for Effective Data Presentations*, accessed at www.measuredhs.com/pubs/pdf/OD41/OD41LG.pdf.

ReadWriteThink, "PowerPoint Design Tips," accessed at www.readwritethink.org/files/resources/lesson_images/lesson787/PPDesignTips.pdf.

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 of the full-length ENGAGE presentations have corresponding handouts which summarize key images and information from the presentation. When you show the ENGAGE Snapshot, you might want to share 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.