week::five
Giving Presentations

Agency Pitch Project

Basic Structure for Thursday's Presentations

- o Introduce yourself

- o Describe your business
  - ▪ Goals, market, history, principals

- o Summarize the results of your company research; Define the client's problem/project/needs as you see it.

- o Present your ideas (your portfolio piece)
  - ▪ Focus on **problem/solution explanations**
  - ▪ How will your designs achieve the project goals?
  - ▪ How will you meet the client's needs

- o Summarize your presentation, and say thanks

- o Answer questions
  - ▪ If there are questions you can't answer immediately, write them down and tell the client you'll get back to them ASAP. Make sure to follow-through.

Tips for Giving Presentations

Design Presentation Tips *(How to present your design work to a client)*
- ▪ From *Design is a Job*, Chapter 7 (First edition/Second edition: Appendix 2)
- o Design doesn't sell itself
  - ▪ Explain the design choices you made
  - ▪ Show your work
- o Let the designers present
  - ▪ They get direct, unfiltered feedback from the client.
  - ▪ Try not to present over long distances
- o Have an agenda for the presentation
- o Be confident in the designs you put in front of your clients
  - ▪ If you believe in it, so will the client
  - ▪ Never apologize for your work
  - ▪ Never apologize for what you are *not* showing
  - ▪ Steer the discussion away from personal subjectivity
- o Speak of goals, not features
  - ▪ Don't give a real estate tour — they can see the design. Tell them the *why*.
- o Educate your client on how to critique
  - ▪ Most people do not know how to critique … and that's OK.
  - ▪ "Going negative" can be a good thing
  - ▪ Read the mini-speech at the bottom of page 71 in *Design is a Job.*
- o Be open to being wrong
- o Never embarrass your client

General Presentations Tips

- o Be confident
  - Strong handshake
  - Eye contact (!)
  - Definitive speech
  - False modesty—don't apologize for your work

- o Don't be afraid to pause

- o Be flexible
  - Focus on what the client seems interested in and respond to their questions/comments

- o Keep your designs covered until you are ready to show them

- o Think about what you will say ahead of time (even small talk)
  - Research your client's business news or public personal projects/hobbies

- o Speaking of which … Don't be afraid of small talk
  - Read the person and ask questions about their interests
  - Topics to stay away from: Politics, religion, sex, and other contentious current events.

- o Arrive early and prepared

- o Don't try *too* hard—be professional yet relaxed

- o Foote says:
  "When you call upon potential clients, less than half of the impression they get will be determined by the strength of your portfolio. More than half will be determined by how well you present yourself.
  — (Chapter 14, pg. 243)

- o Monteiro says:
  "There should be absolutely no doubt that this is your meeting. Stand up. Walk to the head of the room. Announce who you are, what you do, reiterate the goals of the project and tell people how what you're about to show them will meet those goals."
  — (Chapter 7 [First edition], pg. 69)

- o Regarding money: Good clients care about results more than cost.

- o Follow-up by saying *Thank You*… (but wait a week or so)