

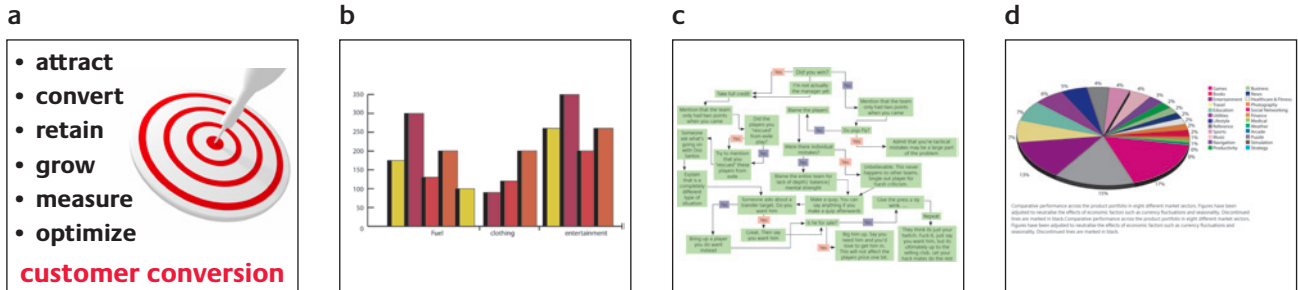
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Facts and figures

A

DISCUSS

1 Look at the amount of information in the visuals below. Which visuals have too much?



2 How much data do you typically have to present? Describe one of the more complex sets of figures you've used in the past. Why did it have to be so complicated?

VIEW

(00:00–01:15) Watch Mark talking about presenting facts and figures and decide how he would respond to the questions above.

RECALL

- 1 How does Mark define 'data-dumping'?
- 2 What's the five-second rule?
- 3 How are the expectations of technical audiences different from non-technical ones?
- 4 What's a 'slideument'?

B

DISCUSS

What four things can you do to avoid data-dumping? Complete the mind map below:



VIEW

(01:16–03:46) Watch Mark outlining four ways of dealing with data-dumping and compare your ideas with his.

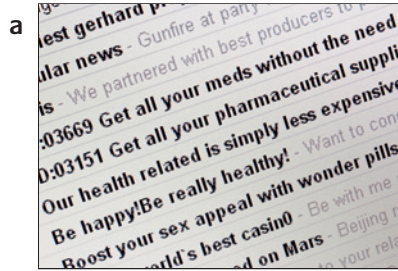
REFLECT

- 1 In view of what you've seen so far in this video segment, what changes might you want to make to the way you present facts and figures in your own presentations?
- 2 Is it as necessary to contextualise data when presenting to an audience of experts?

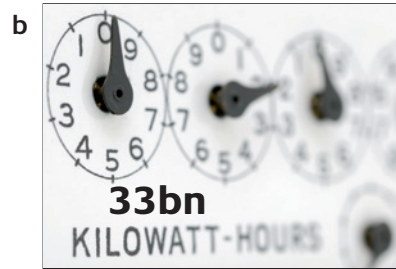


PRESENT

You work for @sgard, a company that produces spam filter software. With a partner, team-present the statistics below, making sure to put each into context.



Do you know how much spam is costing you annually? We have the official figures.



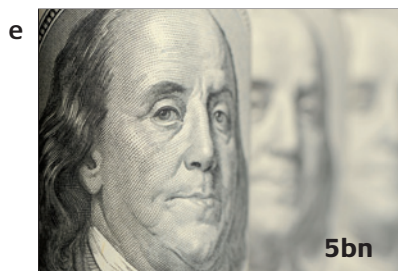
Amount of energy used to transmit, process and filter spam = 33bn kilowatt hours per year.



= enough to power 2.4m homes > total no. of homes in Warsaw, Budapest and Vienna.



= enough to produce greenhouse gas emissions of 3.1m cars > total no. of cars in London.



Total cost = \$5bn pa. But what can we do? After all, it's not us sending the spam, is it?



80% of energy wasted by spam not spamming, but from end-users deleting junk.



To deal with this, our company has taken spam filtering tech to new levels. We stop spam at source.

VIEW

(03:47–05:29) Now watch a presenter giving the presentation you've just given and compare her performance with yours. Try again if you want to.

REFLECT

- 1 Why do you think contextualising figures is so very powerful?
- 2 How can your visuals reinforce the context?