

## Presenting for Geeks



A presentation is not about the content or about you - its about your audience. Your job as a presenter is to take your audience to a place where they know about your topic, understand it and act on it. This book will show you how to achieve this. In their presentations, geeks usually focus on the facts. Which results in presentations that are accurate, cover every aspect of the topic - and tend to overwhelm the audience. As a result, the audience will remember little, if anything, of the actual content. Presenting for Geeks shows a different approach to presentations by putting the audience at the centre of everything. Seeing things from the audiences perspective leads to a more visual and engaging presentation style that helps them better understand and remember the content of the presentation. This approach is covered in three chapters: preparation, slides, presenting. Garr Reynolds, author of Presentation Zen, about this book: If you or someone on your team wants/needs good presentation advice from a fellow technical presenter, then this is the book.

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