ENHANCING YOUR PRESENTATIONS
KNOW YOUR AUDIENCE

BY JOHN M. ADAMS, III, SIOR, CCIM

We are all in the business of making presentations. This can be interviewing for listing a property, presenting for a tenant rep assignment, presenting to a trade group, or presenting at an SIOR Conference. I am going to outline several apps and technology tools available to enhance your presentations.

PREZI

Prezi is a cloud based presentation software for presenting on a virtual canvas or Powerpoint on steroids. They have an app that is very user friendly as well. You probably have noticed more and more presentations being made with Prezi. When using Prezi, try to use one of their templates to get started. It is much easier than creating your own. Once you have mastered this, then you can create your own template. Be very careful with Prezi though. Some presentations I have seen "fly" around too much and can make you dizzy.

KEYNOTE

Keynote is Apple's version of Powerpoint and I use this quite a bit on my iPad. One great feature allows you to save the final presentation to a PDF or

to a Powerpoint file. I also use the Keynote Remote App on my iPhone, which allows me to use my iPhone as a remote or "clicker" to control the presentation on my iPad. The app for Keynote is very simple to use for creating a presentation on the go.

SLIDESHARK

Slideshark is an app that allows you to present a Powerpoint file. This app also allows you to download the app to your phone and use your phone as the remote or "clicker." Another feature allows you to share the presentation online via e-mail or social medial for on-demand viewing by others and track the viewing results.

APPLE TV

Apple TV is a tool that I have not seen utilized very much in a professional environment. Most people use Apple TV at home to stream Netflix or movies to their TV. The Apple TV has a wireless technology called AirPlay. AirPlay allows you to mirror the screen on your device to a TV or projector, but you will need an Apple TV (which is $100), a TV or projector, a wireless internet connection and either an iPhone, iPad, or Mac Computer. With this device, you won't have to worry about having the right cord to hook to your computer or device. I find this helpful when we are looking at a map and everyone can't gather around the computer or iPad. I mirror my iPad to the TV and the map can be seen by everyone in the room.

CONFERENCE PAD

Conference Pad is a tool that can be used for a presentation to up to 15 people. The catch with this presentation tool is the other 15 people must have an iPad too. With this app, you can basically control the presentation with your iPad and it can be viewed on the other iPads. The participants can't alter any of the presentation while the presenter is presenting. The most effective way I have seen this presented is by handing out a few older generations iPads with Conference Pad already loaded. This way you don't have to worry about the app not loading on the viewer's iPad.

GOTOMEETING & CISCO WEBEX

GoToMeeting and Cisco Webex are two apps that are similar to each other, as well as Conference Pad. They are typically used if you are presenting remotely. If the participant has a camera on their iPad or computer, you can see up to six participants via video. I have seen this used if you are making a pitch via telephone, and it allows you to have your presentation in front of the participant versus a conference call with everyone talking over each other.

The use of technology for making presentations has made tremendous progress over the last few years. I am a huge fan of using cutting-edge technology for my presentations. However, I can't emphasize enough, you have to do your homework and know who you are presenting to. Some of the technology can be too advanced or if not done correct can cause the participant to lose focus very quickly.

ABOUT THE AUTHOR

JOHN M. ADAMS, III, SIOR, CCIM is a founding Principal with Cushman & Wakefield|Cornerstone in Knoxville, Tennessee. He graduated on the National Dean's List from the University of Tennessee in 2001 with a Bachelor of Science in Business Administration, majoring in finance. After college, John obtained his Affiliate Broker license, was involved in real estate management and development, and joined Wood Properties in 2003. In 2009, John earned his Tennessee Real Estate Broker license.