

Enhancing Presentations Through Targeting And Personalization



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OBJECTIVES

- Discuss the widespread use of standardized (canned) PowerPoint presentations
- Discuss the value of audience research
- Discuss the concept of localized targeting and personalization
- Discuss legal issues surrounding web photos

Death by PowerPoint

- Value of PowerPoint presentations-audience diversity
- Overuse of PowerPoint
- Mandatory presentations
- How can I enhance those?
- Audience Targeting and Personalization

Targeting (1)

- Know your locale
- Know your audience
- Know their history



Targeting (2)

- Know their focus
- Use current events or local topics
- Focus on local impacts



What Are Major/Complex Incidents? (2 of 2)

Major/complex incidents:

- Include widespread damage to property/environment/economy.
- Result in psychological threat/trauma.
- Span multiple operational periods (weeks, months, years).
- Are costly to control and mitigate.
- Require extensive post-incident recovery efforts.
- Draw national media interest.
- May require a coordinated Federal response.



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Personalization

- Research the agencies attending
- Utilize available resources
- Agency websites, Facebook pages, search engines

Common Terminology

Using common terminology helps to define:

- **Organizational functions.**
- **Incident facilities.**
- **Resource descriptions.**
- **Position titles.**



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Where'd Ya Get That Picture?

- Images are generally either "Public Domain" (free use) or "Copyright Protected" (restricted, obtain permission before use)
- Permission is not required for public domain images, but you should credit the original institution and contributor, when known, whenever the image is used in any publicly distributed media.
- If the image is copyright protected, you will have to contact the content provider to obtain usage permission.
- Use in a non-profit/local/academic setting
- Tracking a picture.

Conclusion

- PowerPoint
- Know your audience
- Targeting
- Personalization
- Legal issues

QUESTIONS?

