



2023-2024 ENACTUS CANADA TECH PRESENTATION STRATEGIES

TECH PRESENTATION STRATEGIES

An integral part of the Enactus competition presentation are the visuals. Your presentation represents your team's story and helps convey your information efficiently, all while increasing engagement. Below are some strategies on how your team can create a compelling, competition-ready presentation to accompany your script.

PLANNING AND PREP

- Brainstorm ideas for visuals with your team and use storytelling to make it unique.
 - Create another copy of the script and use that to annotate notes for the visuals of the presentation (referred to as tech).
 - For example, if a line says, "We delivered our workshops in 3 different countries", then under this line, you may add a note saying, "include graphics of the Canadian, Chinese and Indian flags".
- Gather as much content as you can beforehand while the script is being finalized.
 - Find testimonials and make sure to add captions at the bottom of the screen. This will allow viewers to easily follow along as they watch your testimonial.
 - Collect all project photos and videos.
 - Gather icons as a transparent png. (ex. From [Flaticon](#)).
 - Download the fonts that you will be using ([Google Fonts](#)).
 - Ensure you are using royalty free music (ex. From [Pixabay](#)).
 - Collect stock videos and pictures (ex. From [Pexels](#)).

CONTENT DEVELOPMENT

- There are many different software that you can use for video creation, but some include:
 - Adobe Premiere Pro (Most suitable if team is comfortable with presenting alongside a pre-made video)
 - PowerPoint (Most suitable if you want to control visuals to ensure it aligns with presenter's lines)
- Leverage past delegates, alumni and team for help.
- Check out this tutorial on [How to Create an Enactus Presentation](#) on PowerPoint from Enactus Canada.
- Reach out to your Program Manager for further guidance.

TECH CHECKS AND LOGISTICS

- Practice (with your equipment), and ensure you leave time for tweaks.
 - Check timing of visuals with music
 - Get feedback from your team, team alumni, and faculty advisors. They may be able to point out something you missed!

- See if you can get a recording of your presenter's reading out the script once it is complete, so that you can practice going through the presentation with the right timing.
- Ensure files are transferred to other team members' devices in case technical issues arise with one laptop.
- Consider using a hard drive (move other files on your computer to the drive to create space and to ensure the computer works fast).
- Have backup plans. You may want to have another Enactus school's contact info on standby for equipment in case yours doesn't work (like your projector for example)!

GENERAL TIPS

- Make sure your presentation is easy to follow along with. Judges don't get another chance to review your presentation so make sure they are able to understand what you are showcasing.
- Don't have too many things happening at once, it can get distracting. Sometimes, less is more!
- Have fun with the presentation! Don't be afraid to try something new and get creative.

OTHER RESOURCES

- [Team Resources Page](#)