Tech Presentation Strategies

This document will provide an overview of the key components for a compelling Enactus competition presentation. It will cover everything from planning and content development to technical checks and general tips to help your team effectively tell its story and showcase its impact.

Build Presentations

The visuals are an integral part of your Enactus competition presentation. A compelling presentation helps convey your information efficiently, tells your team's story, and increases engagement. Below are some strategies for creating a competition-ready presentation to accompany your script.

Planning and Preparation

- **Brainstorming and Storytelling:**
    - Work with your team to brainstorm ideas and use storytelling to make your visuals unique.
    - Create a copy of your script and use it to annotate notes for the visuals, or "tech." For example, if a line says, "We delivered our workshops in three different countries," you could add a note to include graphics of the Canadian, Chinese, and Indian flags.
- **Gather Content:** Gather as much content as you can before the script is finalized.
    - Find testimonials and make sure to add captions at the bottom of the screen so viewers can easily follow along.
    - Collect all project photos and videos.
    - Gather transparent icons (e.g., from [Flaticon](#)).
    - Download the fonts you will be using (e.g., [Google Fonts](#)).
    - Ensure you are using royalty-free music (e.g., from [Unsplash](#) or [Pixabay](#)).
    - Collect stock videos and pictures (e.g., from [Pexels](#)).

Content Development

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<u>Software Options:</u> There are many software options for video and presentation creation, including new AI-powered tools.

- Microsoft PowerPoint: Still the industry standard, offering robust features for animations, transitions, and offline access.
- Google Slides: Excellent for collaboration, as multiple people can edit in real-time with automatic saving to the cloud.
- Canva: A great option for teams with limited design experience. It offers a simple drag-and-drop interface with thousands of professional, customizable templates, images, and icons.
- Prezi: Best for creating dynamic, nonlinear presentations using a unique zoomable canvas.
- Adobe Premiere Pro: Most suitable for pre-made video presentations, offering professional-grade video editing.
- CapCut: A popular video editing app known for its user-friendly interface and quick, professional-looking edits, especially for social media content.
- DaVinci Resolve: A powerful, professional-grade video editing software that is free and includes advanced features like color correction, visual effects, and audio post-production.
- Free and Royalty-Free Assets:
  - Music: Bensound, Uppbeat, and Free Stock Music offer a wide selection of royalty-free tracks for your presentations.
  - Videos & Photos: Pexels and Pixabay remain excellent sources for royalty-free stock videos and pictures.
- Resources:
  - Check out the "How to Create an Enactus Presentation on PowerPoint" tutorial on YouTube from Enactus Canada.
  - Reach out to your program manager for further guidance and support.

Tech Checks and Logistics

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- **Practice with Equipment:** Practice with your equipment and leave plenty of time for tweaks.
    - Check the timing of your visuals with the music and script.
    - Get feedback from your team, team alumni, and faculty advisors. They may notice something you missed.
    - See if you can get a recording of your presenter reading the script to practice timing.
- **Create Backups:**
    - Transfer files to other team members' devices in case of technical issues with one laptop.
    - Consider using a hard drive to free up space on your computer and ensure it runs fast.
    - Have a backup plan for equipment. You may want to have another Enactus school's contact info on standby.

General Tips

- **Keep It Simple:** Make sure your presentation is easy to follow. Judges only see it once, so everything must be clear. Sometimes, less is more.
- **Be Creative:** Don't be afraid to try something new and have fun with the presentation!
- **Assets:** All presentation templates and assets should be stored in the new shared Google Drive for your team. This includes any updated PowerPoint templates.