



Tips for Giving a Global Warming PowerPoint Presentation

GENERAL TIPS FOR POWERPOINT PRESENTATIONS

1. Preparing Your Presentation

- Consider the knowledge, interests and attitudes of your audience and shape the presentation to reflect these.
- Design the presentation to move the particular audience from where it is to where you want it to be/what you want it to do.
- Personalize your presentation – it makes it more entertaining and more powerful.
- Practice giving the presentation a few times before you give it publicly, but don't try to memorize a script.

2. Getting Ready to Give Your Presentation

- Check out the room, test the equipment including microphone, projector, screen, ability to reduce lighting, etc.
- Bring a remote and/or pointer to use during presentation.

3. Giving the Presentation

- DO NOT read your slides to your audience.
- Use your own words to tell the story and use slides to highlight particular points or provide graphics, photos, etc.
- Use humor – the more serious the subject, the more welcome it is. It keeps your audience engaged and appreciative.
- Make the presentation interactive. Let audience members respond to questions or offer opinions that will help you move to your next point—it keeps them awake and involved.
- Include a Q and A session, but don't end there. Leave the audience by restating the message you want them to remember (they can make a difference, but they need to take specific and immediate actions).

SPECIFIC TIPS FOR GLOBAL WARMING PRESENTATIONS

- Tailor your presentation to your audience and your desired outcome (individual action, policy activism, local leadership, etc.).
- Provide only enough information to move your audience to action – information overload has the opposite effect, especially when the information is depressing or overwhelming.
- Emphasize:
 - local/regional impacts of greatest concern (i.e., fires and droughts in the west, floods and sea level rise in the southeast, etc.)
 - the types of impacts that matter most to the particular audience you are addressing (i.e., human impacts when addressing social and religious institutions, wildlife impacts when addressing conservation groups, economic impacts and energy security when addressing business or government groups, etc.)
- Motivate with solutions and hope – information about global warming is overwhelming and the majority of the public is already convinced that it's real and serious. Focusing on solutions is much more likely to motivate individuals and groups to take action.
- Provide information in a way that will motivate your audience to take action by showing that change is possible and that they can play an important role.
- Be sure to include discussion of the benefits of action – again, tailored to the audience's interests (economic/jobs benefits of renewable energy and energy efficiency, cleaner air and water with less fossil fuel burning, better land use and transportation planning decisions, a healthier and more secure future for your children, etc.).

HOW TO HANDLE STICKY SITUATIONS / QUESTIONS

- If people want to debate the science, calmly respond that the consensus of scientists around the world supports these findings and refer them to the Intergovernmental Panel on Climate Change's website [www.ipcc.ch]. The IPCC is a body of more than 1500 climate scientists from around the globe, convened by the United Nations but led by many top U.S. scientists. Don't get into an argument, get defensive, or spend time arguing with skeptics.
- If you get science/impacts questions that you can't answer, be honest about it. Simply refer people to the IPCC or other appropriate websites.
- If you get solutions questions you can't answer, refer people to Audubon's website and/or Audubon staff if appropriate.

IMMEDIATELY FOLLOWING THE PRESENTATION

- Be sure to offer written materials *after* you give the presentation so the audience focuses on you during the presentation.
- Offer tip sheets, additional resource lists/sites and specific ways to get involved.
- Use a sign-up list or other means to capture names of people interested in becoming activists, joining Audubon's e-activist list, etc.

MORE ABOUT THE POWERPOINT PRESENTATIONS POSTED AND HOW TO USE THEM

Two Versions:

- **The Long and the Short:** We have provided two versions of the PowerPoint presentation and an accompanying presenter's guide for each. The longer version is more comprehensive and includes in-depth information on the science of global warming and how global warming will impact people and wildlife. It also includes a solutions section. The shorter version includes an introduction to the science and impacts but is more focused on solutions (including political solutions and individual actions). The shorter version also has notes included in the PowerPoint file itself; these notes provide additional information and ideas for your presentation. You may want to print out the PowerPoint notes pages of the shorter version.
- **Adapt, Adapt, Adapt:** We encourage you to use information and slides from one or both of the presentations and tailor your presentation to meet the interests and needs of your audience. For example, you might want to add regional examples from your area, or pull some of the slides from the longer version and insert them into the shorter version. You also might want to develop a much shorter version that highlights 10 key things that people can do to make a difference. All the information is meant to provide support and to help you and your audience better understand the issues and what we need to do to reduce the threat from global warming.
- **Searching the Web:** You'll see that we've included links to additional resources and websites that have more information about a number of the topics mentioned in both presentations. We encourage you to visit other sites and to look at original research, if it will help you with your outreach efforts.

Photo Credits

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