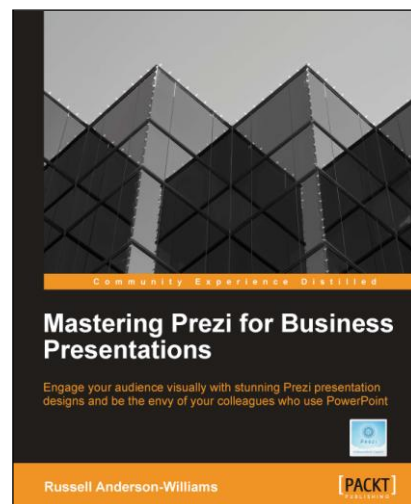




Mastering Prezi for Business Presentations

Russell Anderson-Williams



Chapter No. 11 "Getting Prezi through the Door"

In this package, you will find:

A Biography of the author of the book

A preview chapter from the book, Chapter NO.11 "Getting Prezi through the Door"

A synopsis of the book's content

Information on where to buy this book

About the Author

Russell Anderson-Williams is the founder of www.thepresenter.com, which is dedicated to educating Prezi users in best practice, sharing advice, tips in design, and more than anything, changing the mindset of Prezi users to that of a non-linear thinker. A creative and visual thinker, Russell has a strong background in visual communication and graphic design, as well as a long career in training and education. Russell has designed and delivered hundreds of visually stimulating training presentations for some of the world's biggest companies in a variety of sectors. By merging his love and passion for educating people with his joy for all things wonderfully visual he has set a course to turn anyone in the business world into a Prezi master through his onsite training programs, and tirelessly blogging about everything Prezi related. He resides in the extremely creative city of Bristol in the United Kingdom where he works in training design, Prezi design and training, and anything else that allows his creativity to run wild.



For More Information:

www.packtpub.com/mastering-prezi-for-business-presentations/book

Mastering Prezi for Business Presentations

If you've discovered Prezi in the last few years or even very recently, you have joined part of an interesting movement that's rapidly changing how ideas are shared. If you're reading this now then there's no doubt in our minds you're completely sold on the fact that business presentations need to change. You're probably also sold on the fact that Prezi is exactly what's needed to make that change. In this book you'll find all the tools and guidance to take your business presentations to the next level, and build on what you already know about Prezi. Our aim is to take you from Prezi user to Prezi master, and we hope you enjoy the ride.

What This Book Covers

Chapter 1, Best Practices with Imagery, will show two different types of imagery. It will help you understand the pros and cons of using either within the Prezi canvas. There are also useful tips on where to find imagery for your Prezi designs and how to create some of your own.

Chapter 2, Using Audio, teaches you how to add audio to your canvas and understand when this technique should and shouldn't be used. Audio can bring a whole new dimension to your Prezi designs. It will also make your Prezi very engaging for anyone viewing it online.

Chapter 3, Inserting a Video, explores the benefits of using video files that are stored offline or online. We will also look at how to create your own YouTube account to edit and manage your online video files.

Chapter 4, Approaching Your Prezi Design, will help you understand the most logical and time-saving way to approach your Prezi design. You'll see exactly why Mind Mapping and planning your Prezis are so important, and you'll also learn the three Prezi design steps to help you build perfect Prezis every time.

Chapter 5, Projecting Your Prezi, gives you some simple facts about projectors that you probably never knew before. With this new knowledge you'll understand why some of your Prezi designs don't look the same once projected onto a big screen. This is an extremely useful chapter that will help keep each and every frame of your Prezi design looking great.

Chapter 6, Prezis for Online Delivery, gives you some simple tips to help engage with your audience and keep them focused when exploring a Prezi on their own. Some of your Prezis will be accessed by colleagues and customers online. Because of this you'll need to take a slightly different approach and think about your audience a lot more.

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Chapter 7, Importing Slides into Prezi, helps you understand the Insert PPT feature, and also gives great tips on how to truly turn linear slides into non-linear presentations. With PowerPoint being so dominant in business presentations for such a long time there's no doubt you'll need to Prezify slides for your organization.

Chapter 8, Prezi for iPad and Android, explains how to use the Prezi viewer for iPad, and also gives great advice on how to present using a tablet device. If you use an iPad or Android tablet for business, then why not use it to present new ideas to your colleagues and managers at work?

Chapter 9, Mastering the Newer Prezi Features, will help you master some of the newest Prezi features available as the Prezi software is improving all the time. In this chapter, you will learn how to make the most out of templates, customize shapes, group objects together, and much more.

Chapter 10, Prezi Meeting, will enable you and your colleagues to share ideas in an exciting and engaging way using Prezi Meeting. There are lots of step-by-step instructions on how to set up a meeting, and also useful tips to make sure the meetings you host stay focused and have meaning.

Chapter 11, Getting Prezi through the Door, explores some of the barriers you may face when introducing Prezi to your business. This is going to be just as hard as mastering the tool itself, but we've given you lots of useful tips to help get Prezi through the door and into the hands of your colleagues.

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Getting Prezi through the Door

We felt it wouldn't be right to finish this book without spending some time on the hardest task you're likely to face as a Prezi master. That task is getting Prezi through the door of your business, adopted, and loved by all your colleagues.

The very fact that you've purchased this book shows how much you appreciate Prezi. However, this isn't going to be the case for everyone in your business. With the constant grind of the day-to-day tasks it's difficult for workers to commit to learning new things. Prezi is not just a new piece of software but a whole new way of thinking and presenting.

To help you get Prezi through the door of your business we'll look at:

- PowerPoint's grip on business
- Opportunities to zoom
- Using PowerPoint to introduce Prezi
- Educating your business

PowerPoint's grip on business

Although we sing the praises of Prezi's non-linear format and want everyone to be using it to create beautiful presentations, there's a lot to be said for a piece of software that's stuck around as long as PowerPoint has.

For More Information:

www.packtpub.com/mastering-prezi-for-business-presentations/book

PowerPoint gave everyone in business the chance to be heard. Anybody could create a slideshow and make their message one hundred times louder than it was with just them saying the words. It added a visual element to important business messages, it was fairly easy to use, and has now become a standard piece of the kit that you expect to see in any organization. Credit where credit is due, those trusty old linear slides have helped most of us in business to create some decent enough presentations in our time.

But this is a different time, and the people joining today's workforce are very different thinkers to those from the good old days!

PowerPoint was created in a different decade, when people wore different types of suits to work, bread and milk were much cheaper, there was no Facebook or Twitter, companies didn't have to think outside the box that much to survive, and a presentation had to have beginning and end points. Ah, the good old days.

Nowadays companies will/should do all they can to look different than their competition, innovation is desperately sought after, and creativity is encouraged wherever possible. There's a constant wave of new organizations springing up shouting about how they think bigger and better than the next guys, and how innovative they are. How many of those companies' sales people have you let through the door to present to you, and then had to sit through a hundred tired old PowerPoint slides that have been passed down from one sales guy to the next. Innovative? Come on, really!

This is a perfect example of how tight a grip PowerPoint has on business presentations. We happily admit that it is a great tool, and it's changed the face of business presentations forever. But surely, it has to be time for a change, right? Unfortunately most people in business truly believe that PowerPoint is the only medium they have to present their ideas with, and until you show them otherwise the world's workforce will spend thousands of man hours each week sitting through slide after slide after slide. *Zzzzzzzz!*

The hard truth

Being a Prezi advocate as we're sure you are by now, the following news is going to be hard to deal with...

PowerPoint is going to be around in your business for a long, long time.

It would take some kind of miracle to introduce Prezi to your business on Monday, and have everyone hang up their PowerPoint boots by Friday to fully adopt Prezi as the new presentation tool of choice.

We really want to help you be as realistic as we think you should be. Yes your business may adopt Prezi, but we doubt very much that they'll totally ditch PowerPoint. If you can live with that fact then you'll save yourself a lot of stress and sleepless nights wondering why no one else gets it but you.

Fingers can remain crossed that in 25 years from now Prezi will be the number one presentation tool for business, but look at it this way: If some of your colleagues won't adopt Prezi and decide to stick with PowerPoint, whose presentations are going to have more impact?

Pssst, it's yours dummy!

The first hurdle

Before we look at some techniques to getting Prezi into your business we'll look at some of the questions you are bound to be asked when you first introduce it. Be ready for some very frosty stares from your colleagues!

- Why should I use Prezi?

Because it will really help our presentations stand head and shoulders above competitors. Plus it has some really nifty features for helping us collaborate online and share ideas.



A useful Prezi that explains why someone should use Prezi can be found at <http://prezi.com/jiie3wgc-qvx/prezi-gives-content-bling/>.

- Can't I just import my PowerPoint slides?

Yes you can, but we should then spend some time Prezifying them to get the most out of the software. Tell me the key points of Slide 2 and I'll show you how to zoom in and focus on them.

- It's just a fancier version of PowerPoint isn't it?

Actually no, it's a completely different way of presenting that allows you to spread out your ideas on one canvas and see everything, rather than just move from slide to slide in one direction. PowerPoint imposes a hierarchy on your information, but Prezi allows you put your information into the hierarchy that suits you.

- I've seen a Prezi before and it made me feel sea sick!

That's the fault of the presenter, not the software. We'll create your Prezi so that the audience feels engaged, not ill.

- Can I use animations and have things fading in and out and flying all over the place?

Prezi doesn't have any animation features because it simply doesn't need them. The way you can move around the canvas is enough to grab your audience's attention.

- So I can only use Prezi online?

Not at all. If we get you a Pro license you'll be able to use a desktop application and keep all your Prezis on your PC.

Opportunities to zoom

If by now you're trying to hatch plans that will see Prezi being used in your company then let us help you out. It's important you look for as many opportunities as possible to show off Prezi and get it in front of your colleagues so that they start to ask "Oooo how did you zoom in like that?"

You should be on the lookout for opportunities such as:

- Company events
- Training days
- Sales presentations

And it is also recommended that you start to build a list of colleagues that present as part of their job. They could be in sales, training, business development, or any other area of the business. Try to find out who hates presenting and tell them you can turn their slides into a rock concert that no one will forget!

Be prepared

An opportunity to show off Prezi could come along at any time. You need to be prepared to act fast so there's no time wasted at all. In *Chapter 9, Mastering the Newer Prezi Features*, we showed you how to brand your Prezis in order to make sure the corporate colors and logo were always present in your designs. With this in mind it's crucial that you create a branded Prezi template that can be used at any time. Your company is bound to have a standard PowerPoint template that people use, so create a company Prezi template and make sure it's always there when an opportunity arises.

Using the Theme Wizard

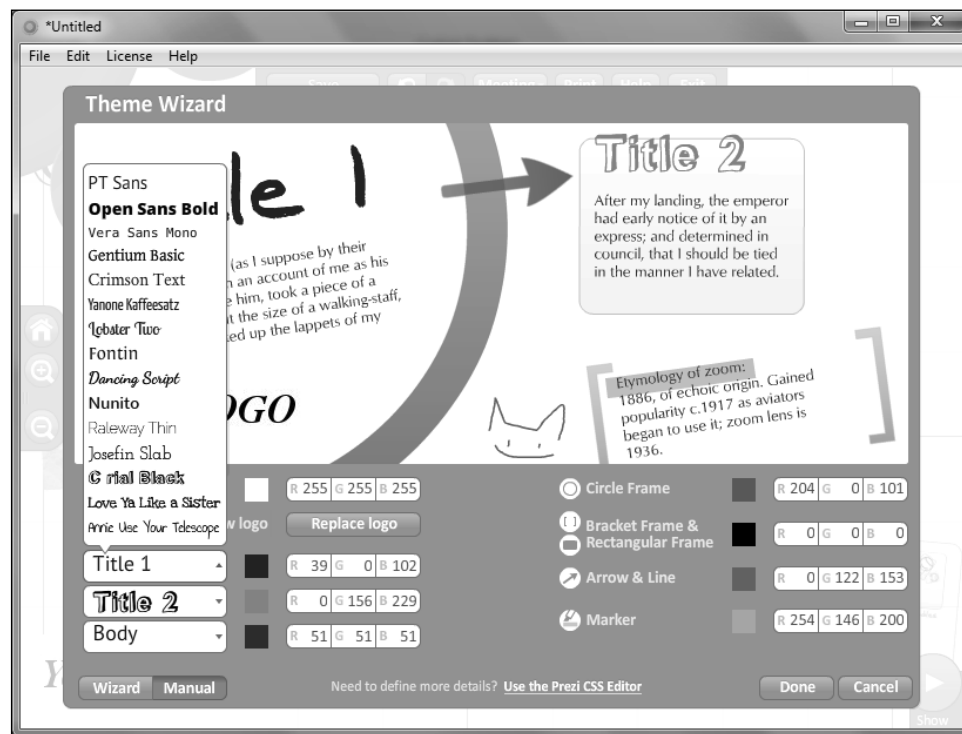
Follow these steps to create a standard company Prezi template:

1. Open the **Colors & Fonts | Theme Wizard**.



2. On the very first screen of the wizard, click on the **Replace Logo** button to add your company logo. The logo must be a .jpeg file, not larger than 250 pixels in width and 100 pixels in height. Clicking on this button will allow you to search for your logo and it will then be placed in the lower-left corner of your Prezi, every time.

3. On the next screen of the wizard we recommend you switch to the **Manual** mode by clicking on the option in the lower-left corner. In this screen you can select the fonts to use in your Prezi. At the present time Prezi still has only a limited number of fonts but we're confident you can find something close to the one your company uses.



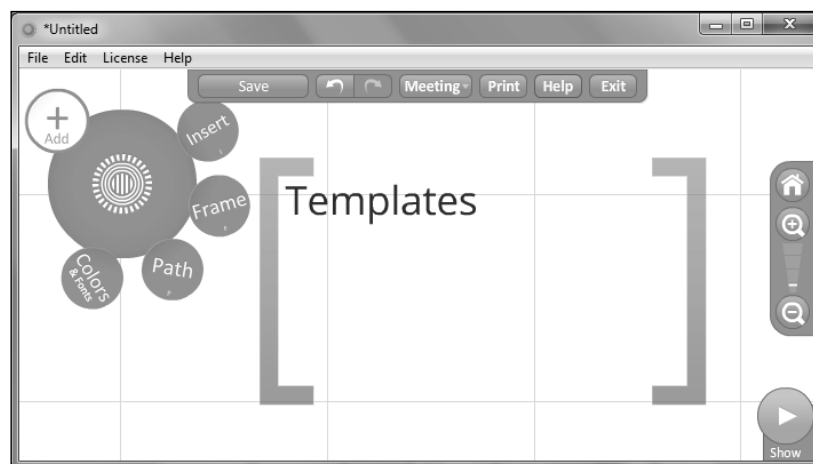
The reason we suggest switching to manual mode is because you'll be able to enter the RGB values for your corporate colors.

 You'll need to know the RGB color values specified in your corporate branding. If you don't know where to find them speak to a marketing person or someone in design. Definitely don't guess!

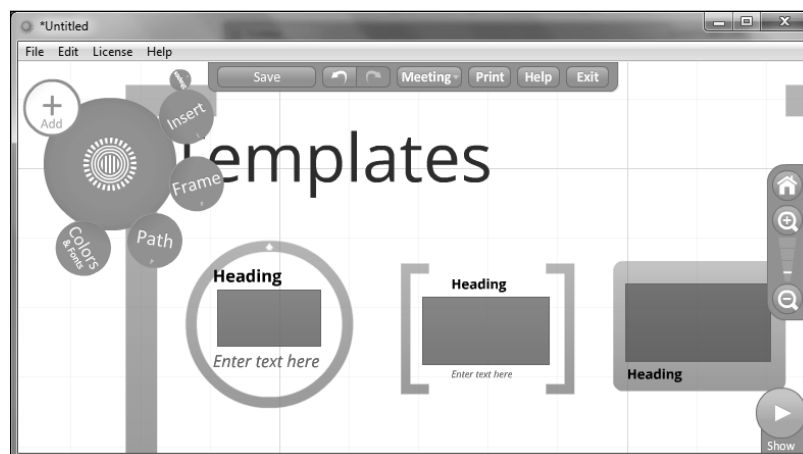
Frame templates

Way back in *Chapter 4, Approaching Your Prezi Design*, we explained that it's a good idea to create frame templates that keep your Prezis style consistent. We'd definitely recommend you create these as part of your company Prezi template.

1. Go to a blank space on your canvas and place a frame there.
2. Enter some text inside the frame and call it templates so you don't forget what it's for.



3. Inside this new frame create your frame templates to use throughout your Prezi. They can be as detailed or as simple as you like, and remember because Prezi zooms you will be able to place these templates inside one another in your design.
4. Use Prezi's rectangle shapes tool to indicate where images should be positioned, and simple text fields where information can be entered. The examples in the following screenshot, are very simple but hopefully give you the right idea:



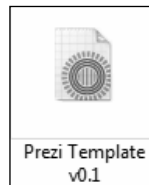
Once you have these frame templates in place, you can move to this area of your canvas at any time to copy one of them and then paste it into the position that is required in your design.



Prezi's + button from the bubble menu will allow you to add frames and text together, but it is very limited and does not allow for customization of frames as described above.

Backing it up

Once you have your company's Prezi template, make sure you save it and back it up on a separate memory stick, or somewhere on the company server. When you're trying to win Prezi allies in your business this file will give you a huge advantage and enable you to act fast when you get the chance to Prezify a colleague's presentation for them. We'd also suggest you share this file and make its presence known to everyone in the business that has an interest in Prezi and builds presentations as part of their job.



Using PowerPoint to introduce Prezi

One of the best ways to win your colleagues over with Prezi is to fly under the radar and apply a very subtle approach. They'll all be used to seeing PowerPoint slides, so why not let them think that's what they're looking at and then WHAM! Hit them with a nice bit of Prezi zooming.

There's a couple of ways in which you can do this so we'll start with the simplest one first. Rest assured though that if you try this trick you are bound to have people asking about it after your presentation, and it's that level of curiosity that we really need to get us started.

Inserting PowerPoint slides

In *Chapter 7, Importing Slides into Prezi*, we saw how to insert PowerPoint slides into Prezi. A part of that chapter advised you to spread the slides out so they aren't as linear.

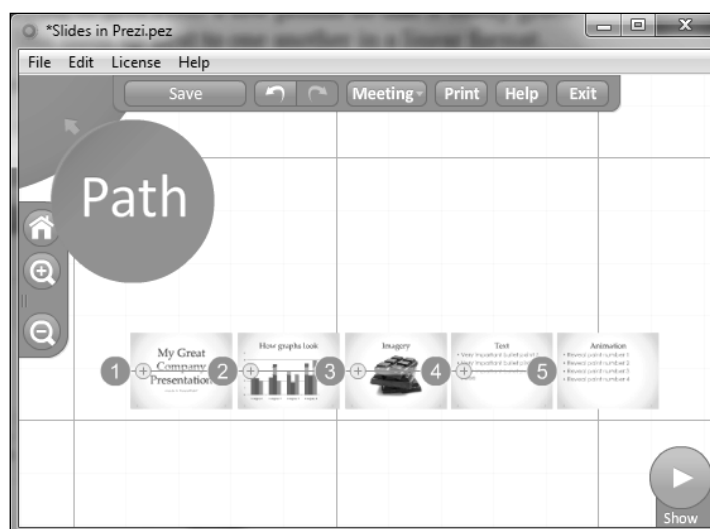


Slides being Prezified

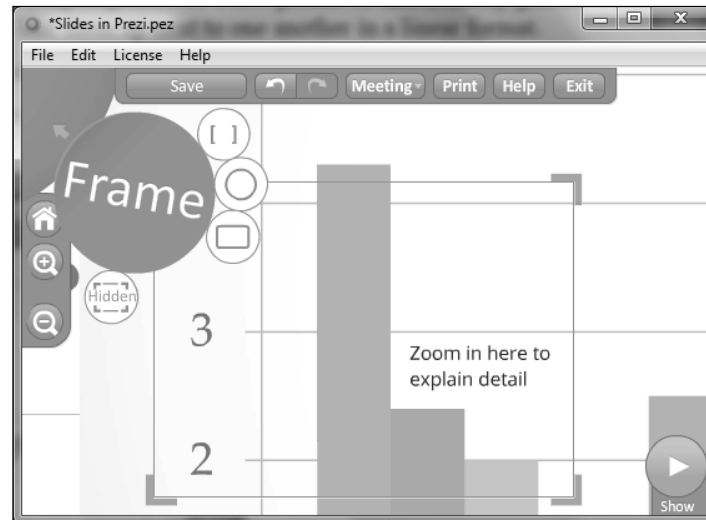
If you're Prezifying some PowerPoint slides then we still recommend you spread the slides out. However, if you're trying to give Prezi a low profile so that it subtly grabs attention, insert your slides and line them up next to one another in a linear format.

"What, this is madness!", we hear you Prezi masters saying, but, trust us for a second. Follow these steps:

1. Insert your slides and line them up, as shown in the following screenshot:




2. Link them together in order with a Path.
3. Insert frames around the key bits of information that will be talked about in the presentation:



Graphs are perfect for zooming in on details

4. Link these key areas to your path so that you zoom into them during the presentation.

[ When you use the zoom feature don't make a big deal out of it. Just casually carry on as if this way of presenting is completely normal.]

What you'll end up with here is a presentation that looks and feels very much like PowerPoint. It is very linear in nature, but subtly introduces Prezi's abilities to zoom in on important details. We aren't going to worry about showing off the ability to enter YouTube clips, Prezi Meeting, and non-linear designs; we're just going to make people go, "Oh! I like that".

If you wanted to be a bit more obvious that you aren't using PowerPoint, you could also zoom out to show a full overview at the end of your presentation. You can see in the following screenshot, that we've zoomed out to show all our slides and to ask if there are any questions:



If your business isn't used to see Prezis then we guarantee the one question you will definitely get at this stage is "How did you make that presentation?". Once that question is asked you can start to introduce more of Prezi.

Building a PowerPoint presentation

From the heading above you're probably thinking, "They've finally gone mad. Over 200 hundred pages and now they want me to use PowerPoint!" Again please just go with us on this one. We promise it won't be a waste of time.

Let's take the same slides we saw just now. We already have them in PowerPoint so why don't we use that for our presentation, but insert a Prezi onto one of the slides to show off some zooming. The slide with the graph would again be the perfect candidate to do this with.

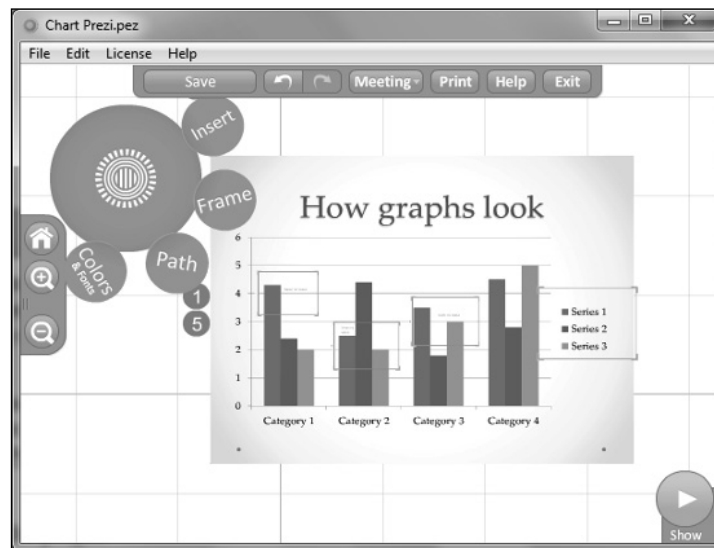
Slide Dynamic

There's a nice Prezi plugin for PowerPoint that's been developed by some clever people at a company called **Slide Dynamic**. It does come at a price but you can download the free trial at <http://www.slidedynamic.com/slidedynamic-addin/download-trial>.



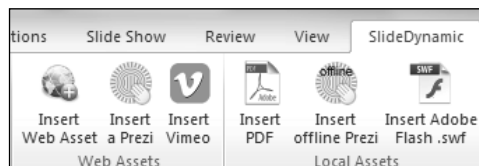
This great little gizmo allows you to drop online or offline Prezis into your PowerPoint presentation really easily. What you end up with then is an old tired PowerPoint that people will initially roll their eyes at, injected with a fresh new way to engage your audience.

Before we show you how to use the plugin, grab yourself an old company PowerPoint and save a duplicate copy of it onto your PC. Select the slide you'd like to Prezify and delete all of the others. Save the remaining slide as a PDF file and insert it into Prezi.



You can see in the preceding screenshot that we've inserted our slide containing the graph. Once in Prezi we've added frames and paths to zoom in on important details. Make sure you do a good job of Prezifying the slide you select.

Before you follow the steps mentioned in the following sections, make sure you've installed the Slide Dynamic trial from <http://www.slidedynamic.com/slidedynamic-addin/download-trial>. Once it is installed, you'll see the **SlideDynamic** tab at the top of your PowerPoint menu, as shown in the following screenshot:



The following sections show how to use the plugin.

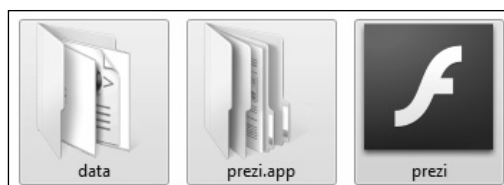
Offline Prezi

To insert a Prezi that's been created in the Prezi desktop application follow these steps.

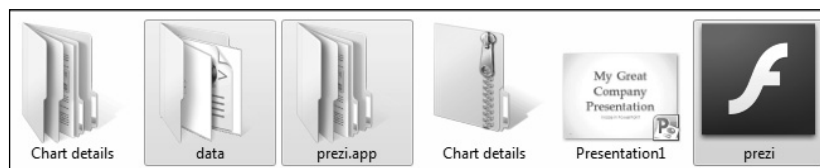
1. Click on **File** and select **Export as portable prezi....**
2. Save the file in the same folder that your original PowerPoint presentation is being stored in:



3. Right click (*Ctrl* + click for Mac users) on the zipped folder containing your Prezi and select **Extract All** for extracting the files to the same location again.
4. Open the zipped folder and copy (*Ctrl C* or *command* + *C* for Mac users) all of the files contained within:

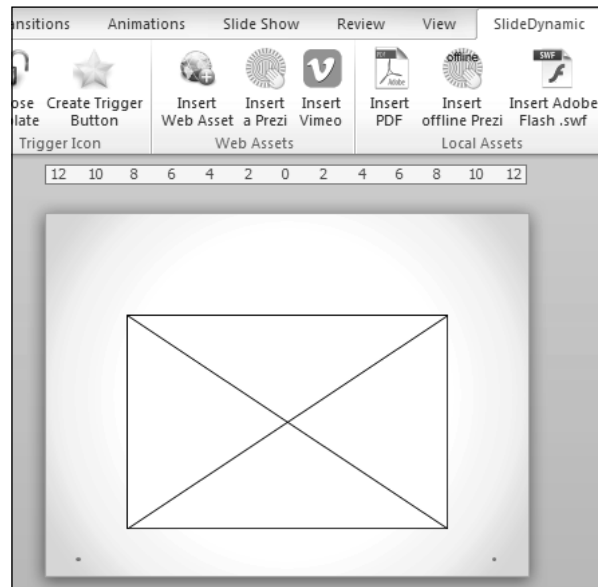


5. Paste (*Ctrl V* or *command* + *V* for Mac users) the files back into the original location of your PowerPoint file:



What you should end up with is everything that your exportable Prezi needs, along with the original PowerPoint slides all in one folder.

- Now open the PowerPoint file and go to the slide in which you'd like to insert your offline Prezi.
- Click on the **Slide Dynamic** tab at the top of PowerPoint and select **Insert offline Prezi**:



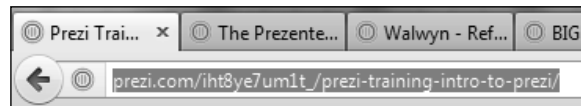
- Drag the corners of the box that appears to resize your Prezi and fill the entire slide.
- Go into presentation mode (*F5* or *Ctrl + Shift + S* for Mac users) to see the Prezi working inside your PowerPoint.

What you should end up with is a very obvious PowerPoint slide show with a little injection of Prezi thrown in.

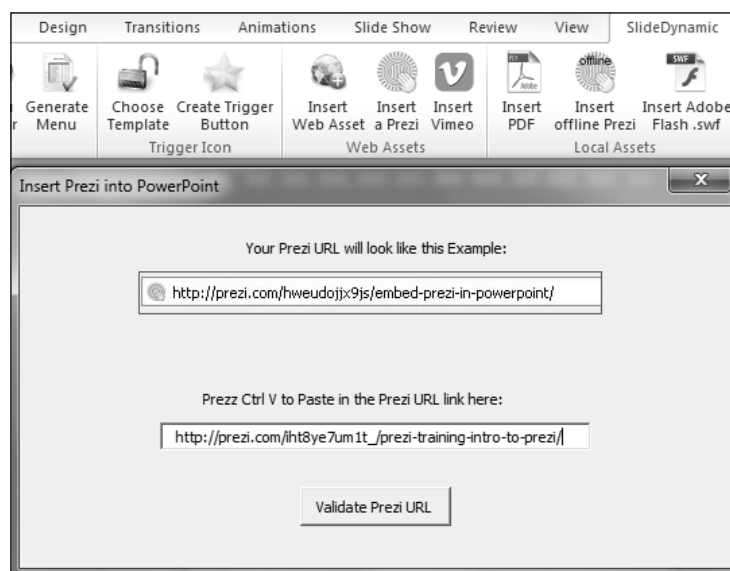
Online Prezis

To insert an online Prezi is much simpler, but of course you need to have an Internet connection to get things to work.

- Browse to the online Prezi you want to insert and copy the web URL from the top of your browser:



2. Open PowerPoint and locate the slide you'd like to insert your Prezi onto.
3. Click on the **Slide Dynamic** tab and then **Insert a Prezi**:



4. Paste the URL link into the field at the bottom of the screen that appears and click on **Validate Prezi URL**.
5. Once validated you can click on **Embed Prezi** and your Prezi will be available to view in presentation mode.

Again, what you'll end up with is a very subtle introduction to Prezi without distracting people too much from the linear format they are used to in PowerPoint.

Educating your business

A part of introducing Prezi to your business is going to be educating them. It includes showing your colleagues how to use it, and also how to think and approach designs in the right way.

You'll be happy to know that the Prezi website does have a large amount of useful information on its Learn pages (<http://prezi.com/learn>). As, you can see in the following screenshot, there are some videos available from the Prezi site which you can point colleagues to:

Learn Prezi I need a little help ...

Get Started	Go to the Next Level	Share your Prezi
What you will learn: <ul style="list-style-type: none">• Move, Scale, Rotate• Zooming• Path	What you will learn: <ul style="list-style-type: none">• Frames• Grouping• Send Back, Bring Forward	What you will learn: <ul style="list-style-type: none">• Invite to View• Invite to Edit• Publish
Cheat Sheet Get the most important tips	Cheat Sheet Get the most important tips	Cheat Sheet Get the most important tips

[You can also ask for the help of an official Prezi expert at <http://prezi.com/experts/>.]

Company's how-to guide

It's highly recommended that before you start getting people excited about Prezi you prepare a very simple "How-to" document that uses some of the basic instructions from the site. The best place to source some useful information is <http://prezi.com/learn/manual> which contains lots of useful info on all of Prezi's features.

Manual Back to Learn Center

Getting started	Editing your prezi	Presenting & Managing	Knowledge Base	Support
How can I get prezi? <ul style="list-style-type: none">Choosing your Prezi licence Plan: FAQAlternate way to get an EDU email addressHow to: upgrade, cancel account, handle unsuccessful paymentsCancellation and	The Prezi environment <ul style="list-style-type: none">Known IssuesPrezi zoomed awayPrezi EditorEdit Mode / Show ModeBubble MenuKeyboard shortcuts Navigation	Present <ul style="list-style-type: none">Download a Portable Prezi for presentingPrint a preziPresent from a browserPlugging into a projectorSmart ZoomingRemote clickerAuto Play Prezi	Knowledge Base <ul style="list-style-type: none">Frequently Asked QuestionsSupportNew Feature LogSystem Requirements	Support <ul style="list-style-type: none">Report a problem to get help from the Prezi staff and communityTwitter SupportKnown IssuesPrezi zoomed away how to restore it

Once you have a big group of colleagues who all want to know more about Prezi, you can hand them this book. See, it was totally worth the investment!

Summary

Hopefully you've figured out by now that it's not just about getting Prezi through the door of your business. It's about slowly introducing its features, winning over the mindsets that have been so used to linear presentations, and more than anything, being fully prepared to create a Prezi at a moment's notice without stomping all over your company's branding guidelines. If you take the time to prepare now, you'll stand a much better chance of successfully introducing Prezi into your business.

In the next chapter, wait, there is no next chapter. Go forth and be a Prezi master. Good luck!

Where to buy this book

You can buy Mastering Prezi for Business Presentations from the Packt Publishing website: <http://www.packtpub.com/mastering-prezi-for-business-presentations/book>.

Free shipping to the US, UK, Europe and selected Asian countries. For more information, please read our [shipping policy](#).

Alternatively, you can buy the book from Amazon, BN.com, Computer Manuals and most internet book retailers.



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