

## **Part 2**

# **Preparing the Presentation**

### **Introduction**

This section takes you through the process of preparing your PowerPoint presentation. PowerPoint templates are provided for two versions, a 'long' version of 41 slides and a 'short' version of 20 slides. You can expand or shrink both depending on the audience and the speaking time available.

Instructions are provided for both the long version and the short version.

The following is provided for each section of the presentation and each slide:

- The basic slide format and content.
- Basic speaker text – suggested text for your presentation.
- Additional points you might want to make – some points are made in the material and space is provided for you to add your own points.
- Other information to help answer questions you may get – again, some information is provided along with space for you to add your own information.
- Technical instructions and where to get the information.

There are five appendices in this manual which provide more detailed information that you will require:

- 1) The Suggested Speaking Text in Full (for both the long and the short versions of the presentation)
- 2) Using the Regional Tourism Profiles
- 3) Success Stories
- 4) Hamilton Pilot Project Presentation
- 5) Wasaga Beach Pilot Project Presentation

Items 4 and 5 are the draft presentations prepared for two pilot projects.

### **Developing Your Slides**

We suggest that you start with the slide in the template and modify it according to your own specific information and preferences. You can add or delete slides in customizing your presentation for your particular audience and the time available. You will need to have Microsoft PowerPoint (Version 2002 or higher) to work in the file.

The areas where you need to insert your own information are shown in brackets on the slides. Simply block them and type in your information.

## **Background and Text**

A dark blue background has been used in the PowerPoint template background along with a different coloured text to highlight or set out different parts of the text. Any of these features can be changed to suit individual preferences.

The slides reproduced in this manual are rendered in simple white on black for the sake of clarity and to save money on printing.

## **Pictures**

Pictures are important in powering-up your presentation. Although we have not included any in the basic PowerPoint template you are to use in developing your presentation, the two pilot project presentations in Appendices 4 and 5 contain examples of what we might suggest.

You may also want to use a background picture on the title slides and perhaps others as well. The pilot project presentations in Appendices 4 and 5 provide illustrations. Here are some pointers:

- Make sure you overprint on relatively clear areas of the picture so that the text is easy to read and not too 'busy'.
- To this end, simple, dramatic pictures with uncluttered areas are best as a background for text.
- Use professional photography if possible.

## **Speaking Text**

In the suggested text for each slide, the *bold italics* are the key words and can be used as prompts if the speaker is going to speak freely rather than read the text.

Presenters who are uncomfortable with speaking, or those that have a habit of going on too long, should memorize the text and stick to it. Or they can read it if necessary.

## **Definitions**

The Ministry of Tourism and Recreation's website, at <http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm> provides definitions of various technical terms used in tourism.

## **Updating Data**

The data in the template is relevant to 2004; however, it will need to be updated for use in later years. The source of the data is indicated in the technical part of the material to follow.

## Where to Get Other Data on Tourism

There are numerous web sites that provide information on tourism in Ontario, Canada and internationally, and could be useful sources of additional information for your presentation. Exhibit 1 identifies several main sites that provide information themselves as well as links to numerous other sources:

## Preparing and Printing Your Presentation Notes

To assist you in preparing your own presentation, the Power Point templates incorporate *Notes* pages that include, where appropriate:

- The basic speaker text.
- Additional points you may want to make, with space for you to add your own comments.
- Other information to help answer questions you may get.

As you prepare your own customized PowerPoint presentation, you can edit the speaker text and add points and information that reflect the situation in your community. You can then print the entire presentation, including the notes, to use in preparing for and giving your presentation.

A few technical hints:

- To see and work in the *Notes* page in PowerPoint, select View from the menu bar, and then click on Notes Page. You can type/edit/delete etc. directly in the *Notes* area.
- To print the presentation including the slide and the notes:  
Select Notes Page from the Print What drop down menu.  
If you are not printing in colour, you will need to select Pure Black & White from the Colour drop down menu so that the text on the slides can be read when they are printed.

<b>Exhibit 1</b> <b>Other Sources of Information on Tourism</b>		
<b>Organization</b>	<b>Web Site address</b>	<b>Types of Information Available</b>
Ontario Ministry of Tourism & Recreation	<a href="http://www.tourism.gov.on.ca">http://www.tourism.gov.on.ca</a>  Provides links to web sites for: <ul style="list-style-type: none"> <li>• Tourism Research</li> <li>• Tourism Branch</li> <li>• Investment and Development</li> <li>• OTMP (Ontario Tourism Marketing Partnership)</li> </ul>	<ul style="list-style-type: none"> <li>• Provincial Tourism Statistics – historical data and forecasts</li> <li>• Regional Tourism Profiles</li> <li>• Research studies and reports on tourism, including the Travel Activities and Motivation Study (TAMS)</li> <li>• Ontario Tourism Strategy (<a href="http://www.tourism.gov.on.ca/english/tourdiv/tourism/strategy.htm">http://www.tourism.gov.on.ca/english/tourdiv/tourism/strategy.htm</a>)</li> <li>• The Tourism Research site provides links to the Regional Tourism Profiles and also a section titled Resources that provides links to numerous other useful web sites</li> </ul>
Canada-Ontario Business Service Centre (COBSC)	<a href="http://www.cbcs.org/ontario/english">http://www.cbcs.org/ontario/english</a>	Info-Guides on many topics are provided to help you navigate through federal and provincial government programs services and regulations that may apply to entrepreneurs.
Ontario Ministry of Economic Development and Trade	<a href="http://www.ontario-canada.com/ontcan/en/home.jsp">http://www.ontario-canada.com/ontcan/en/home.jsp</a>	<ul style="list-style-type: none"> <li>• Starting or Expanding a Business</li> <li>• Youth/Student Programs</li> <li>• Research*Technology*Skills Exporting</li> </ul>

<b>Exhibit 1</b>		
<b>Other Sources of Information on Tourism</b>		
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Ministry of Municipal Affairs and Housing	<p><a href="http://www.reddi.mah.gov.on.ca">http://www.reddi.mah.gov.on.ca</a></p> <p>This site will help you identify local priorities and carry out strategies that will achieve your community's goals.</p>	<ul style="list-style-type: none"> <li>• The site offers interactive tools to assess competitive advantage and identify local strengths and weaknesses in addition to</li> <li>• data on current conditions and trends affecting the local economy</li> <li>• guides on topics ranging from strategic</li> <li>• planning to downtown</li> <li>• revitalization and project financing</li> <li>• links to other resources</li> </ul>
World Tourism Organization	<p><a href="http://www.world-tourism.org/">http://www.world-tourism.org/</a></p> <p>Provides links to websites for:</p> <ul style="list-style-type: none"> <li>• Publications</li> <li>• Facts and Figures</li> <li>• Statistics and Economic Measurement of Tourism</li> <li>• Quality and Trade in Tourism</li> <li>• Sustainable Development of Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• International tourism statistics</li> <li>• Research studies and reports on tourism issues of international significance</li> </ul>