



The Presentation That Goes... Wrong



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The Good Old Days...





Brief History of

PowerPoint

- ❑ Originally designed for the Macintosh computer.
- ❑ "Presenter", was the old name of PowerPoint.
- ❑ Robert Gaskins was the original developer of the PowerPoint.
- ❑ It was also being developed by Dennis Austin and Thomas of Forethought, Inc.
- ❑ 1987- the year when it was renamed into PowerPoint.
- ❑ PowerPoint was officially launched on May 22, 1990, the same day that Microsoft released

'The Medium is the Message'

--Marshall McLuhan

A Brief History of PowerPoint

- Originally designed for the Macintosh and called 'Presenter.'
- Dennis Austin and Thomas Rudkin of Forethought Inc. were the original developers
- Robert Gaskins coined the name 'PowerPoint'

A Brief History of PowerPoint

- Originally designed for the Macintosh and called 'Presenter.'
- "if you're in the business of putting on briefings and otherwise making presentations, you might want to seriously contemplate getting a Mac II just so you can use this program; it's that good. Highly recommended"

Jerry Pournelle

The Marketing Campaign

The ease of use of presentation software can save a lot of time for people who otherwise would have used other types of visual aid

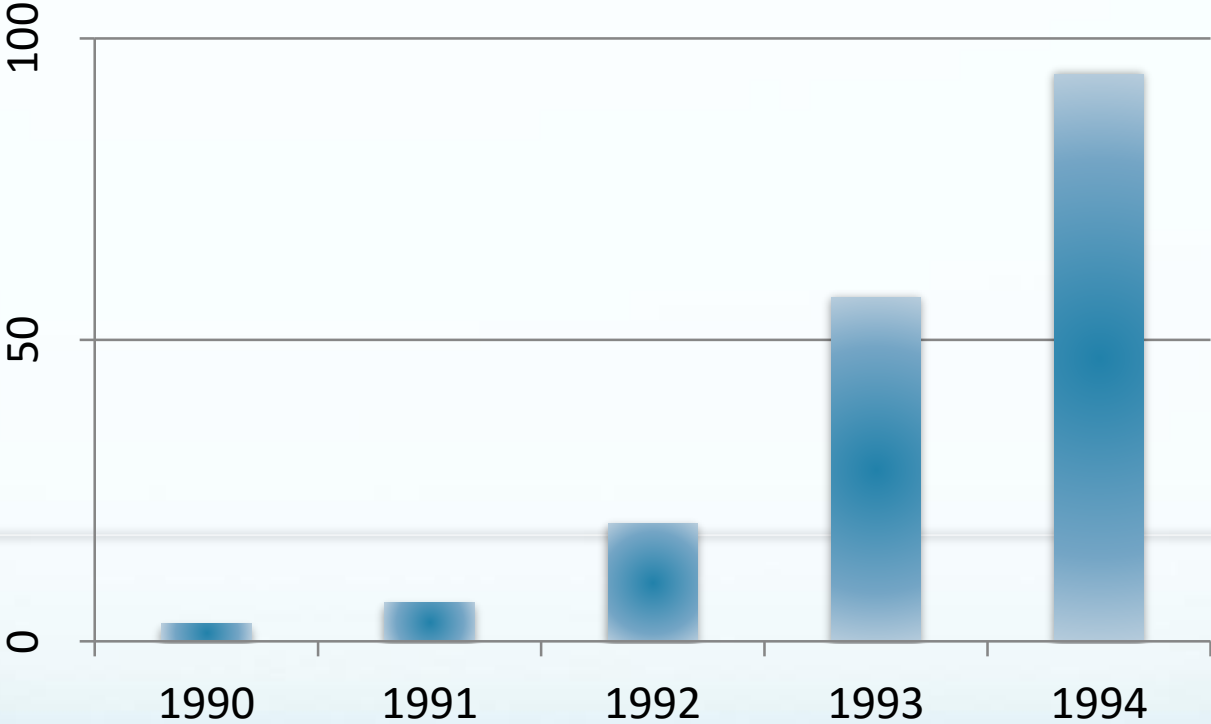
- Hand-drawn or mechanically typeset slides,
- Blackboards
- Whiteboards
- Overhead projections

This tool also encourages those who otherwise would not have used visual aids, or would not have given a presentation at all, to make presentations.

What A Bargain!

- Rudkin and Gaskins sold Forethought to Microsoft for \$14 million in 1987 (That's \$29 million in today's dollars)
- Microsoft continued to develop the product
- PowerPoint was launched in 1990.

Millions of Worldwide Users



How to do presentation?

- Creating the presentation is made up of a series of *slides*.
- To addition a slides, you can print audience handouts, outlines, and speaker's notes.
- You can format a presentation using the powerful *Slide Master*.
- You can keep your entire presentation in a single file- all your slides, speaker's notes, and audience handouts.
- You can import what you have created in other Microsoft products, such as Word and Excel into any of your slides.



PowerPoint Usage Breakdown



- Private Sector
- Public Sector
- Home Use
- Hybrid



The Impact of PowerPoint Lectures on Learning

A Brief Review of Research

Some studies have found that students learn more in traditional non-PowerPoint lectures (Amare, 2006)

Most studies have found that PowerPoint has 'no measurable impact' on:

- Course performance.' (Hill, et al, 2012)
- Long-term memory of lecture content (Nouri, 2005)
- Recall of sermon content (Buchoko, et al 2012)

Omnipresent PowerPoint

- 95% of the Presentation Market in 2012
- Installations on more than 1 billion computers
- Installations in 182 countries and territories
- Used an estimated 350 times per second

INTERESTED CLIENTS

- **Financial Services**
- Moody's Analytics
- Moody's Investor Services
- European Investment Bank
- European Bank For Reconstruction and Development
- Business Growth Fund
- CVC Capital
- Capco
- FIS Global
- Generali
- Santander
- Deutsche Bank
- PNC Bank
- ING
- ABN-Amro
- RBS
- Lloyd's TSB
- Fortis
- Accenture
- Skandia International
- Skandia Wealth Management
- Old Mutual
- Visa
- Price Waterhouse Coopers
- NIBC
- **Healthcare**
- Bupa
- GSK Biologicals
- Roche
- Medtronic
- Pfizer
- Philips
- Virgo Health
- 90-Ten
- The NHS
- Boots
- Institute of Family Therapy

Useful Facts!

- Because of its usefulness for presenting mission briefings, it has become part of the culture of the military
- Musician David Byrne has been using PowerPoint as a medium for art for years, producing a book and DVD and showing at galleries his PowerPoint-based artwork
- There are no compelling results to prove or disprove that PowerPoint is more effective for learner retention than traditional presentation methods

PowerPoint is...



Questions

- Thank you