

Introduction Session 04

Lecture Title: PowerPoint

Lecturer: Mr Angelito Sciberras

Date: 14 November 2025



~~Monday 10 November 2025~~

~~Introductions~~
~~The Academy~~

~~Tuesday 11 November 2025~~

~~Staying in Malta~~

~~Wednesday 12 November 2025~~

~~The Study Programme~~
~~Assignments~~
~~Presentations~~
~~Reflective Diary~~

Friday 14 November 2025

Using Power Point



Reflective Notes

- Reflection is a purposeful activity in which you analyse experiences, or your own practice/skills/responses, in order to learn and improve.



Reflective Notes

“It is not sufficient to have an experience in order to learn.
Without reflecting on this experience it may quickly be forgotten, or its learning potential lost.”

Graham Gibbs 1988



Reflective Notes

What did I learn?	100 words	10 marks
What went well?	100 words	10 marks
What could I have done better?	100 words	10 marks
Long-term implications	200 words	20 marks



Reflective Notes

- Download Template from Resource Centre
- Use in Word format
- Submit in pdf before Presentation Date



Reflective Notes

<i>What did I Learn?</i>	<p>I learned that each industry uses digital marketing differently to build their brand. Nike, Apple, McDonald's, and Goldman Sachs all have their own strategies. It's not just about putting out ads—it's about connecting with customers. Nike works with influencers, while McDonald's focuses on personalized deals through their app. Tools like SEO and content marketing help companies reach more people and keep them interested. What really stood out was how each company adapts these tools to fit their own style. This shows us that digital marketing can be flexible and work in many ways, depending on the brand's goals.</p>	
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Reflective Notes

What went well?

I felt that our group did well in breaking down and explaining the strategies used by brands across retail, technology, food and beverage, and finance. The analysis of Nike's focus on influencers and how it creates a community was clear. I also liked how I discussed Apple's approach to innovation and simplicity, which really helps them stand out as a premium brand. McDonald's use of its mobile app and location-based marketing made sense to us as a way to keep customers engaged. Finally, our explanation of how Goldman Sachs uses content to build trust was informative. The balance between the different strategies in each industry made the presentation flow well. It was easy for the audience to understand how digital marketing can vary so much from one industry to another.

Reflective Notes

<i>What could I have done better?</i>	<p>I could have made improvements within a few aspects of the assignment; First of all, I did not elaborate enough on the issue of how brands act on the new trends of the market. Furthermore, the addition of some real-life ads or campaigns and more illustrations such as graphs or charts would have also made the presentation more informative. The effectiveness of these strategies could have been presented with the help of more information on the results of the campaign. I also did not focus a lot of our time on the different forms of paid marketing. Lastly, a more visual example in the form of videos would have enriched the presentation even more.</p>	
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Reflective Notes

Long-term implications	<p>From what I have discovered, it is clear that in the present day's digital world, industries and brands must design their promotional methods to further entice consumers. For instance, Nike makes use of influencers in order to create a good base and relate with the customers. In comparison, Apple employs clean-shaven campaigns pointing towards its innovation and the brand's exclusivity for the superior end audience. Currently, McDonald's targets developing customer retention by sending promotional codes to the McDonald's application and offering its users to visit restaurants more often. On the other hand, Goldman Sachs establishes legitimacy by delivering valuable financial analysis and opinion leadership thereby establishing the firm as an authority and key player in the financial industry.</p> <p>This shows that none of the above strategies can work for all industries. Instead, the success lies in tailoring the strategies by first knowing the needs and target audience of the brand. Some of the factors include; uniformity in the communication, variation according to the tastes of customers and quality of the interaction. Therefore, it is possible to consider that the application of these insights will be critical to creating the appropriate kind of marketing campaigns to create good brand value for an industry.</p>
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Reflective Notes

- *Maximum score* *50*
- *Weighted* *10*





PowerPoint Slideshow

- Also known as a PowerPoint presentation
- Created on software from Microsoft
- Allows users to add audio, visual and audio/visual features to a presentation.
- Considered to be a multimedia technology
- Acts as a tool for collaboration and content sharing
- Included in Microsoft Office



PowerPoint Slideshow

You only need to know 5% of PowerPoint to create an impactful presentation



PowerPoint Slideshow

Opening PowerPoint



PowerPoint Slideshow



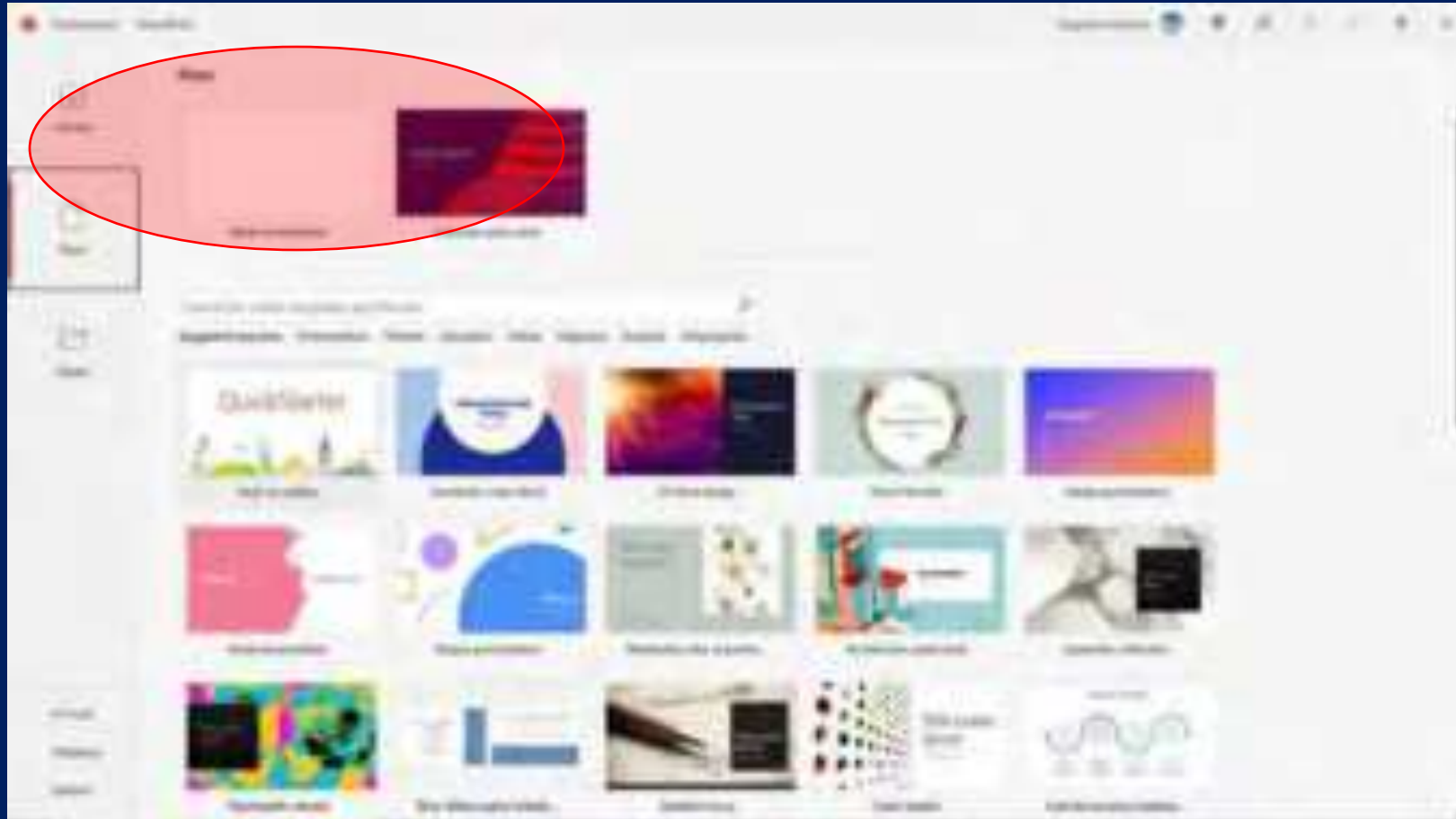
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Originality vs Time



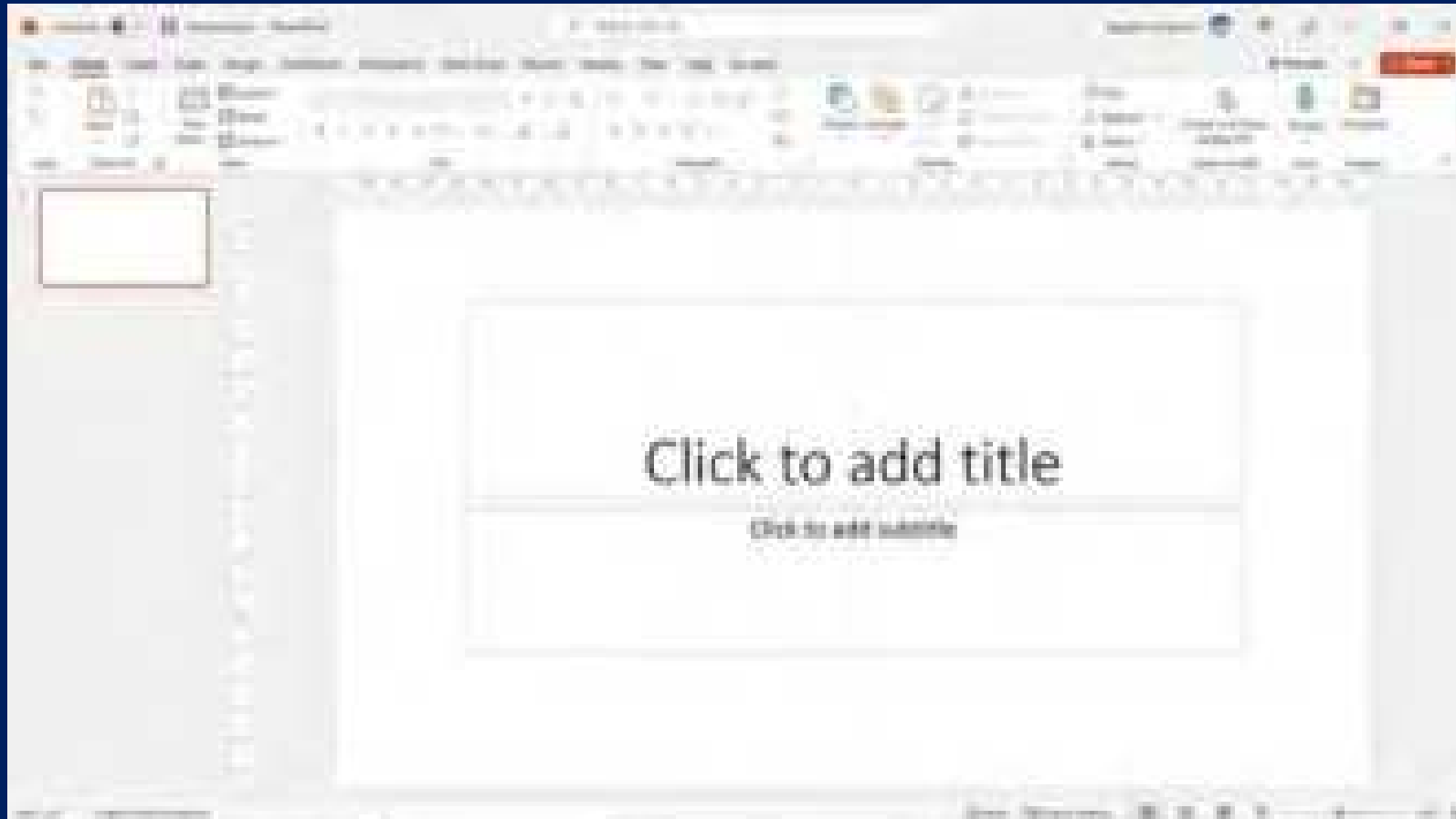
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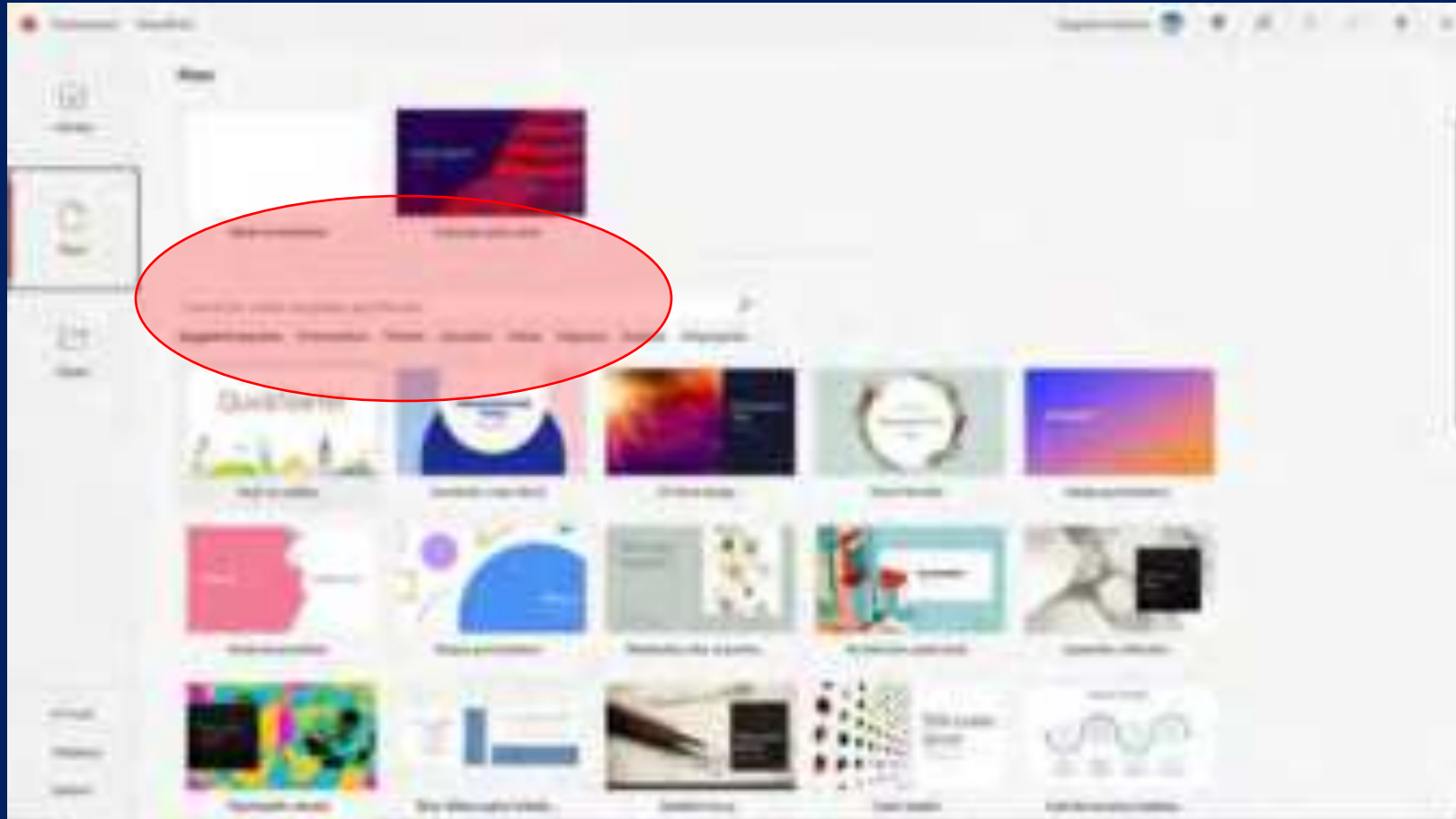
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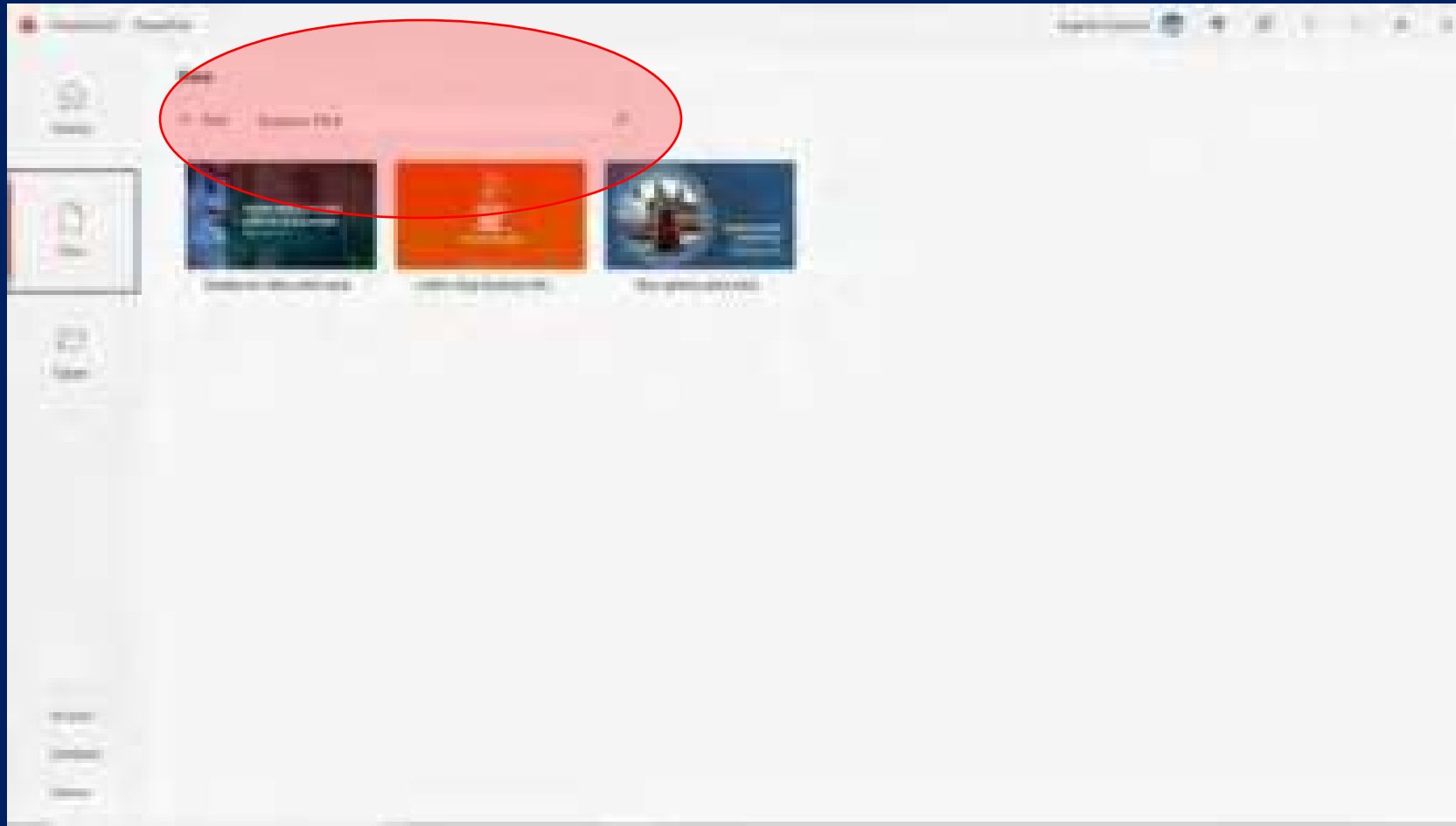
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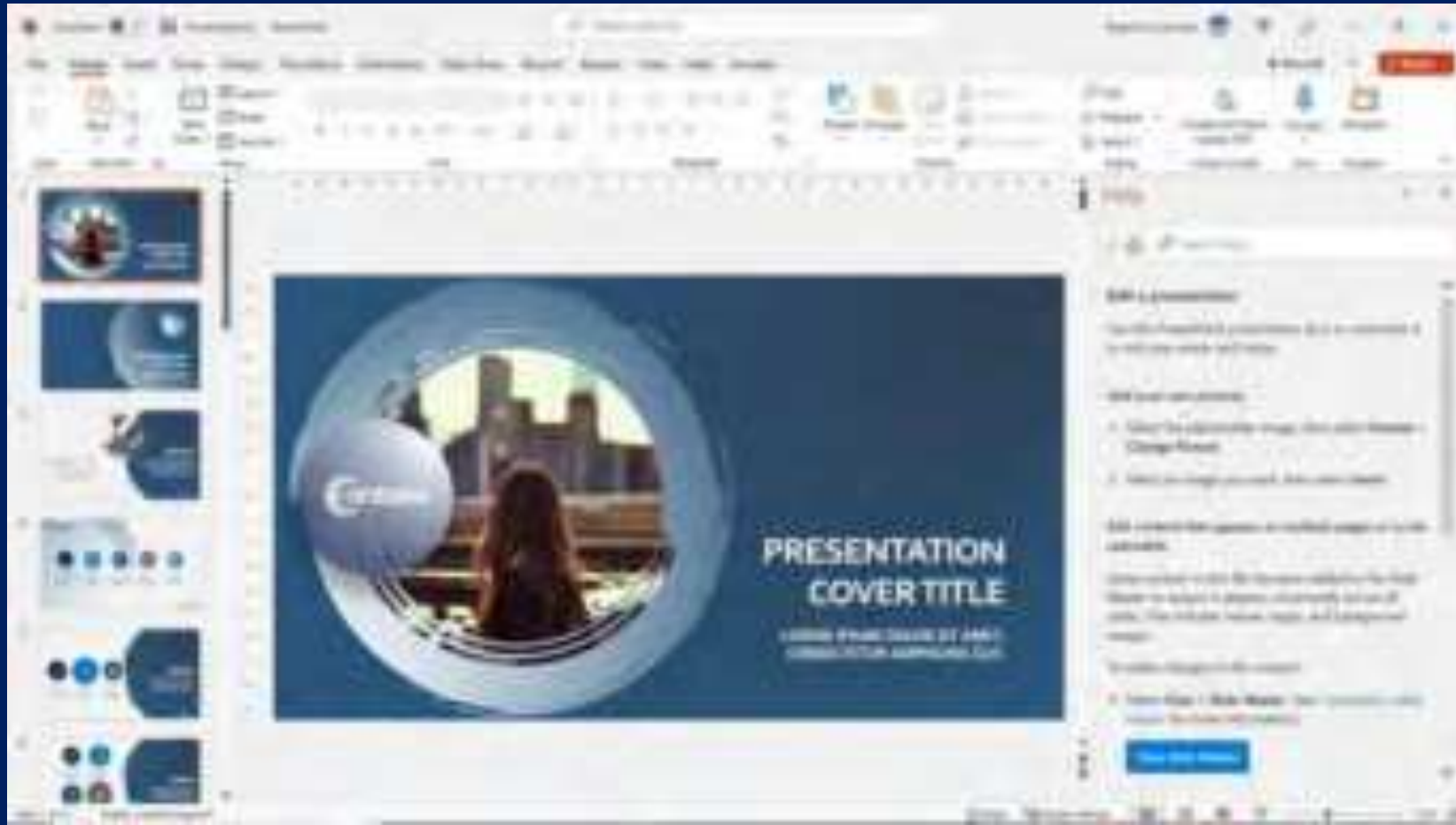
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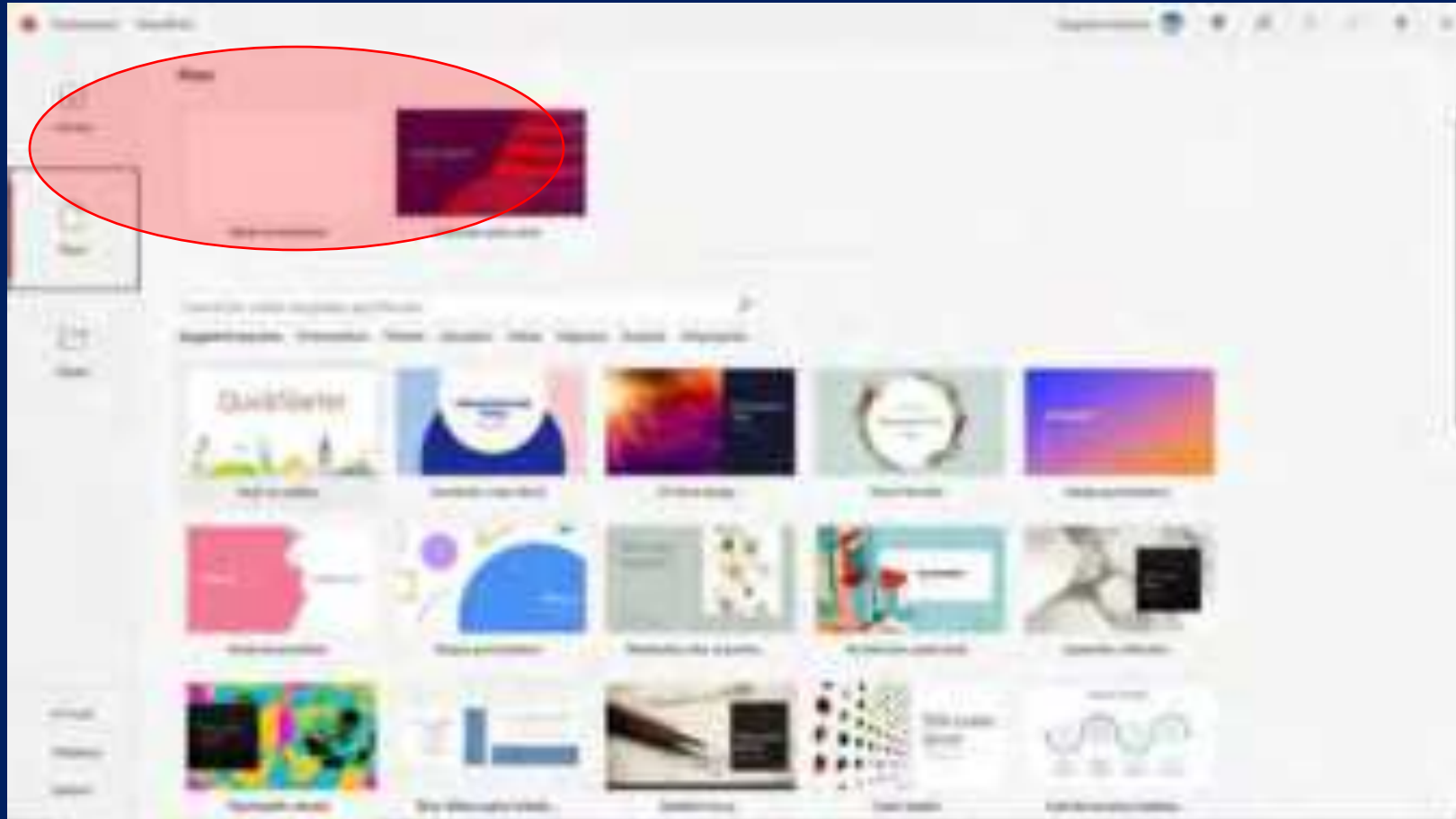
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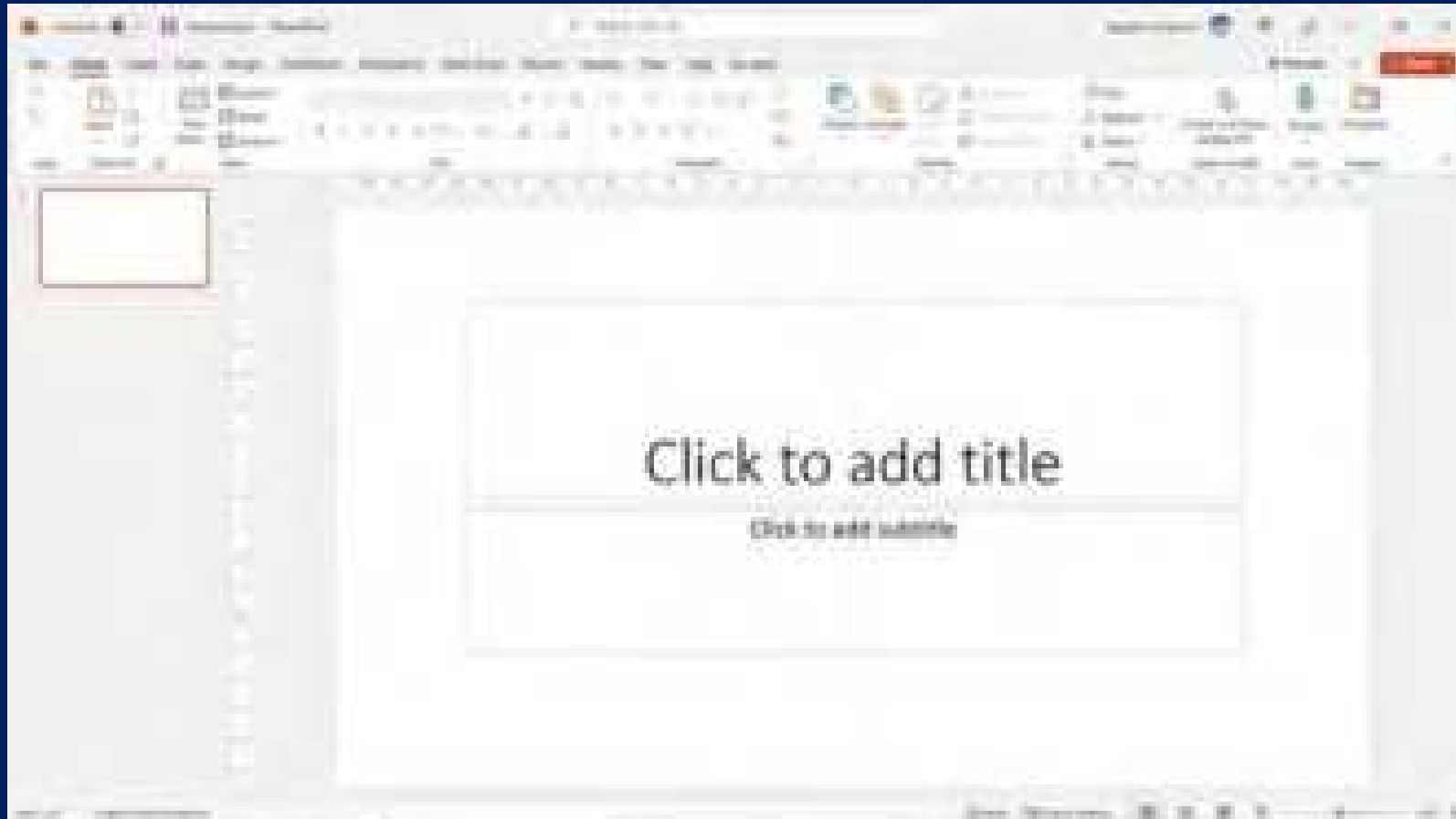
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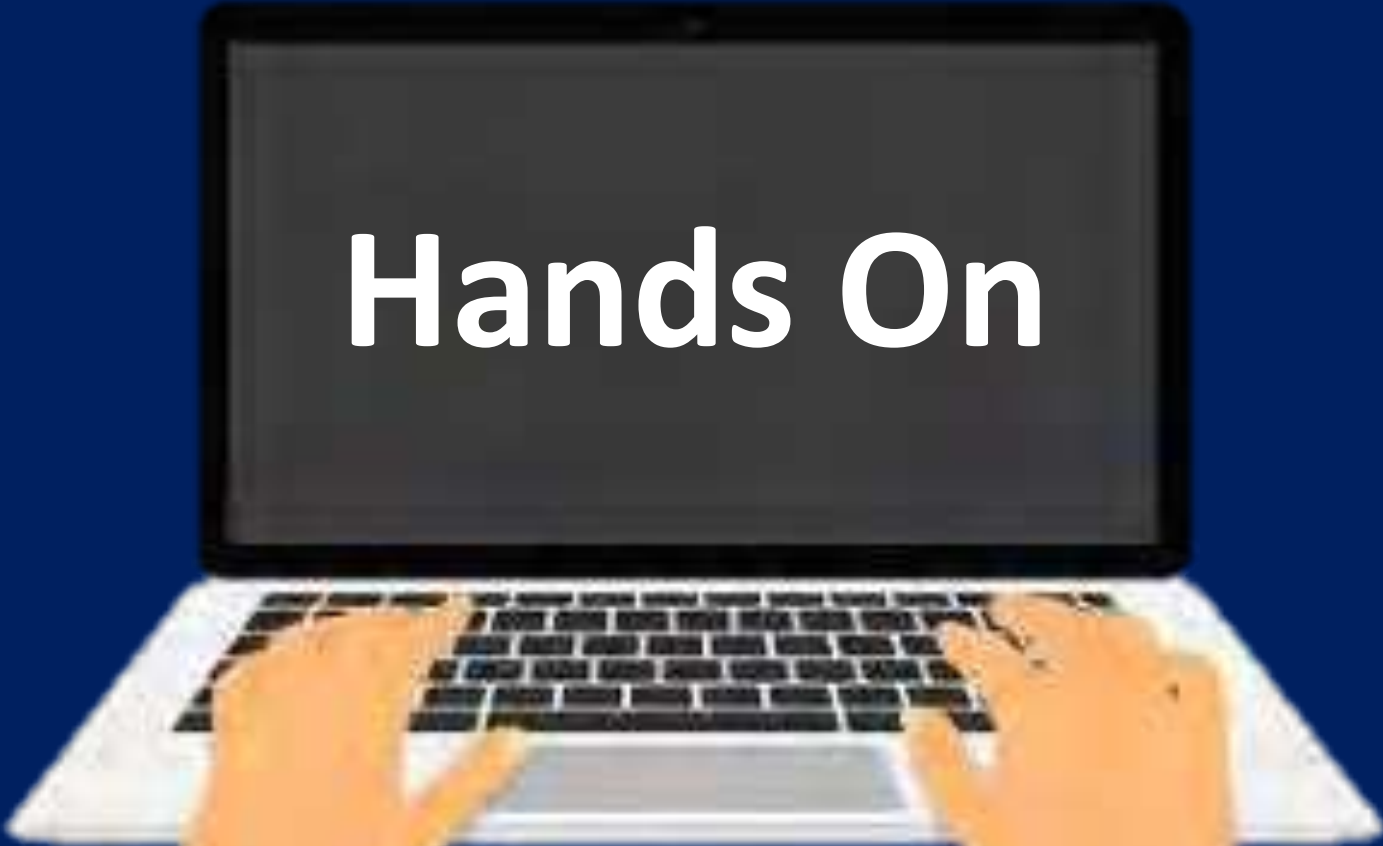


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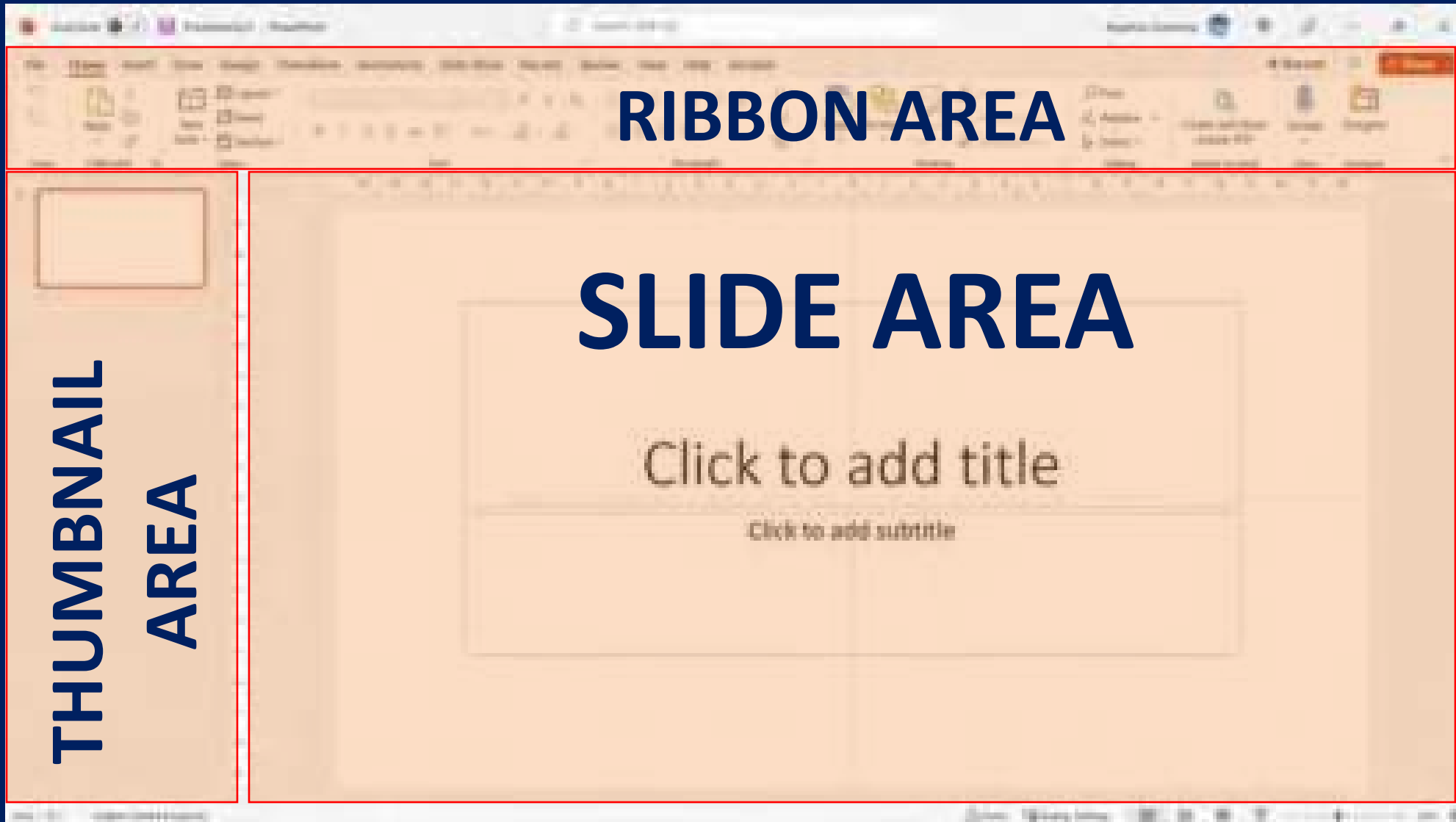
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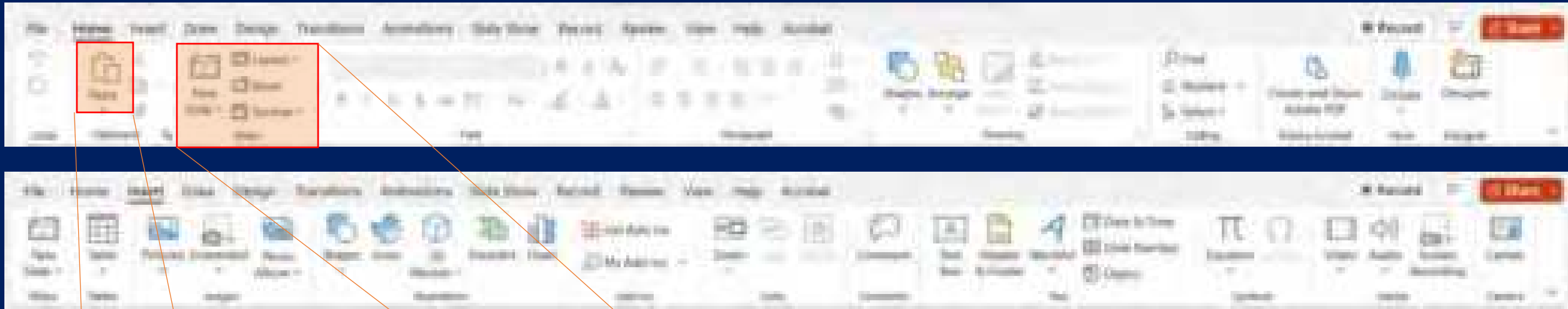
Hands On



PowerPoint Terminology



PowerPoint Terminology

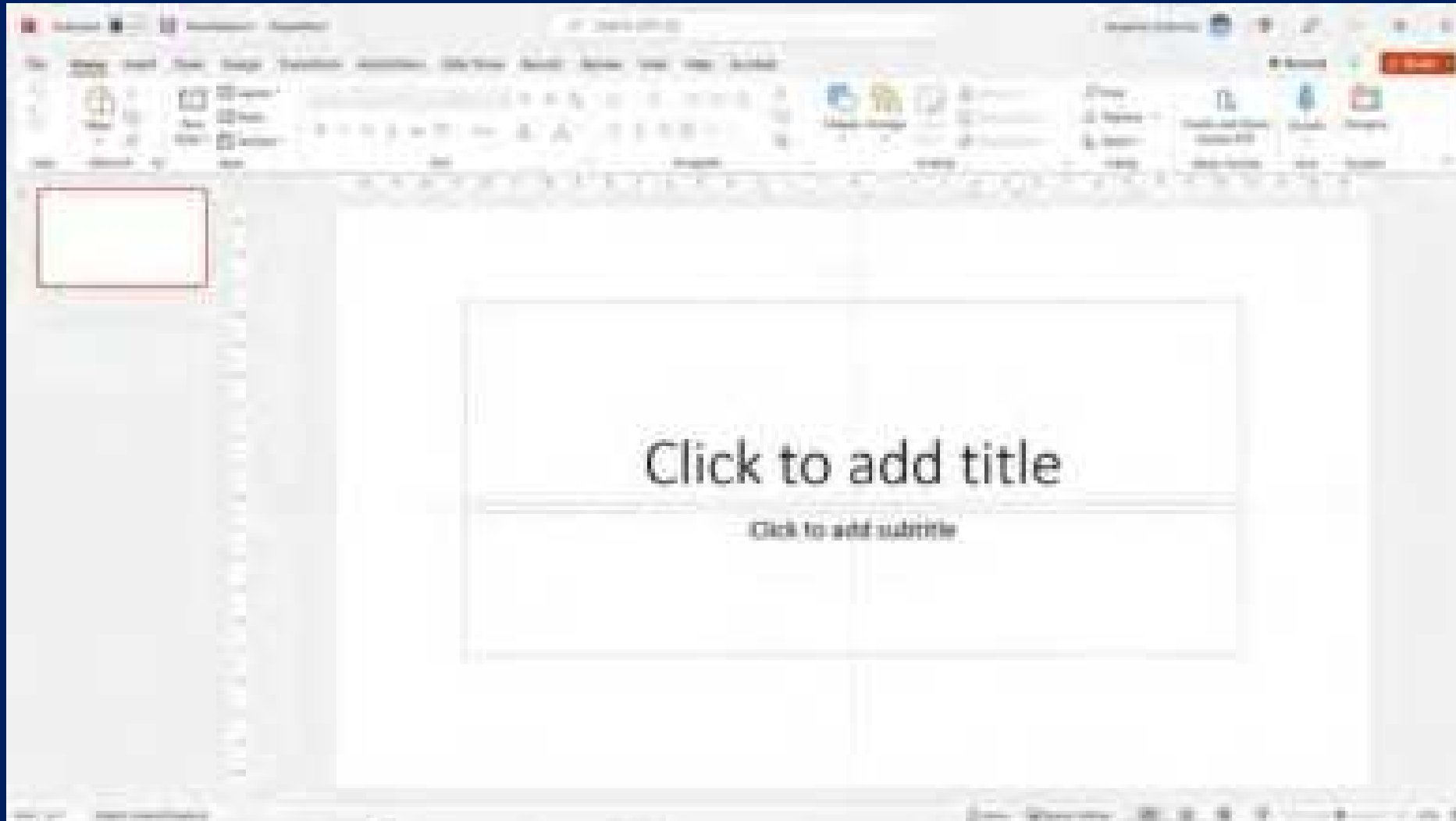


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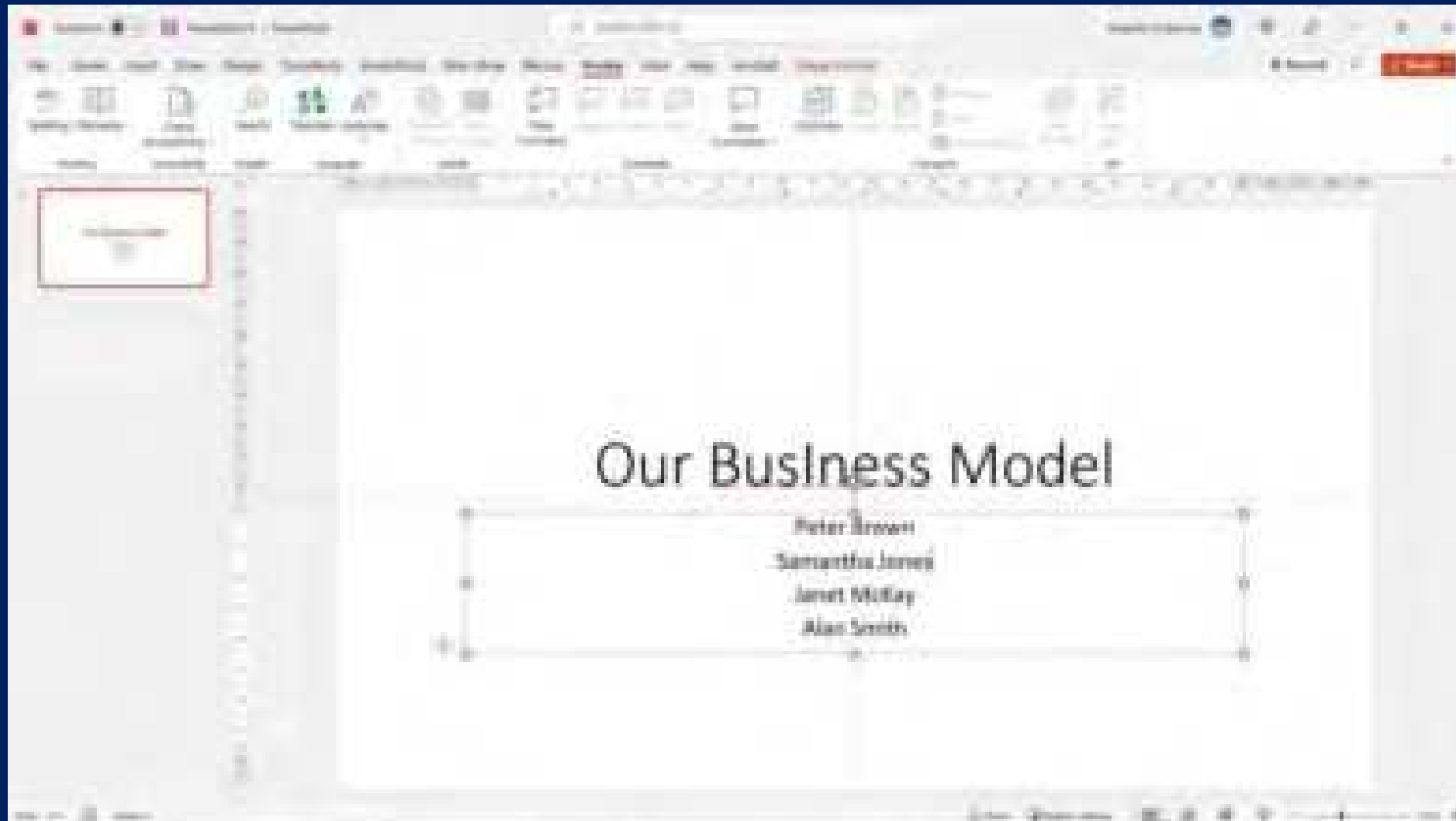
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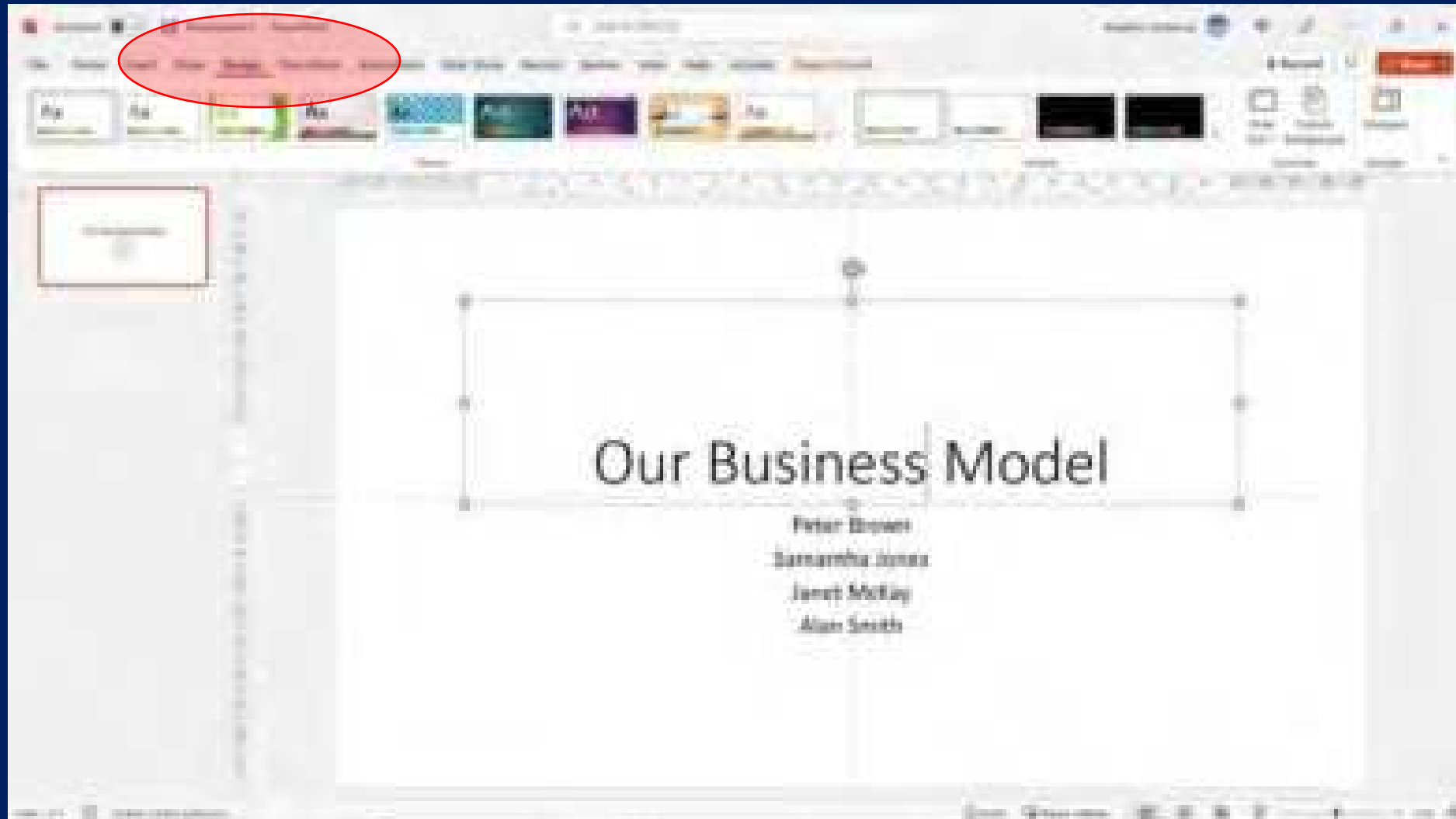
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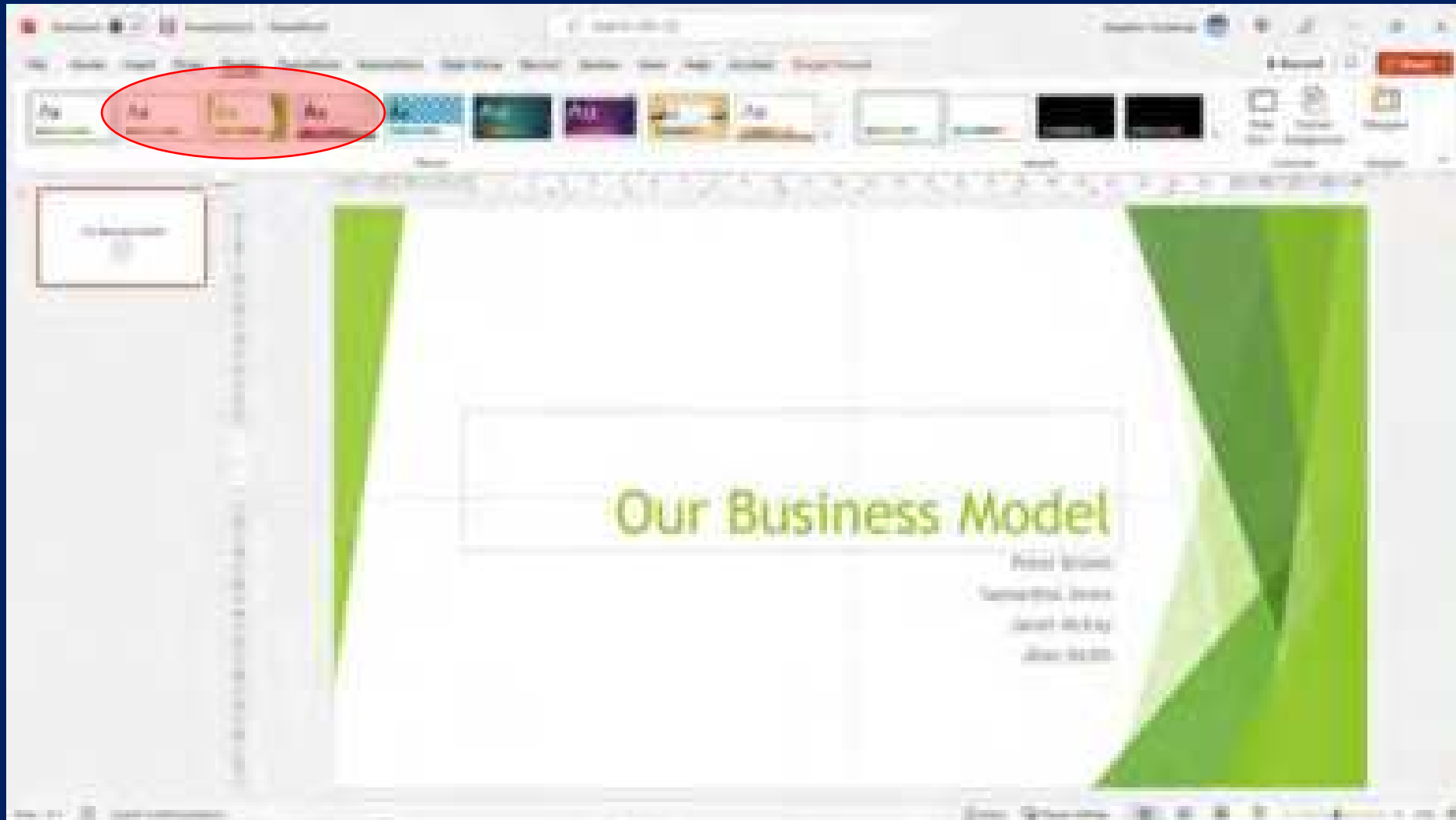
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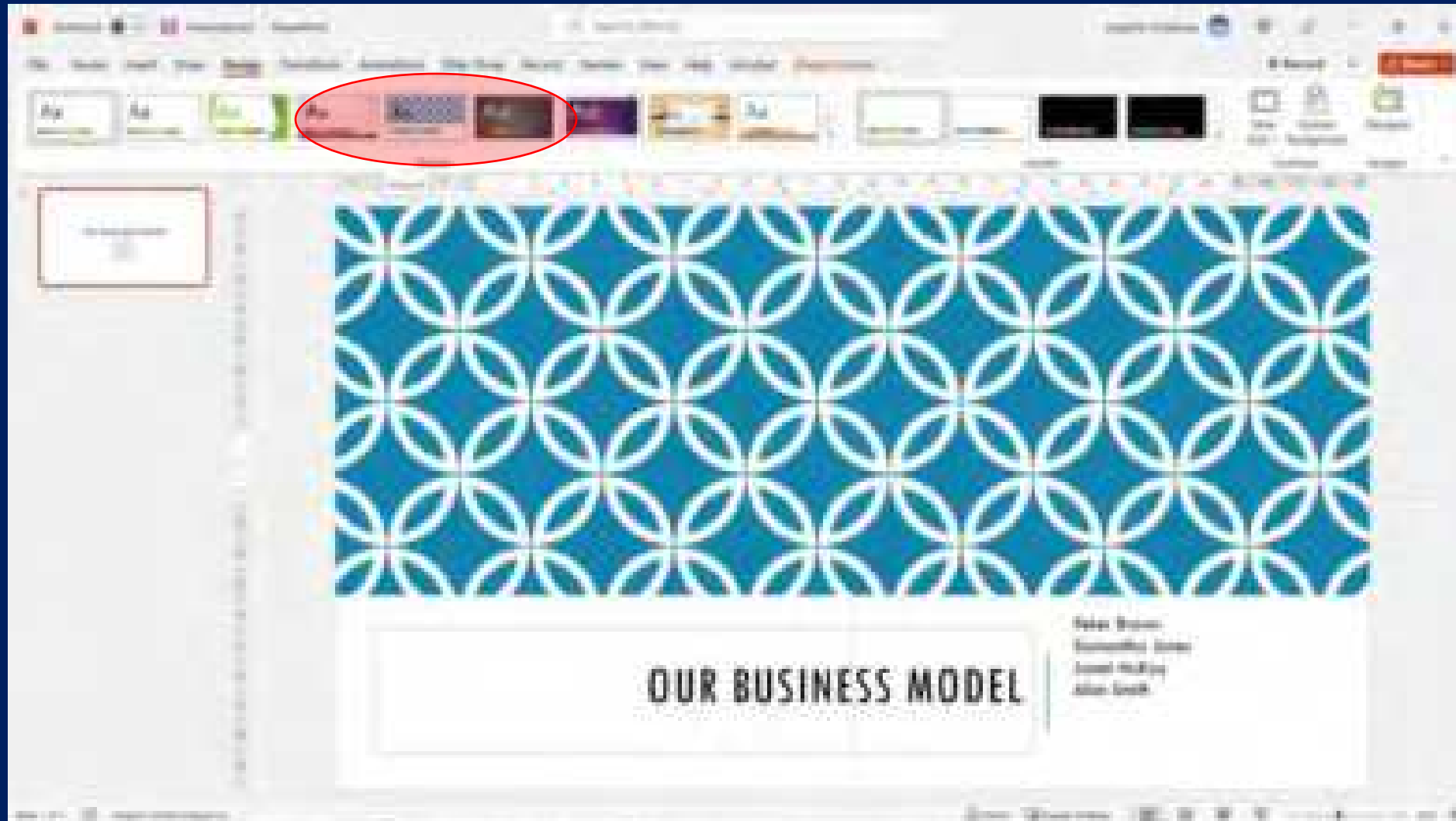
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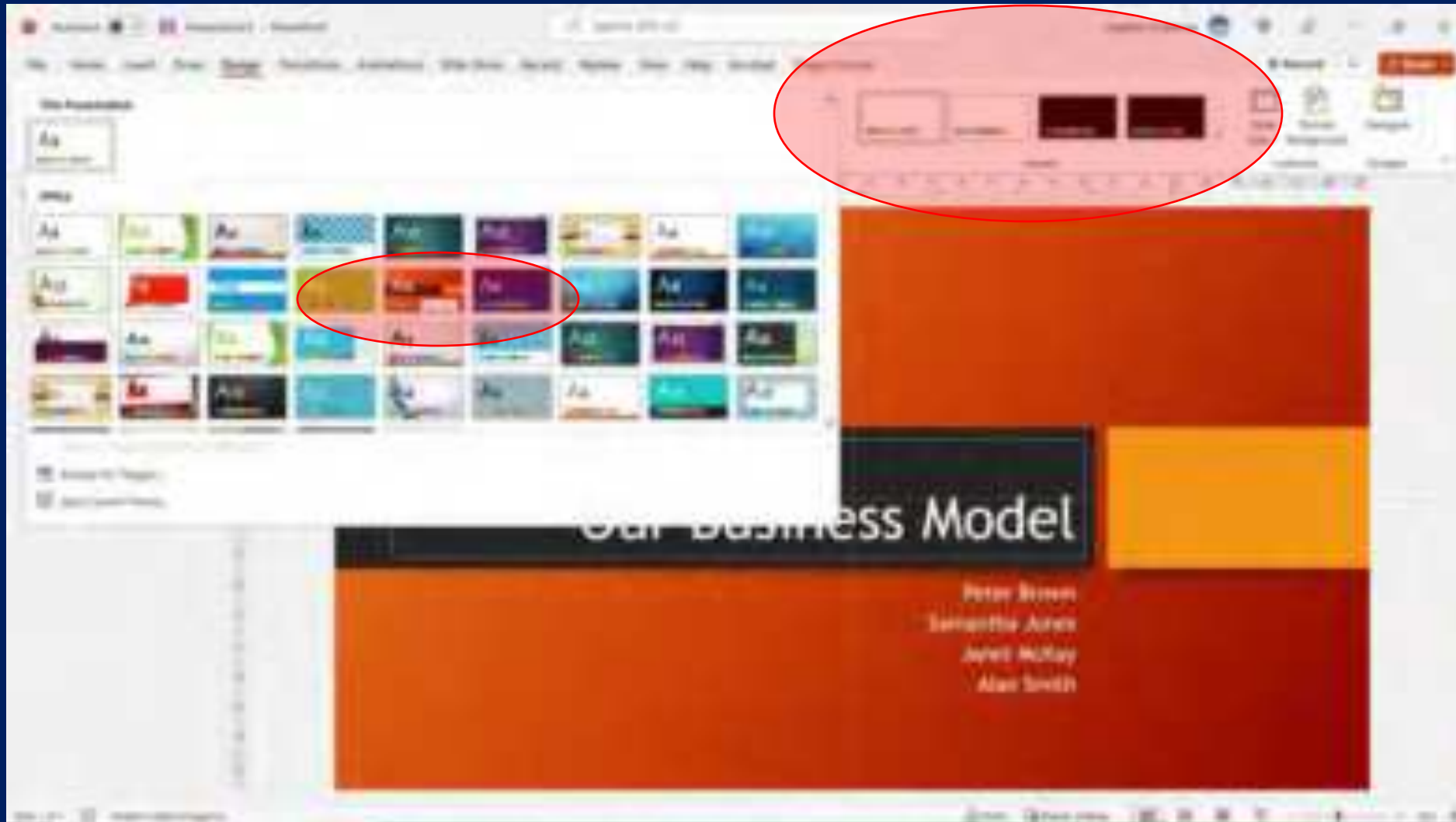
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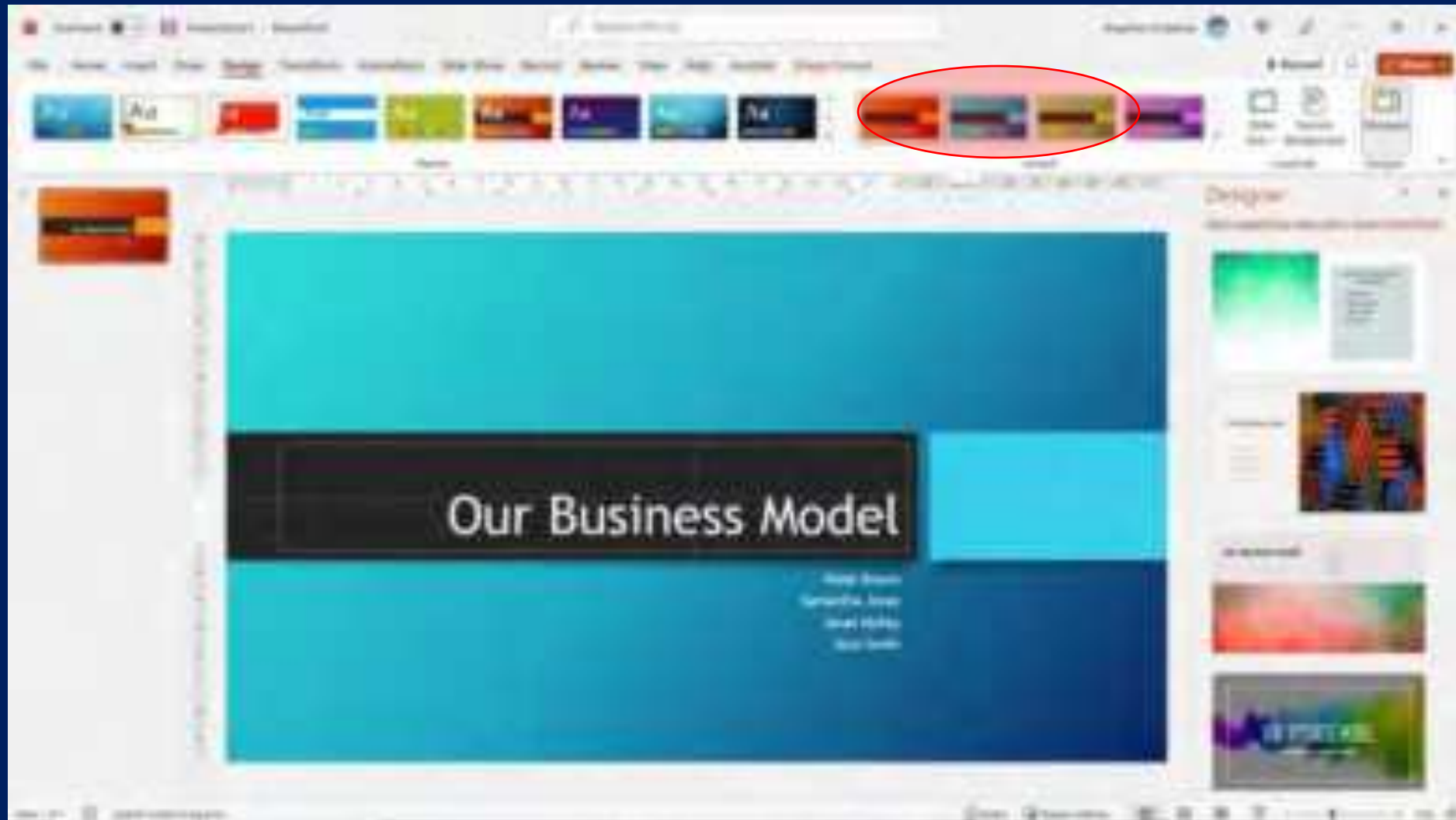
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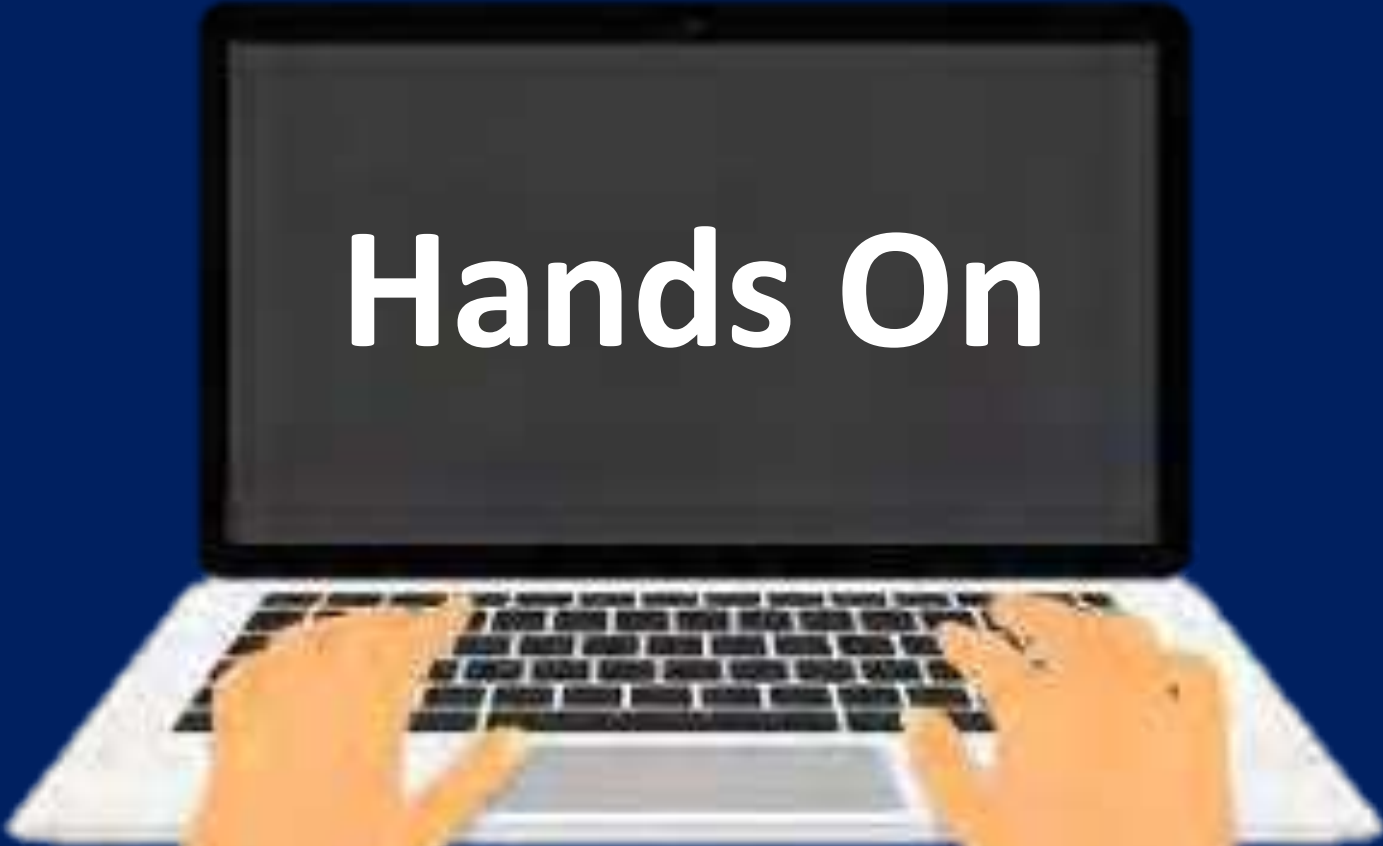
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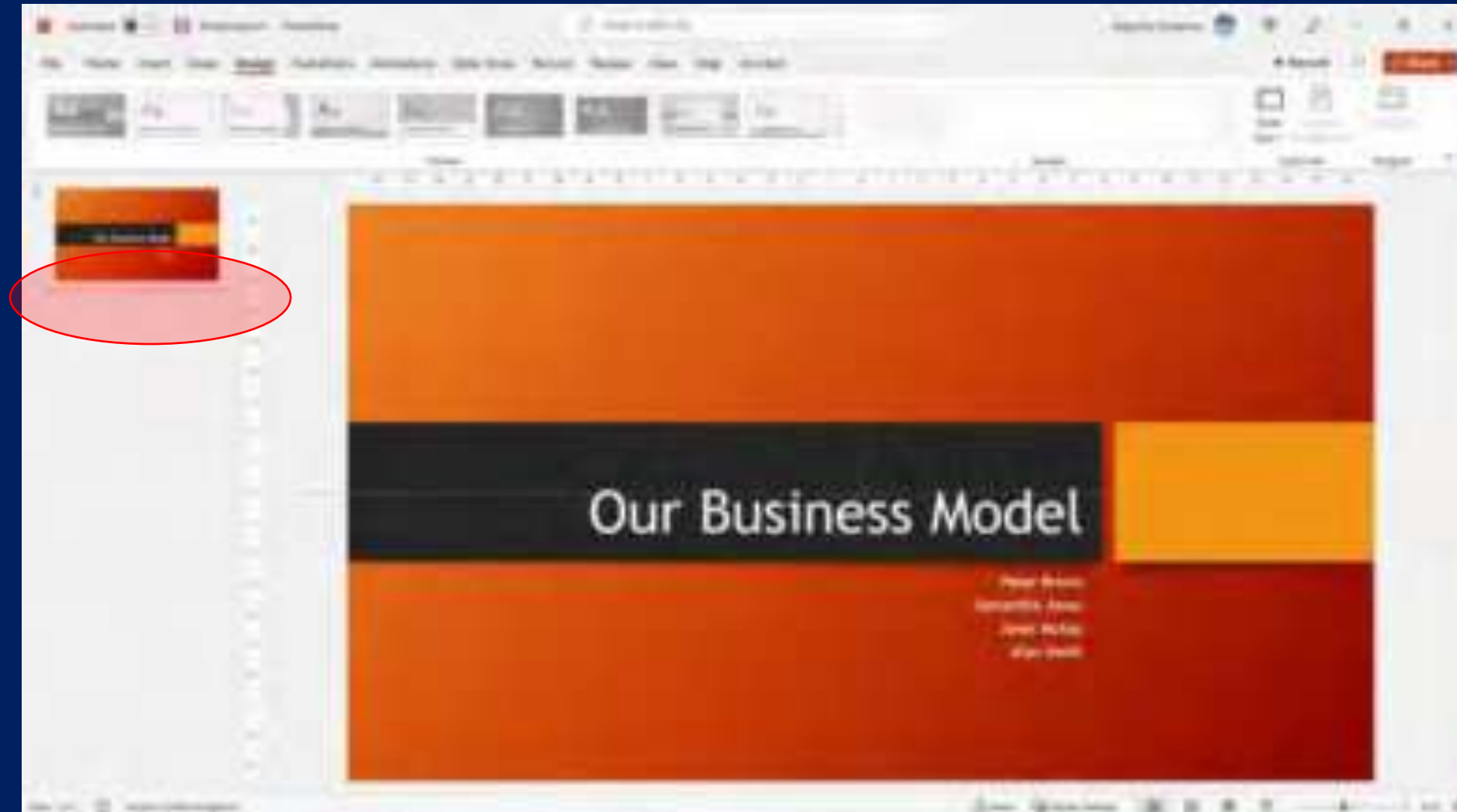
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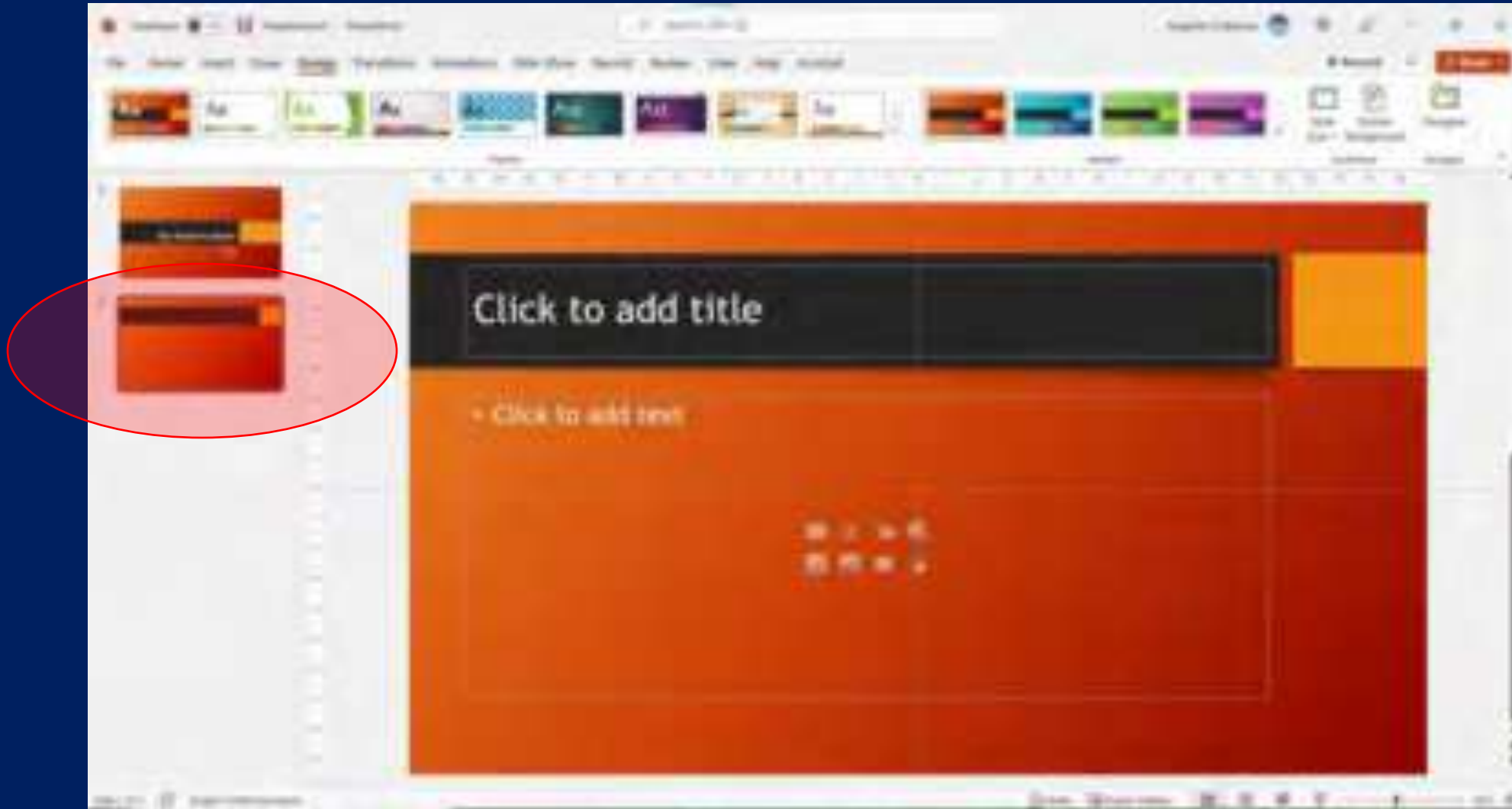
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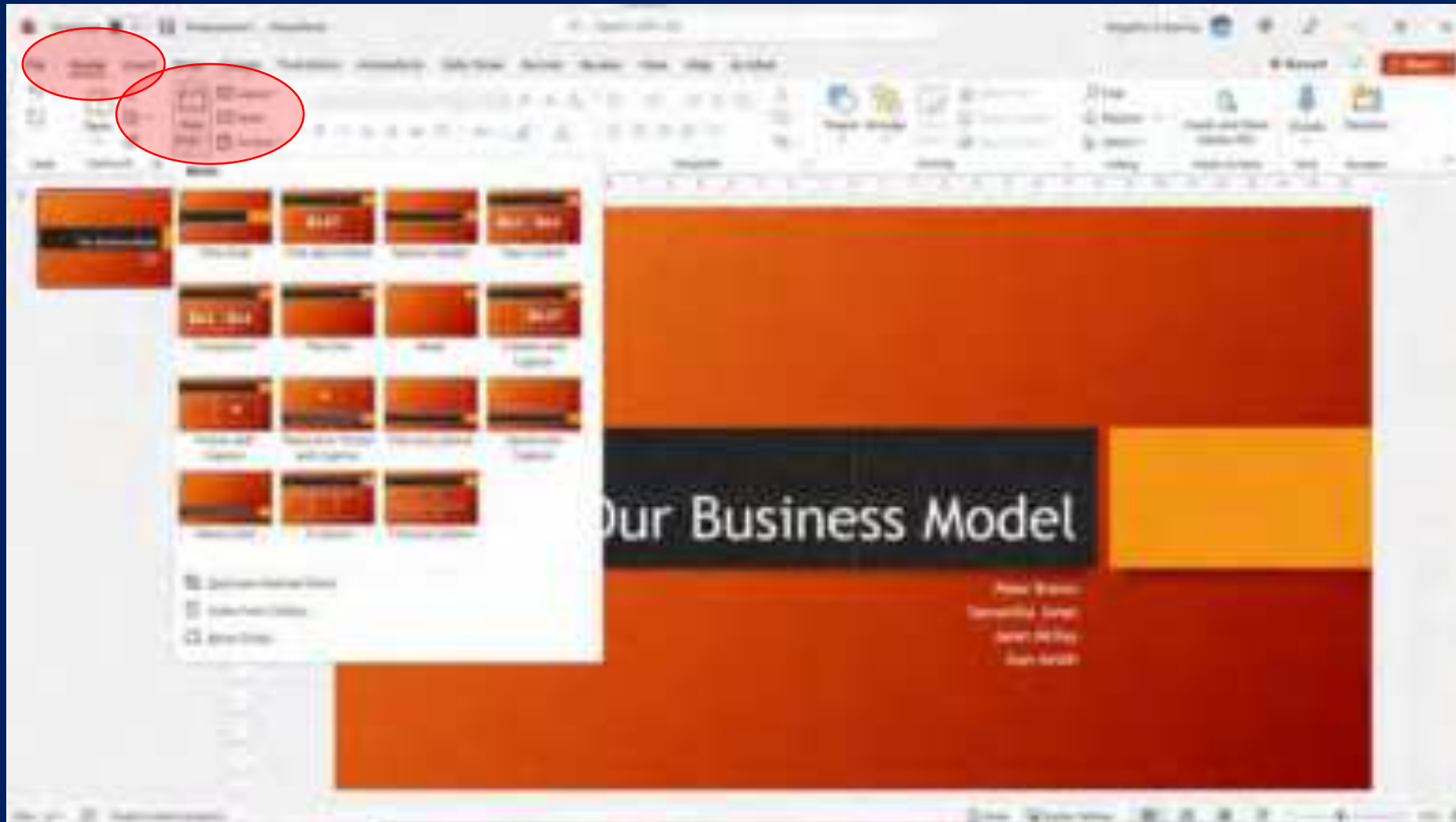
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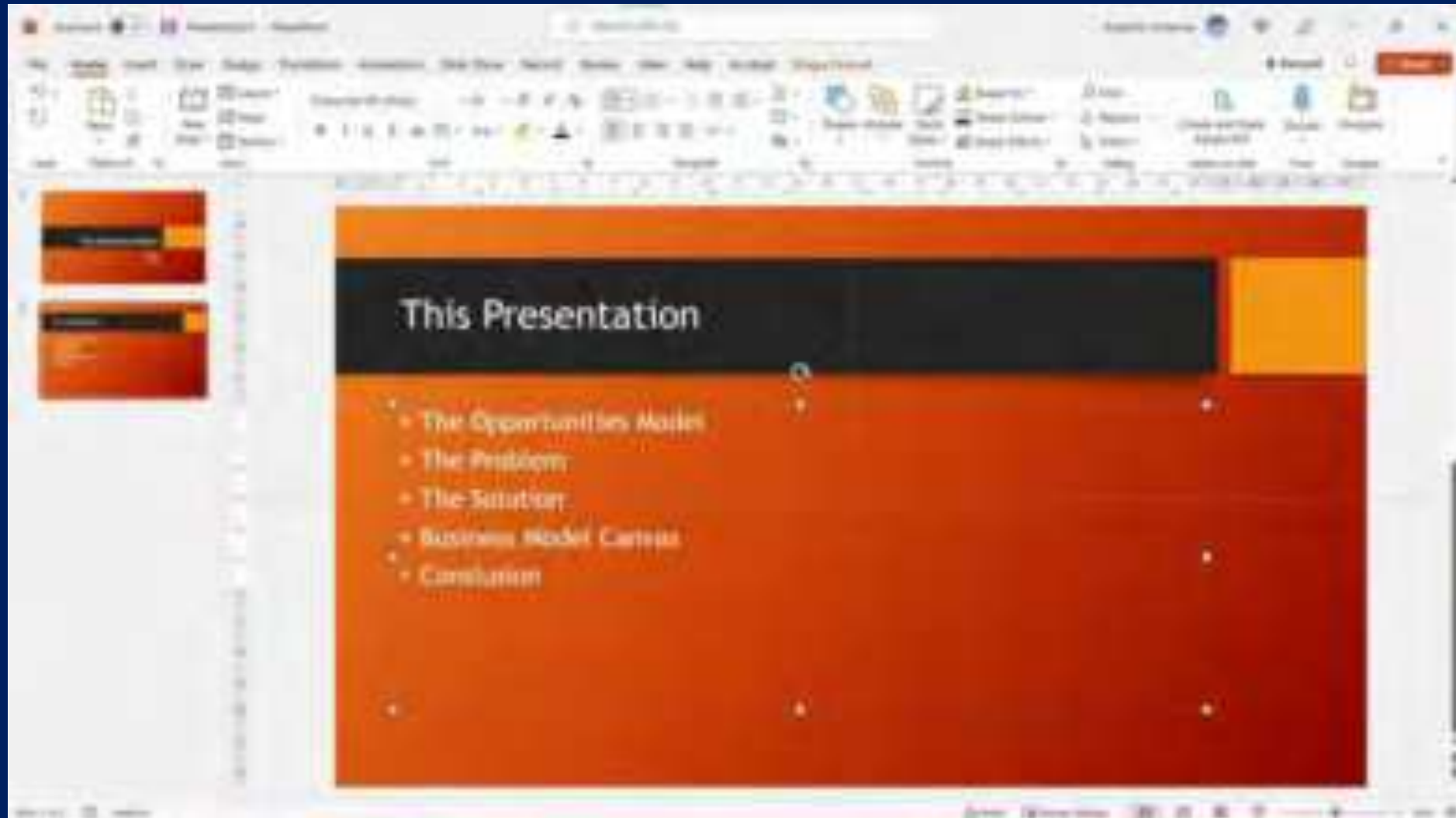


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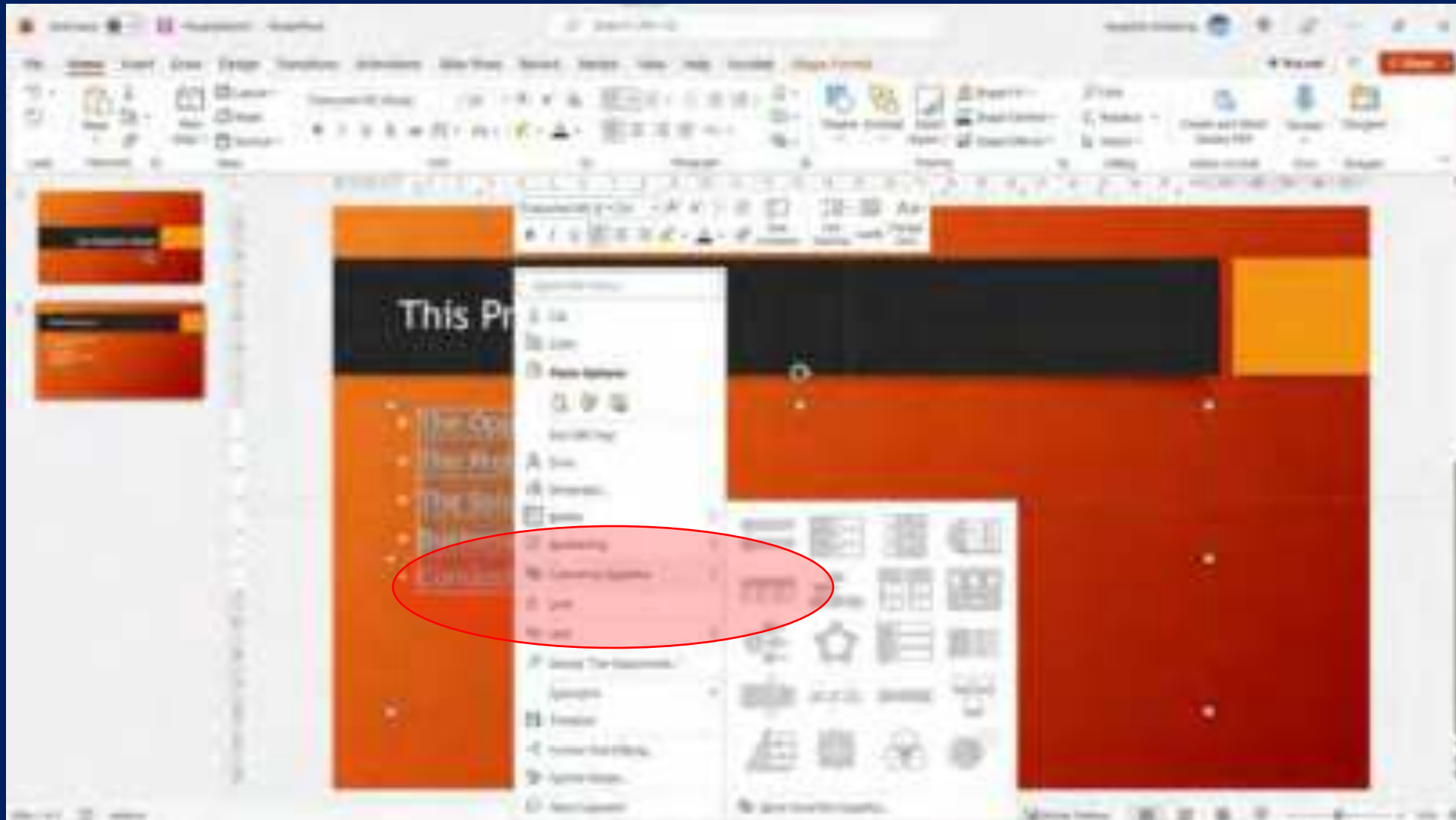
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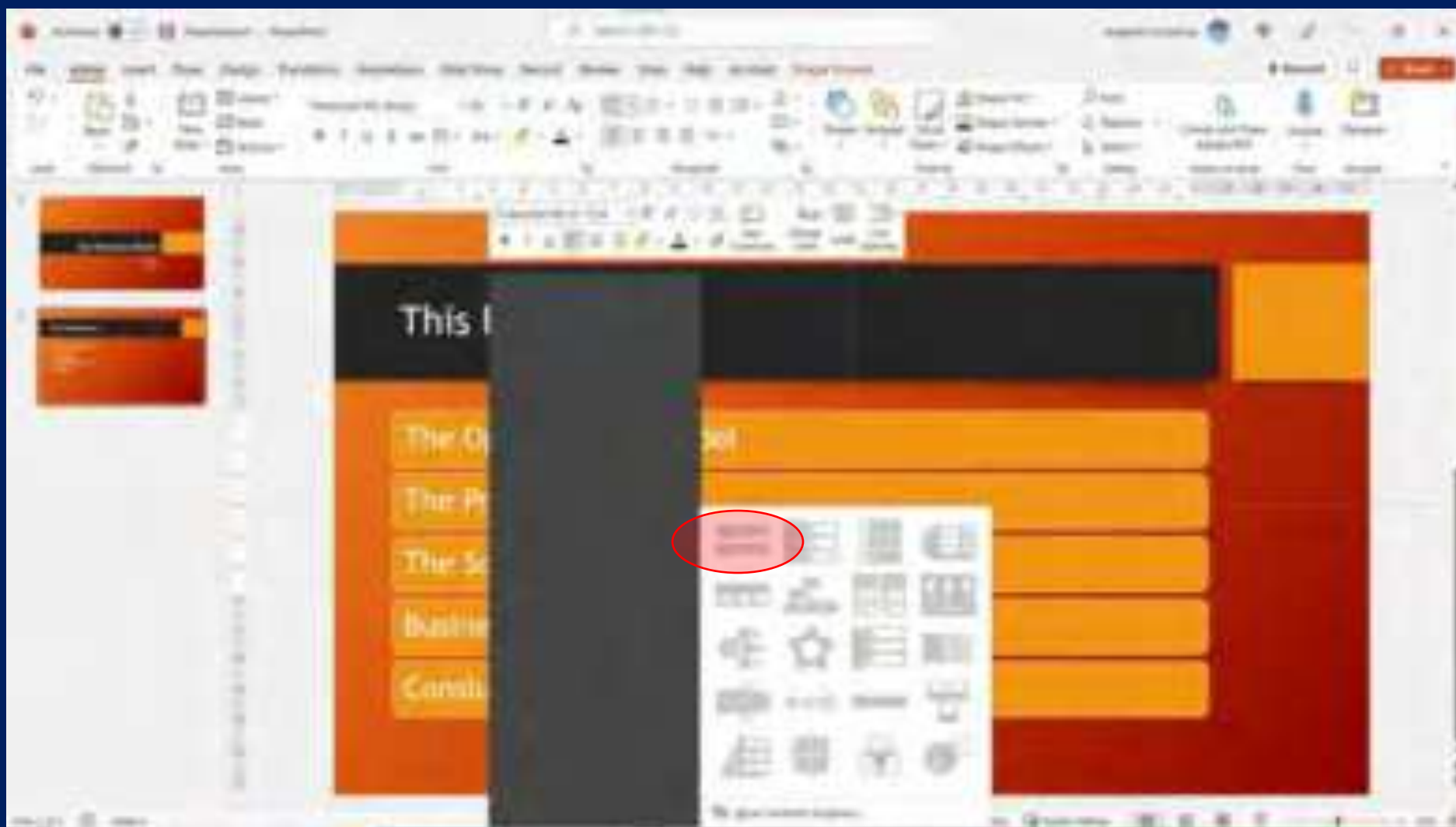
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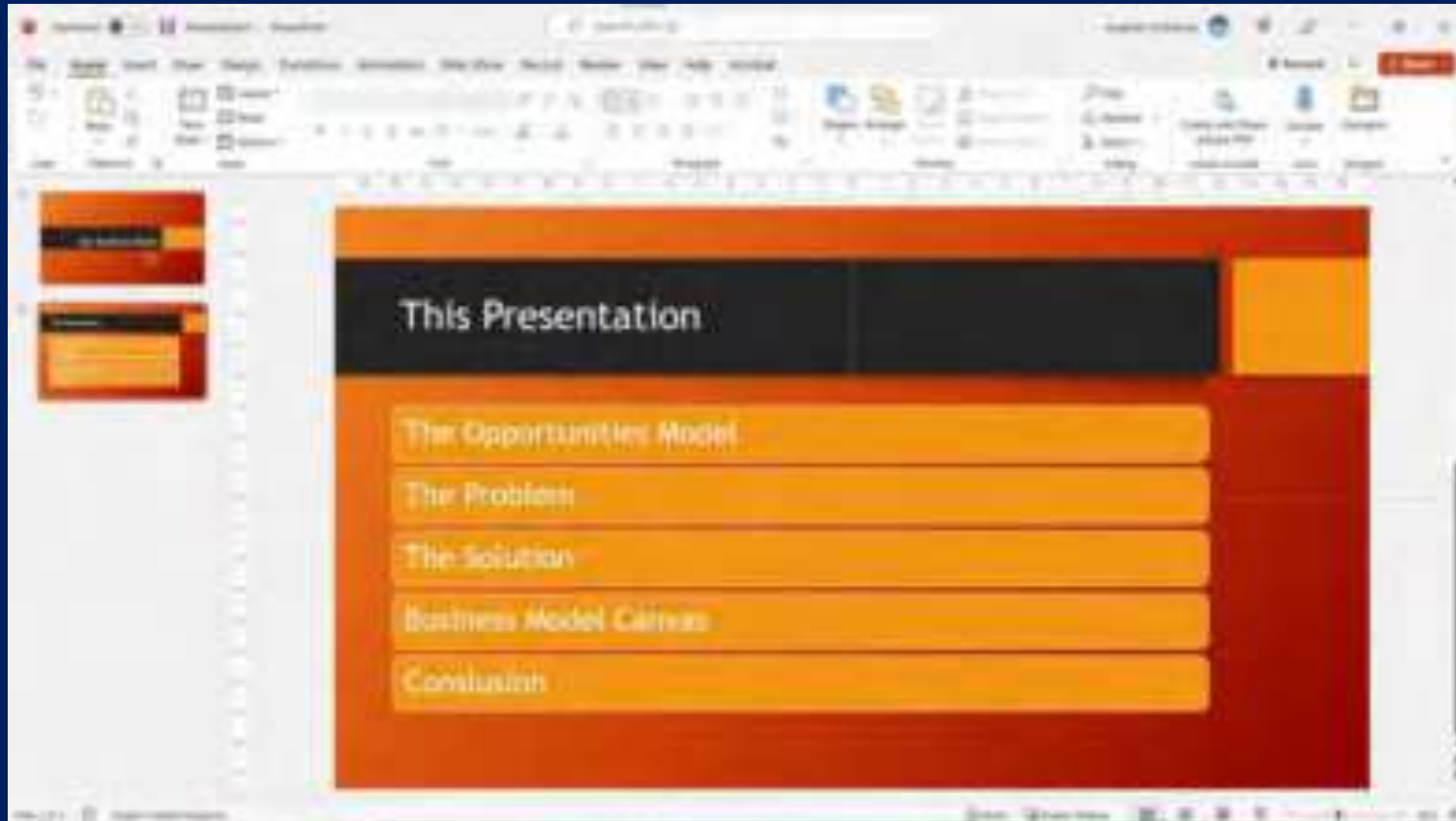
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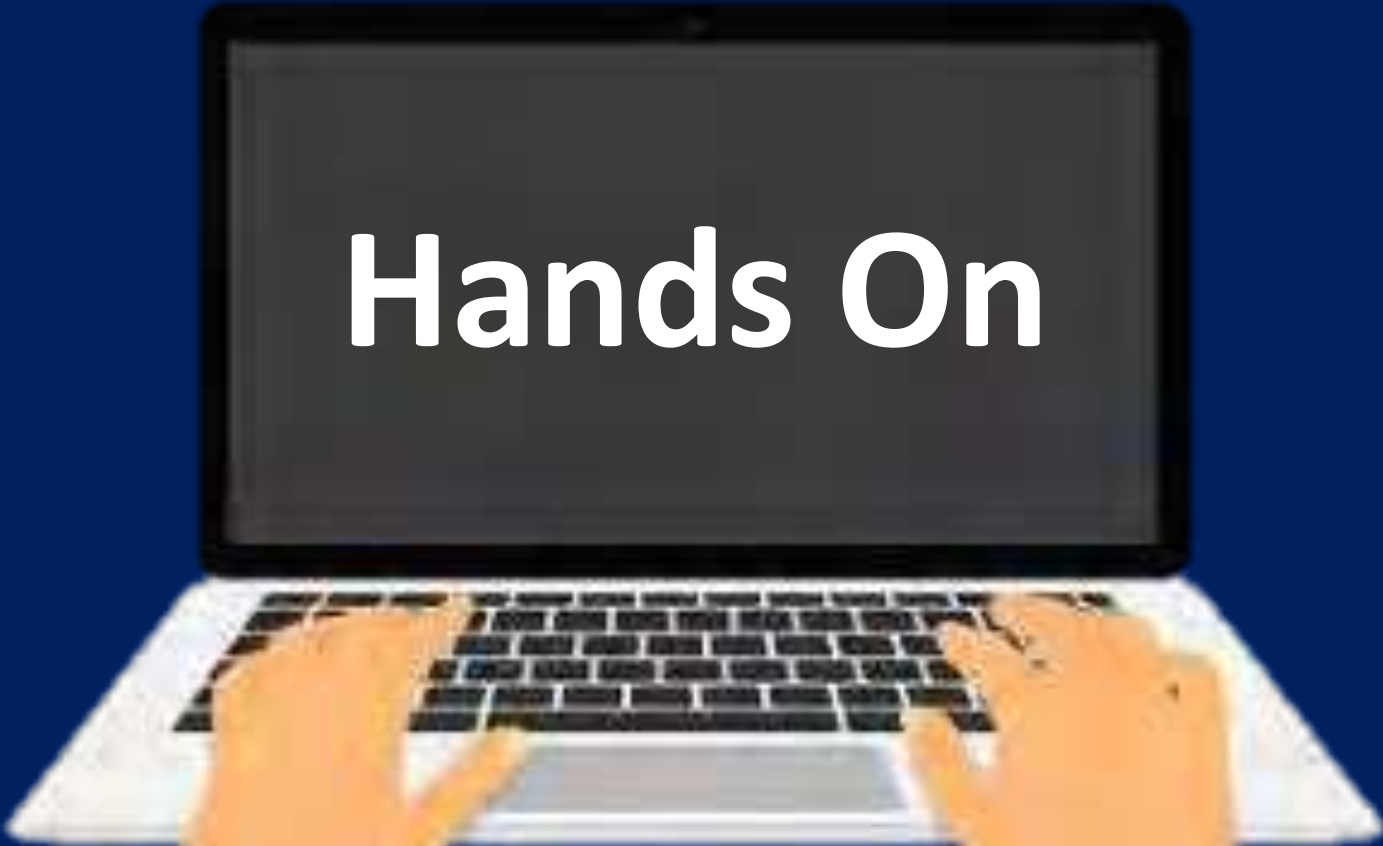
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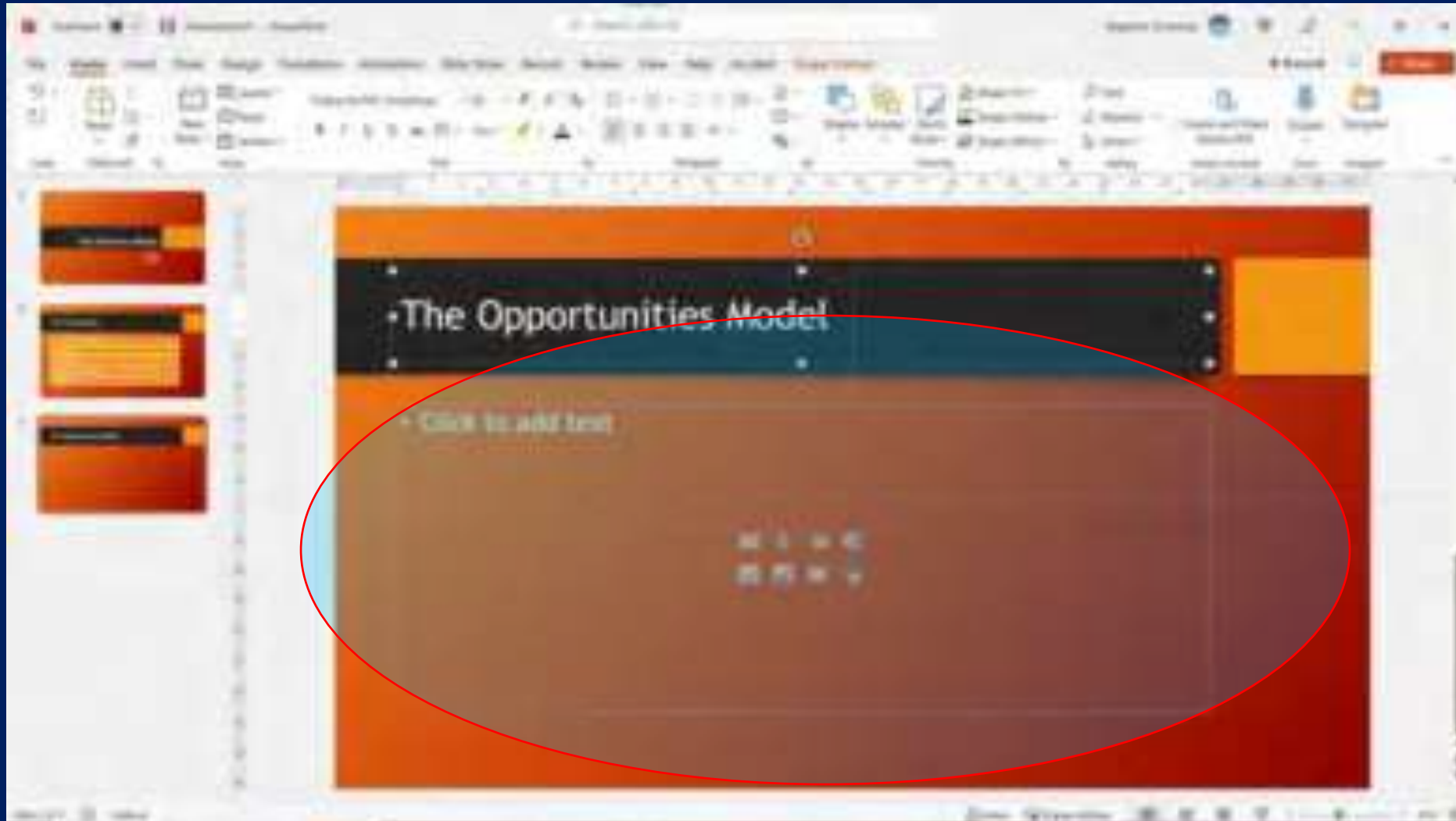
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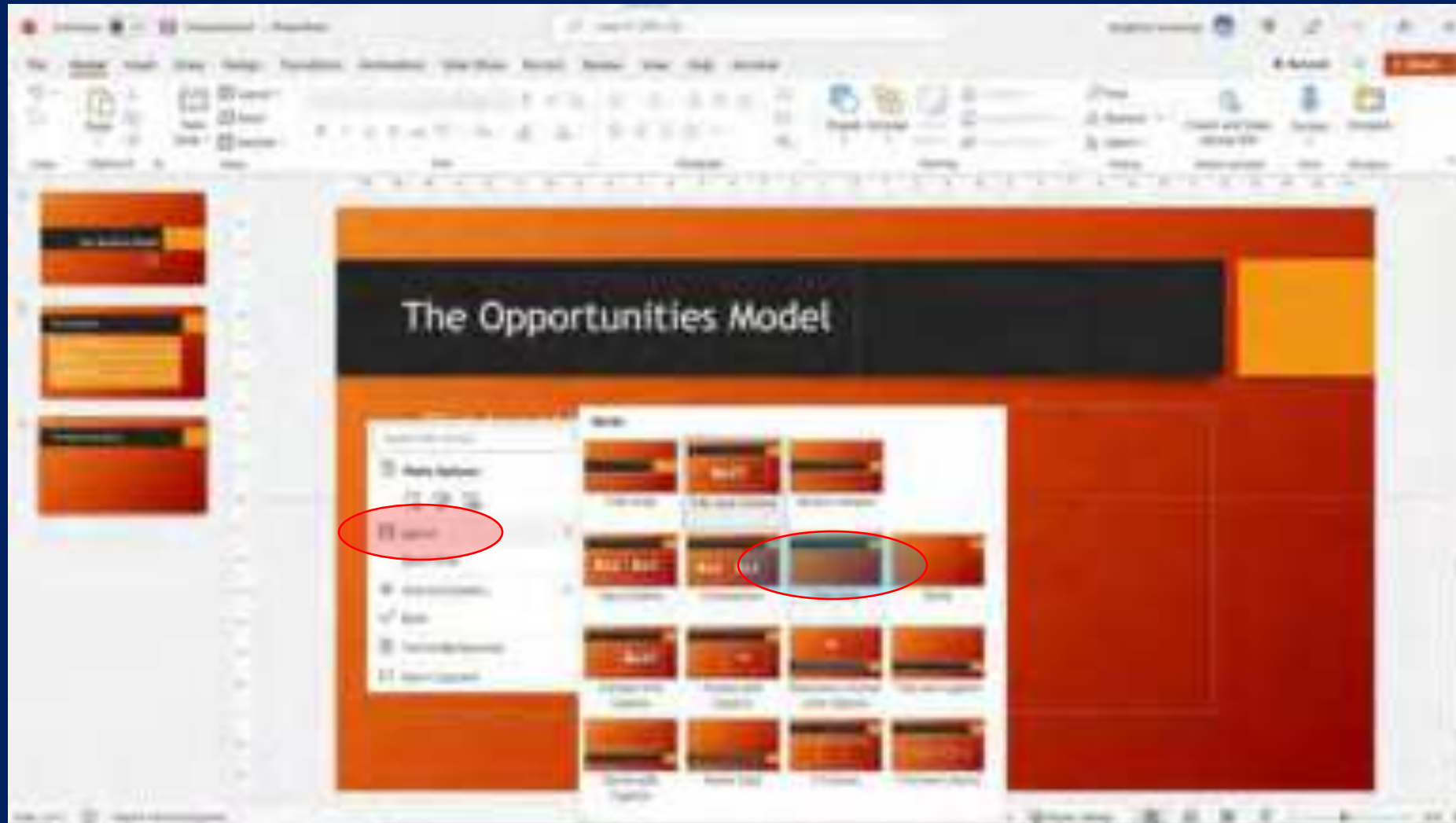
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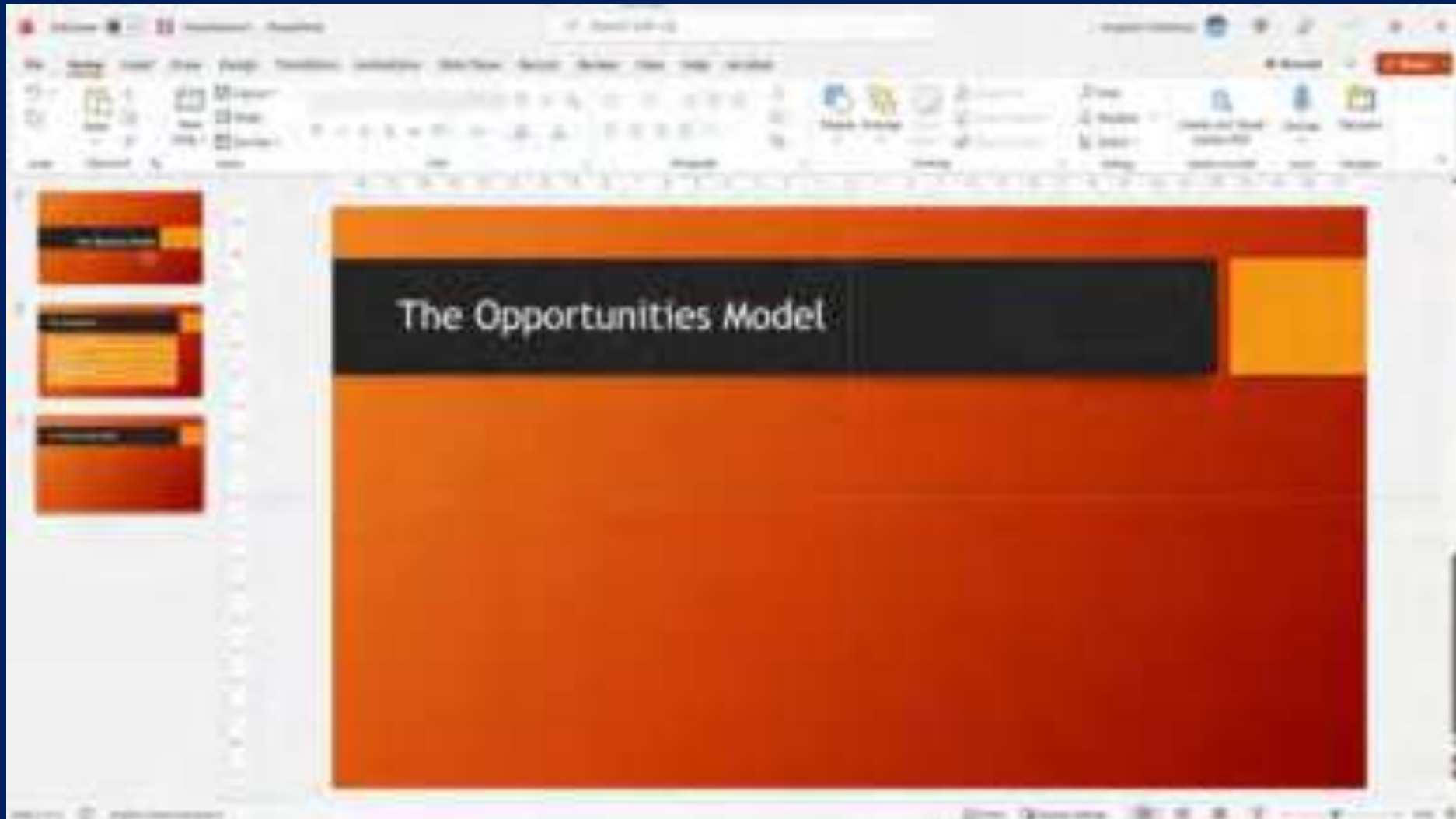
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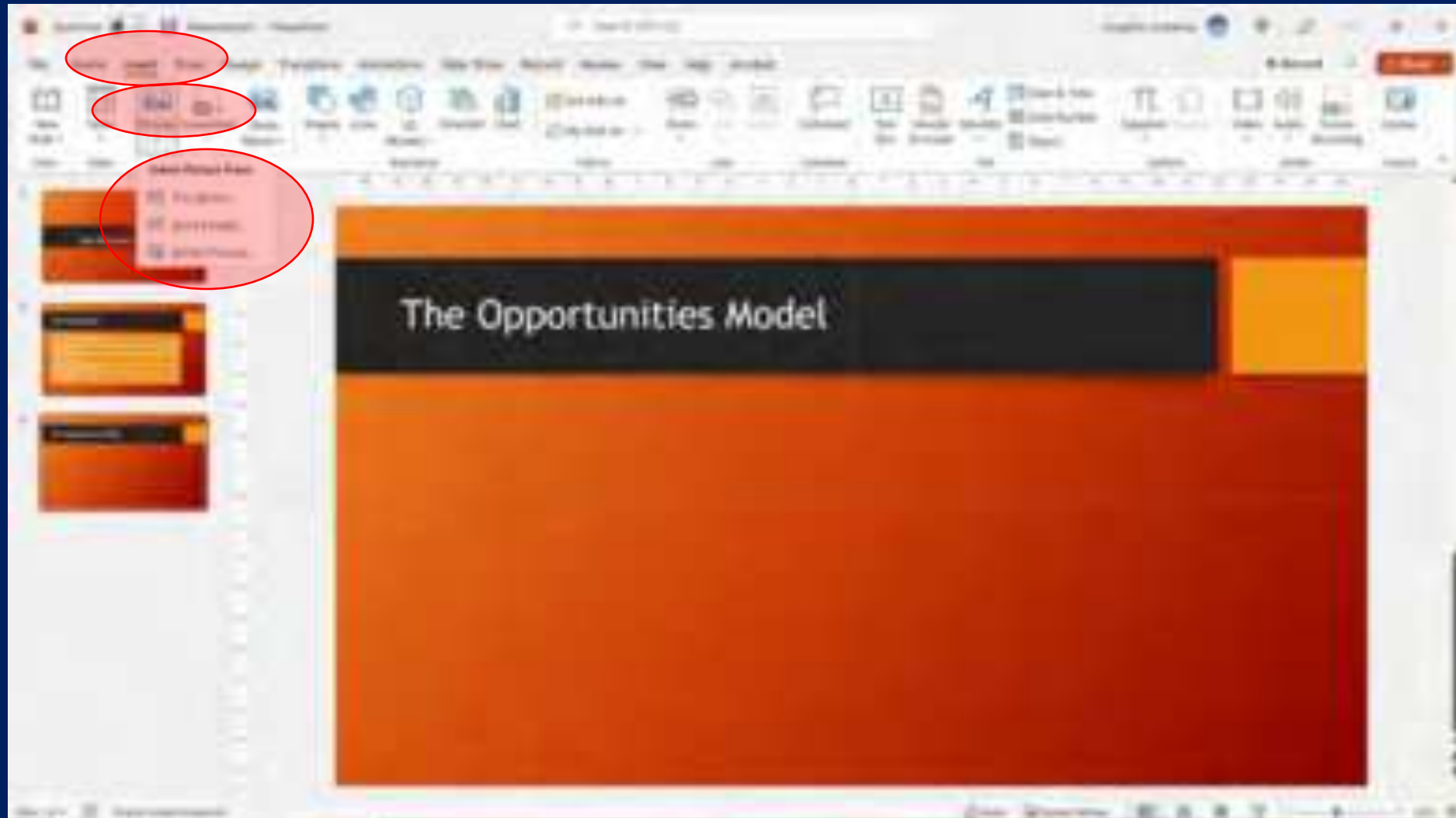
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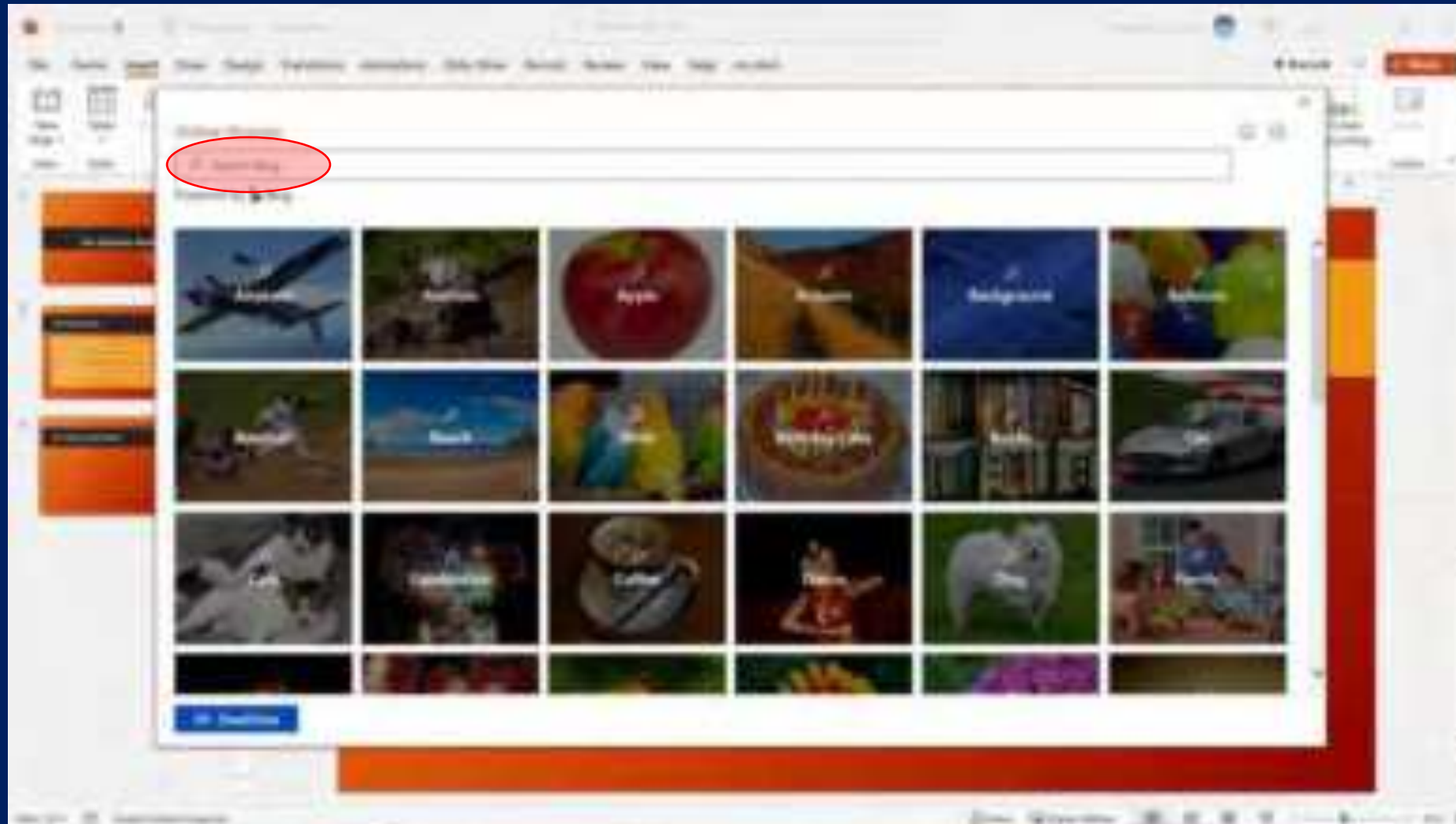
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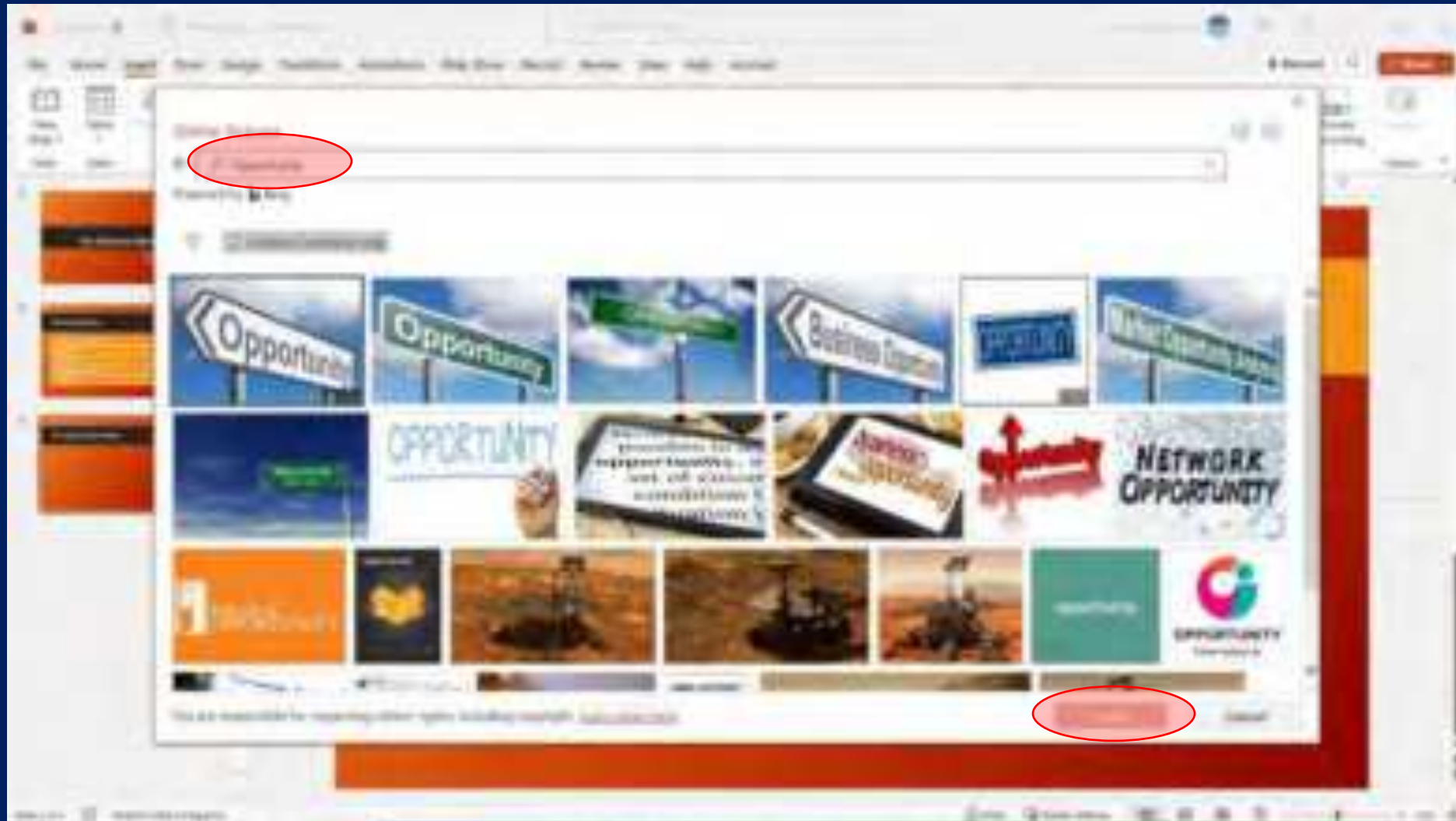
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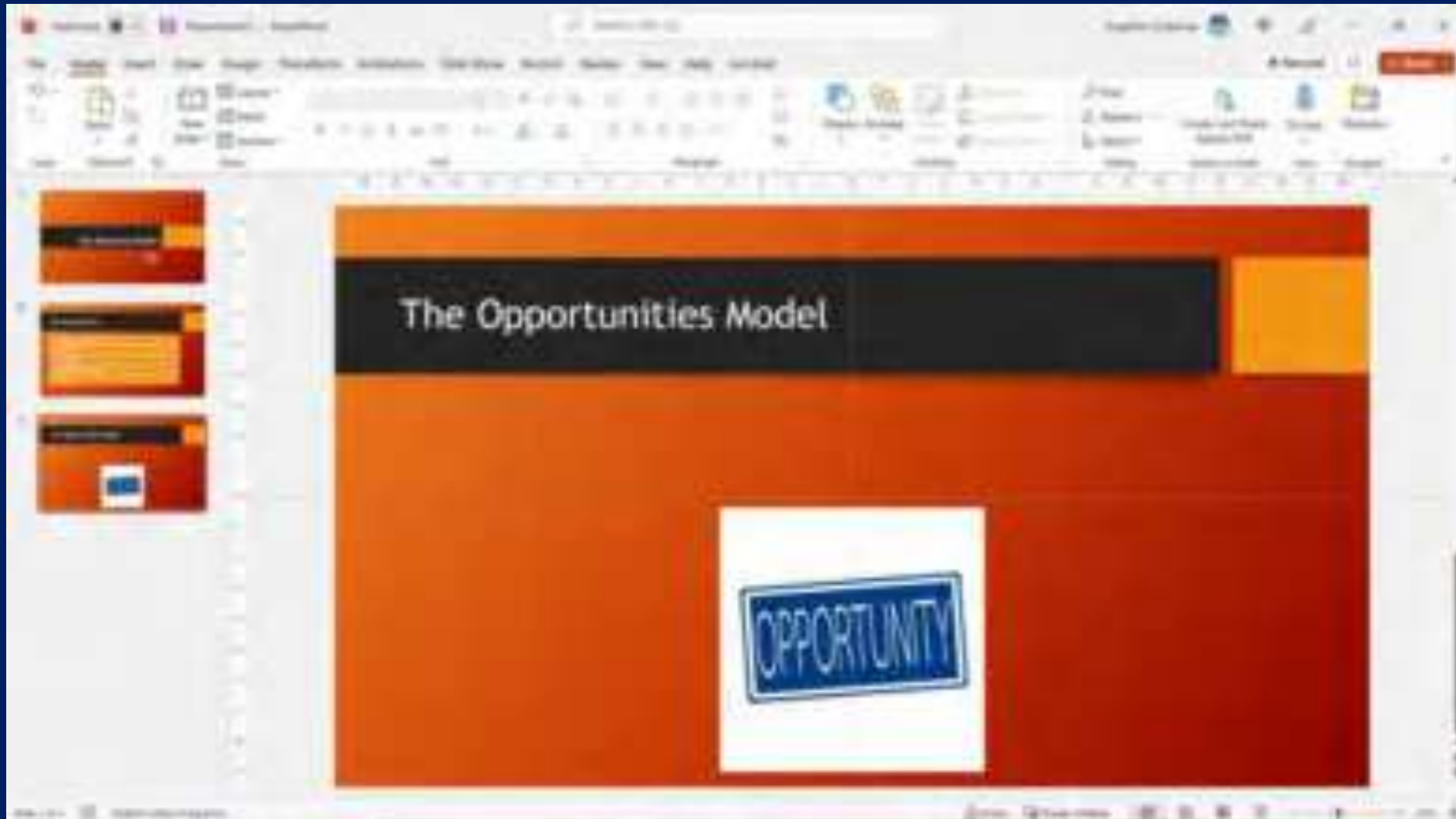
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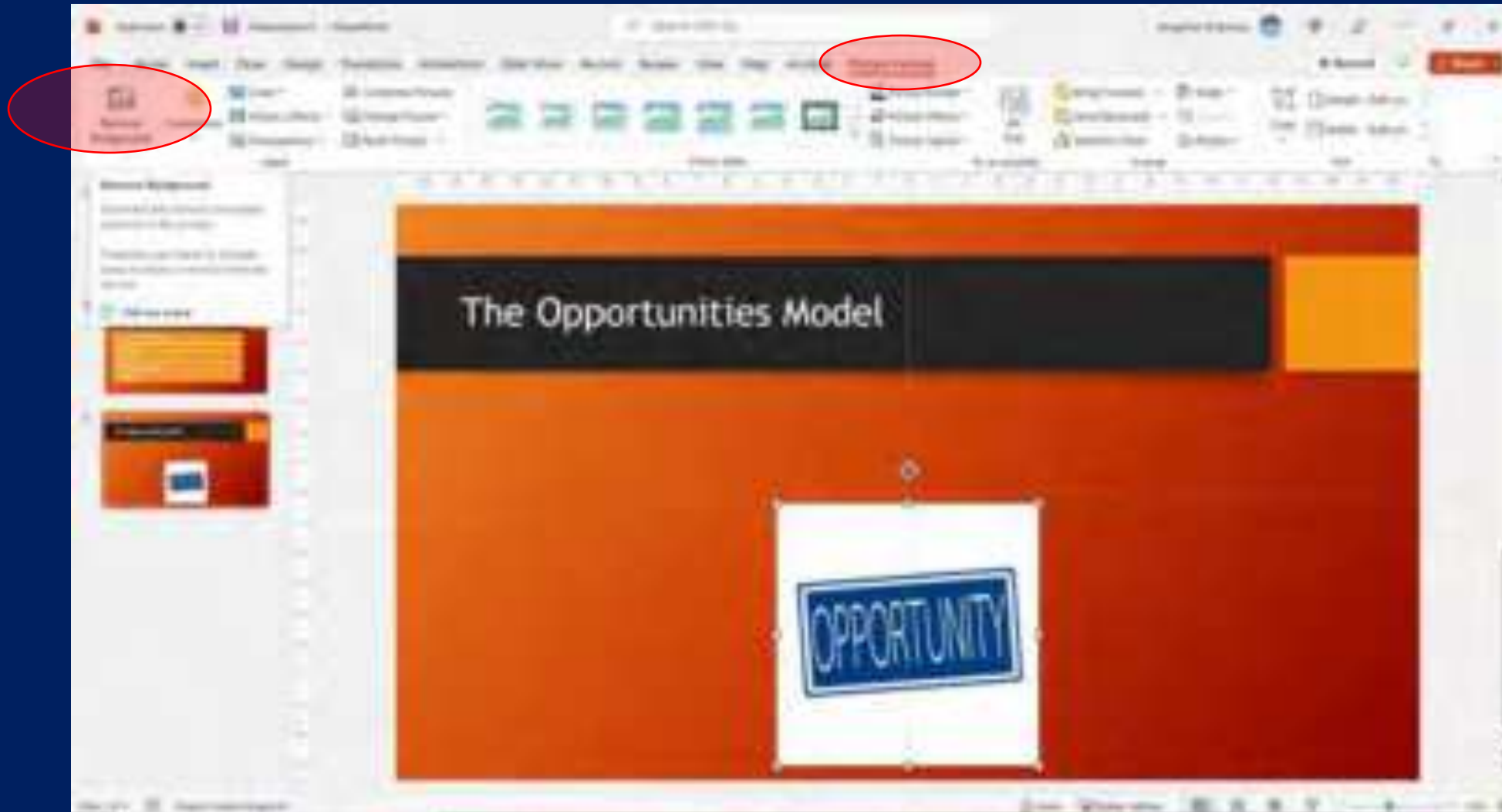
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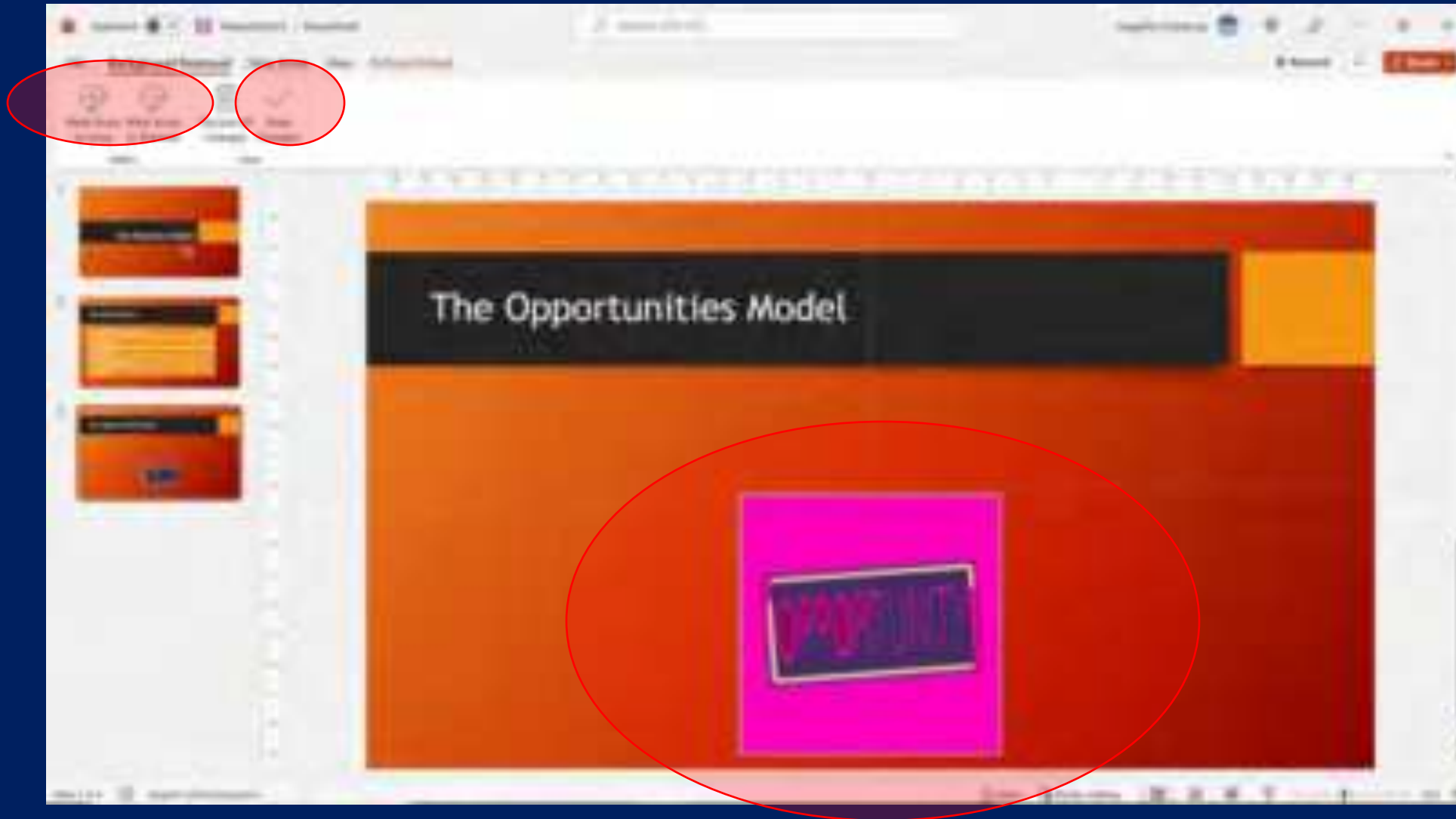
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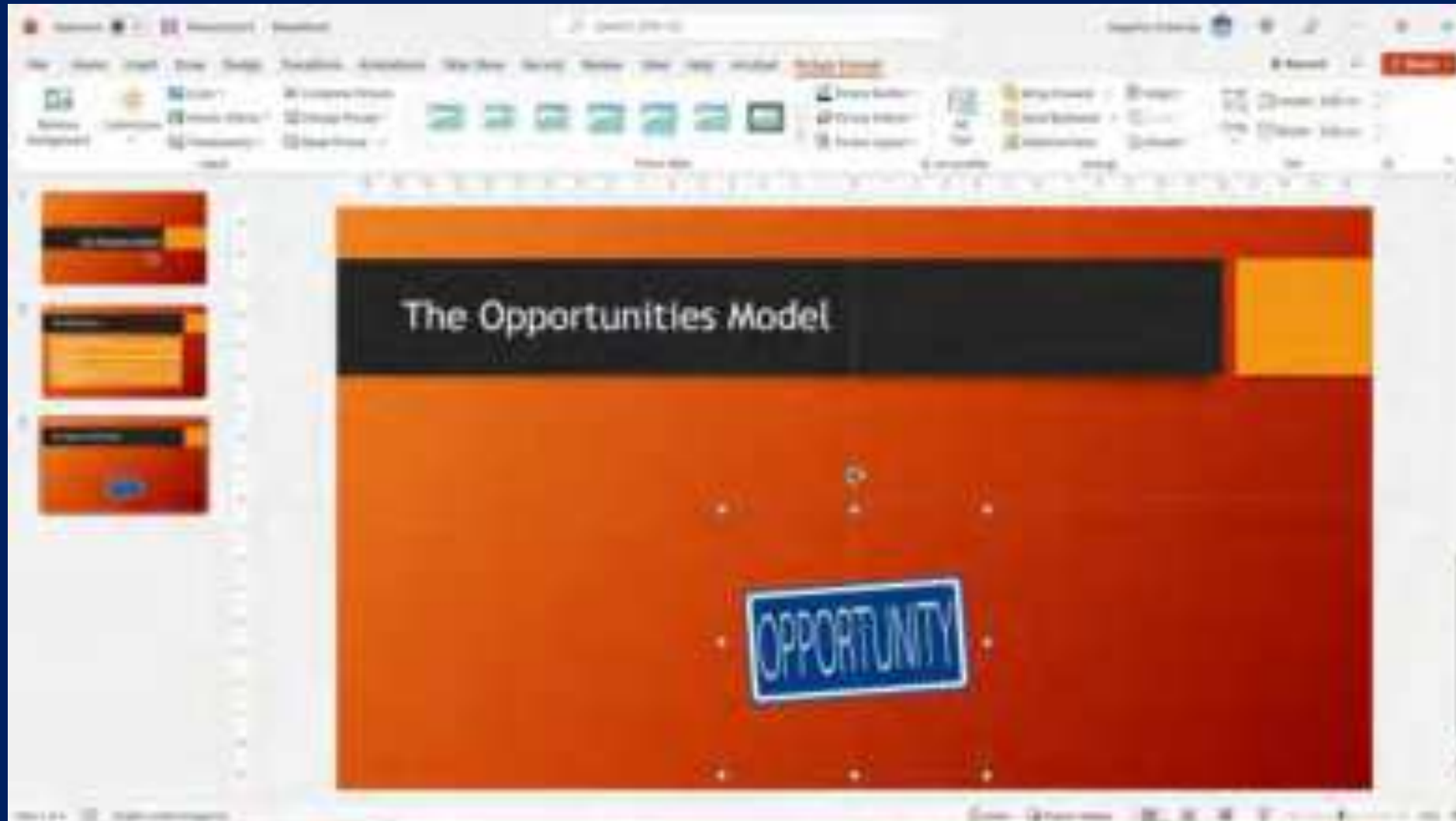
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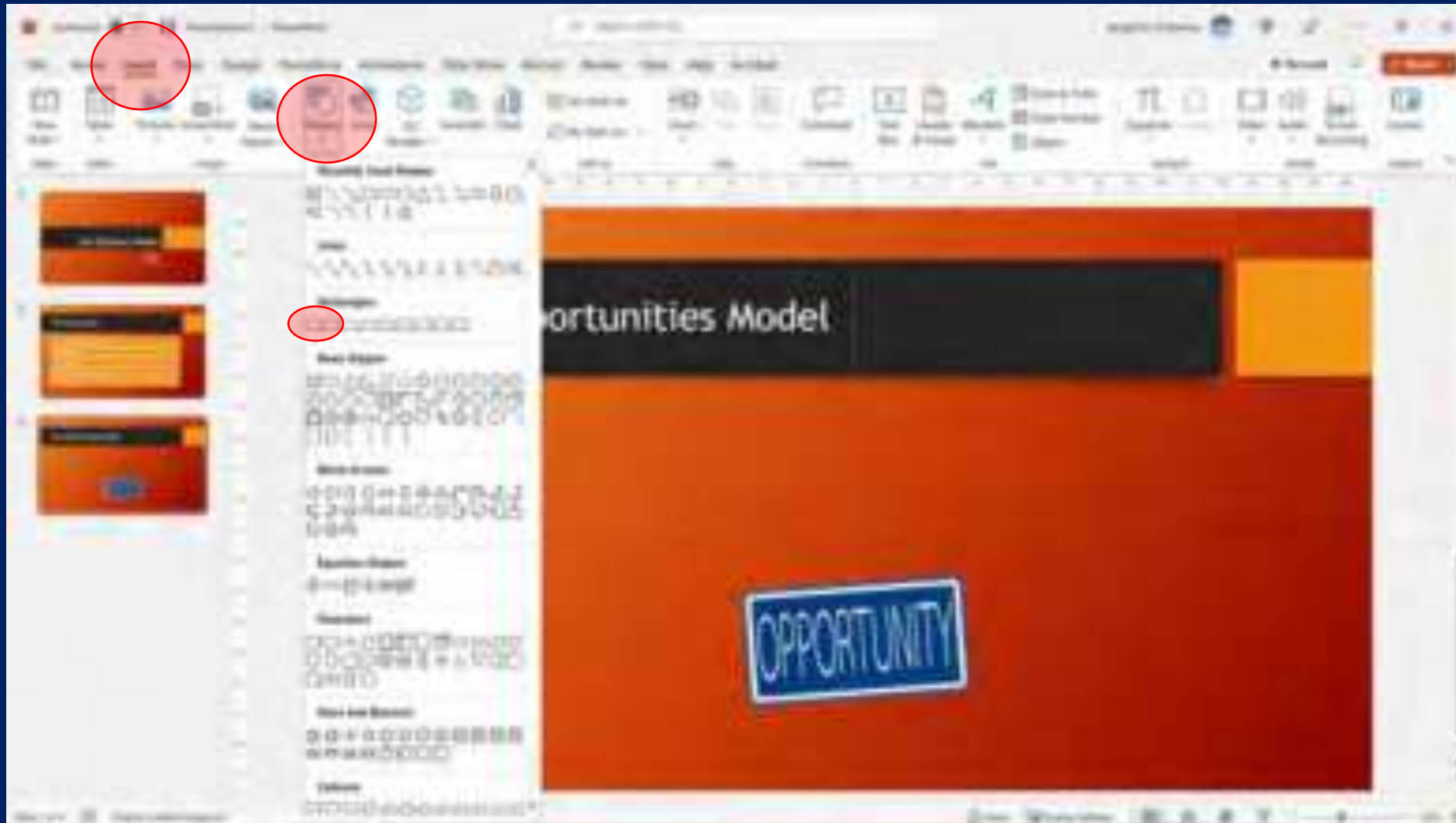


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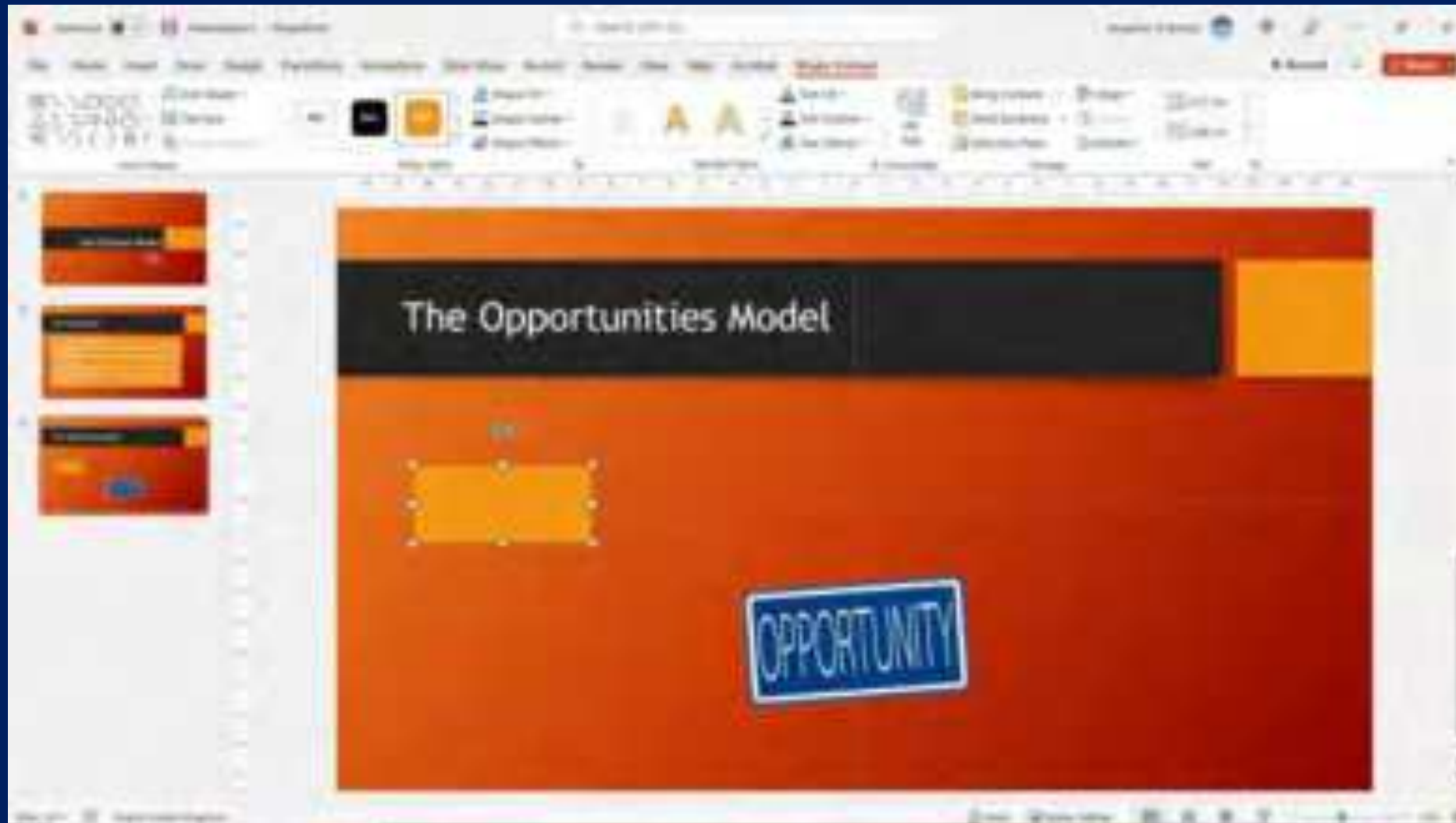
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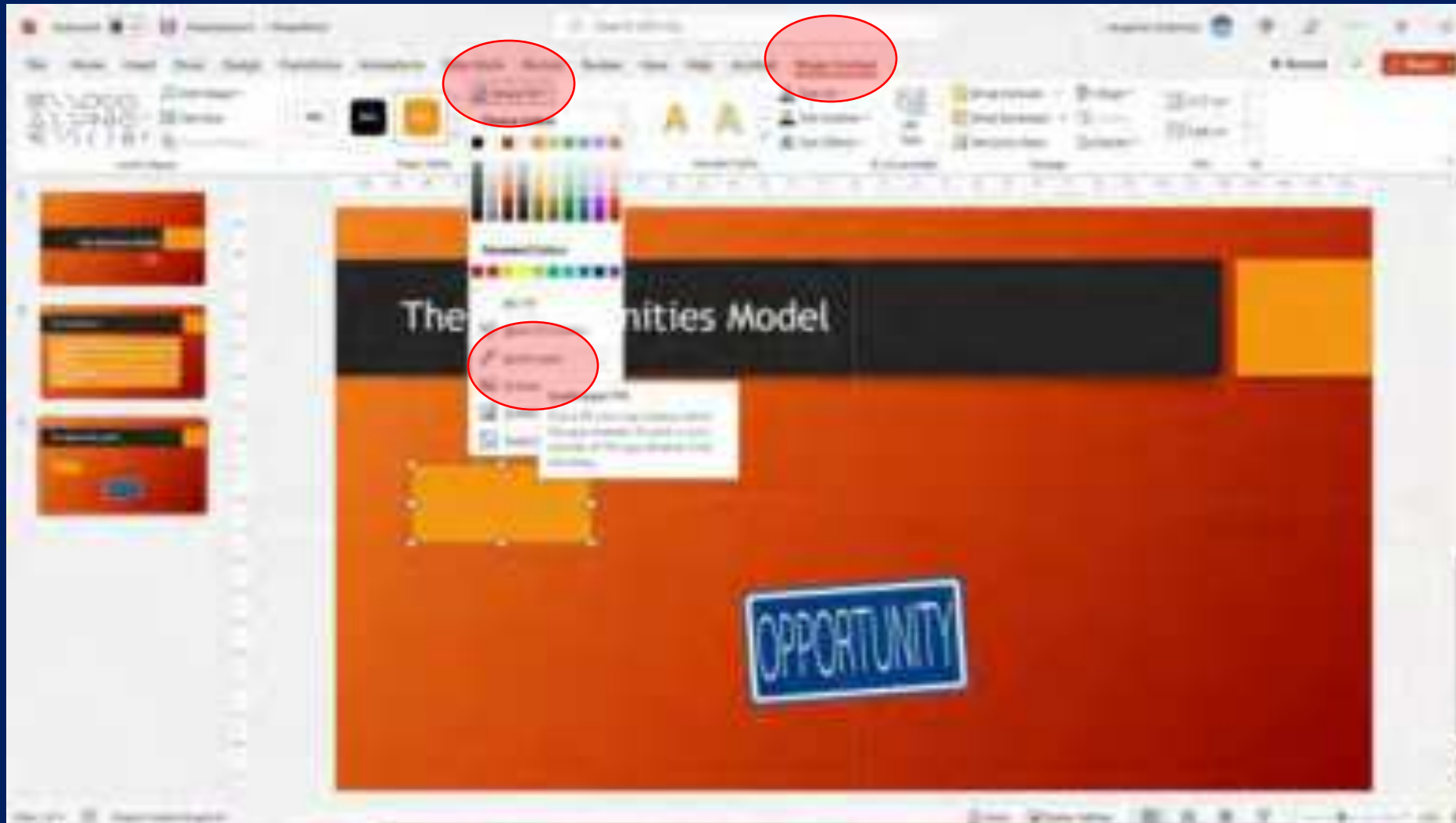
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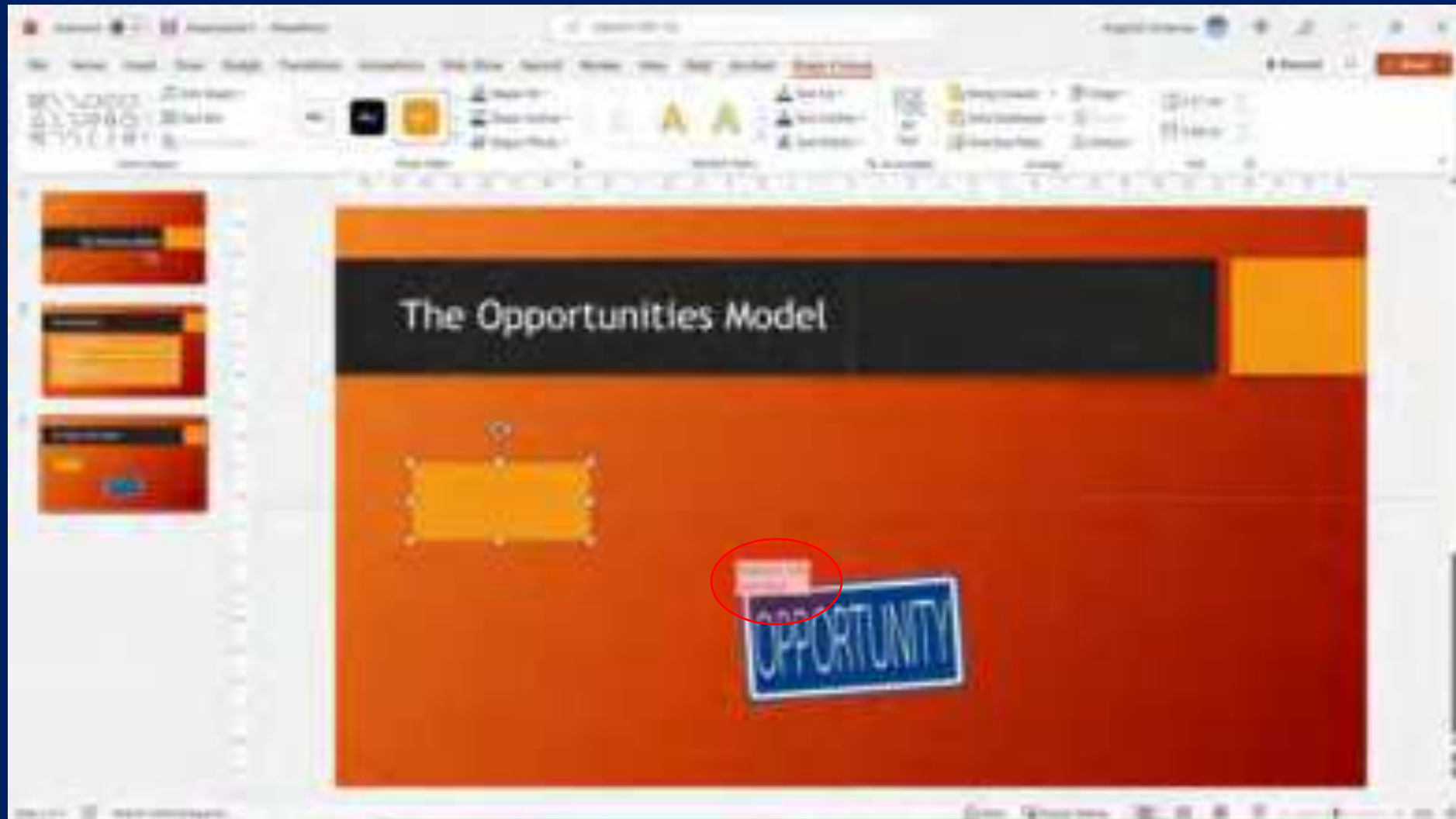
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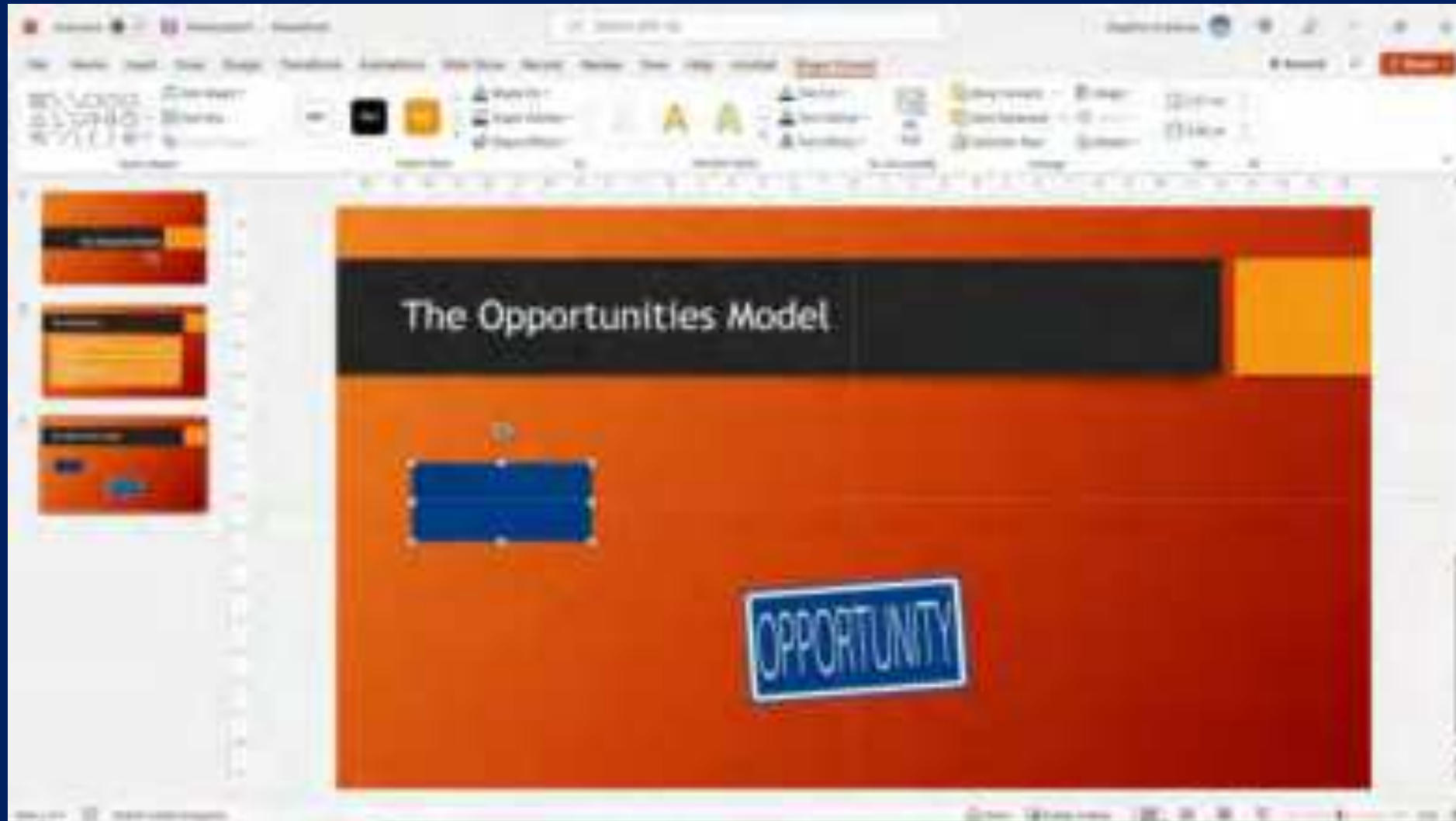
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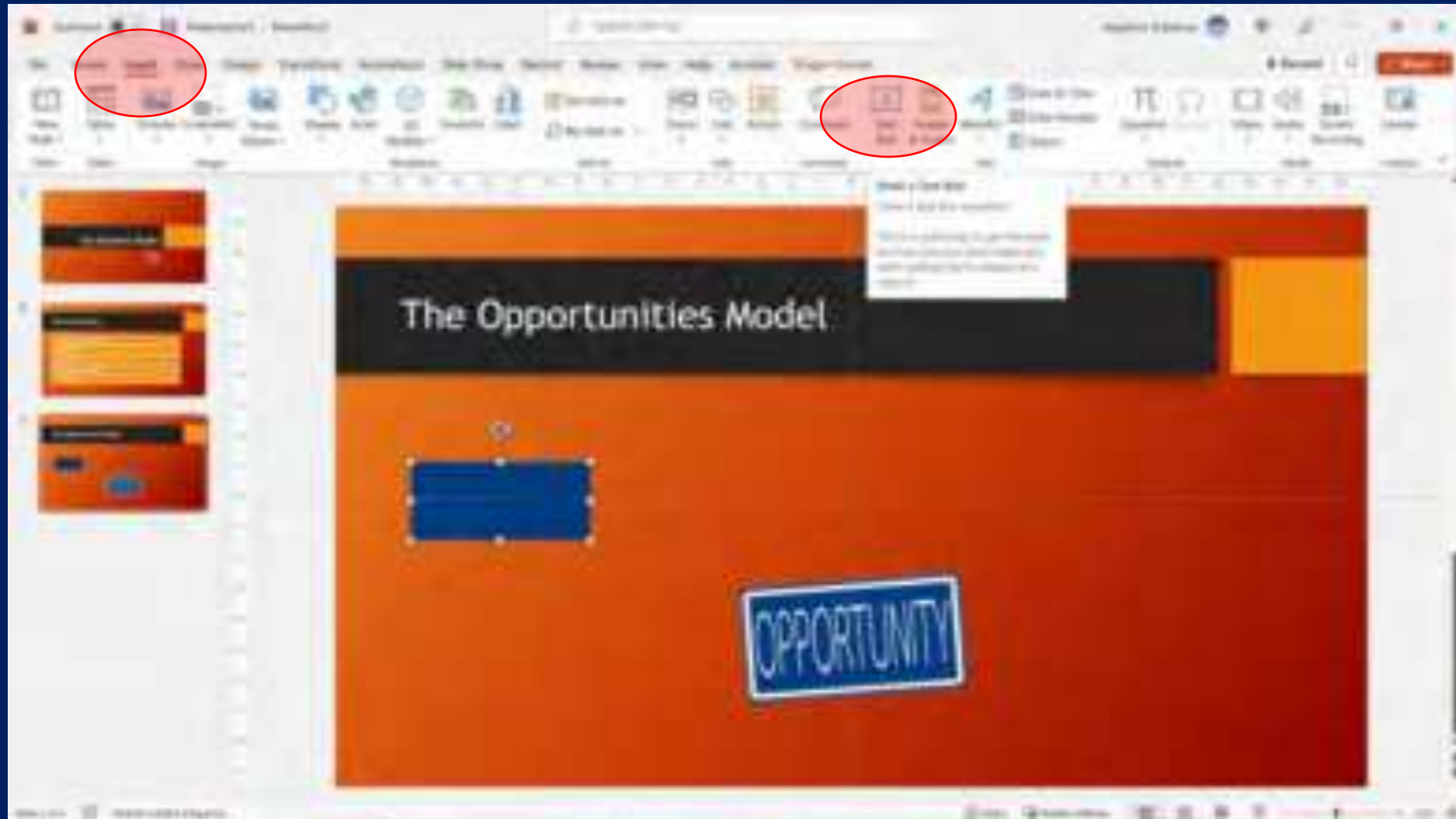
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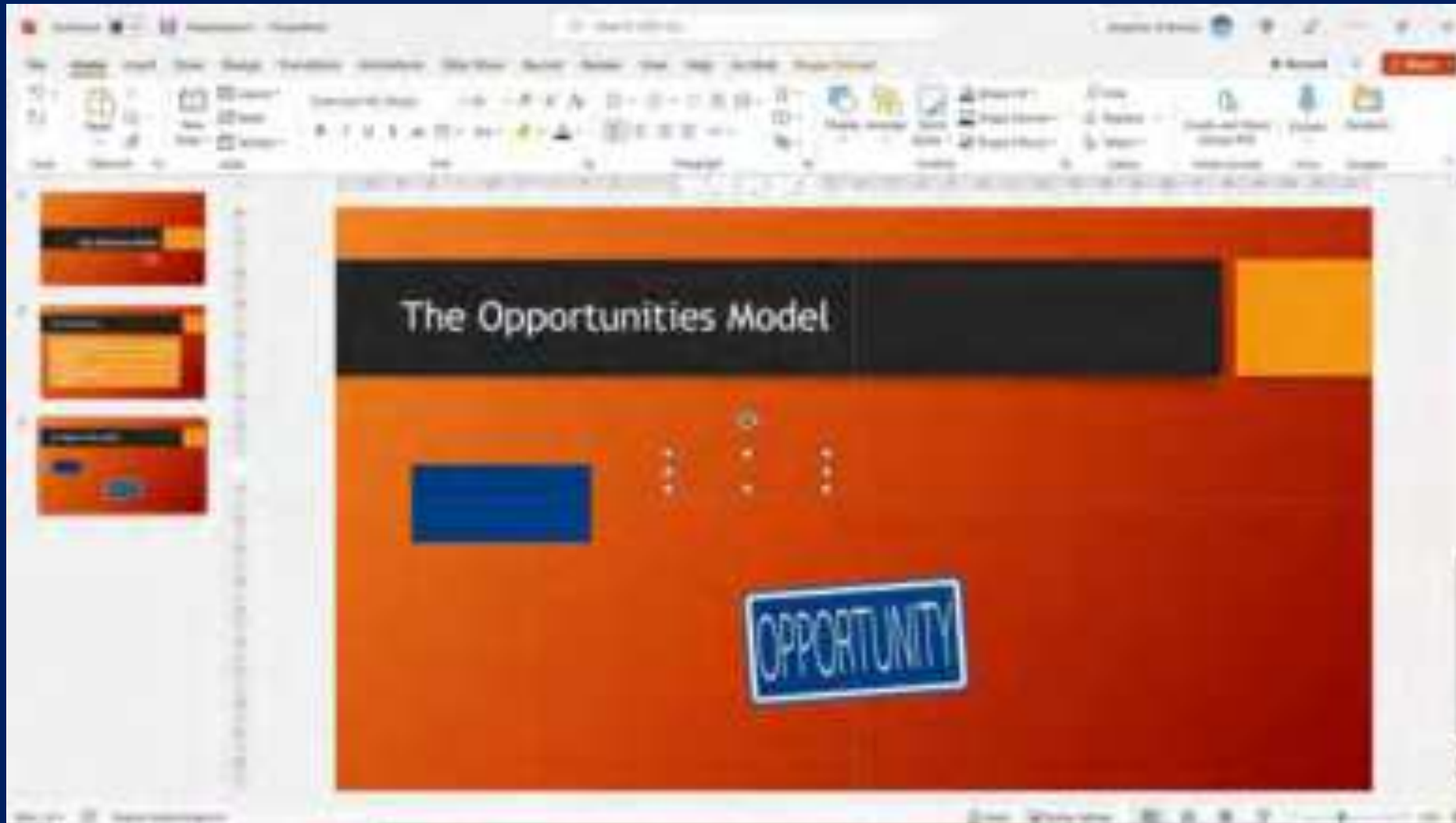
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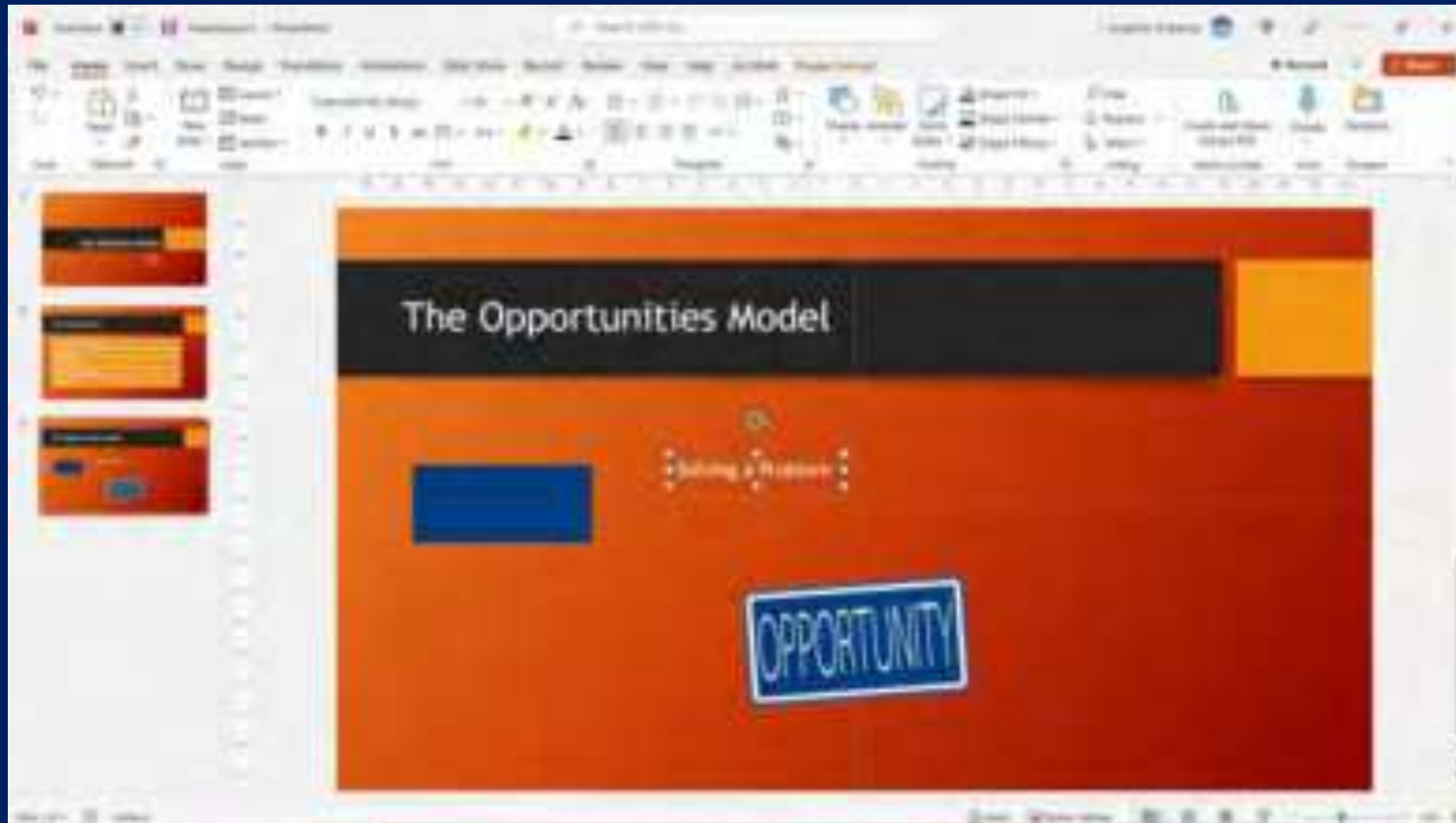
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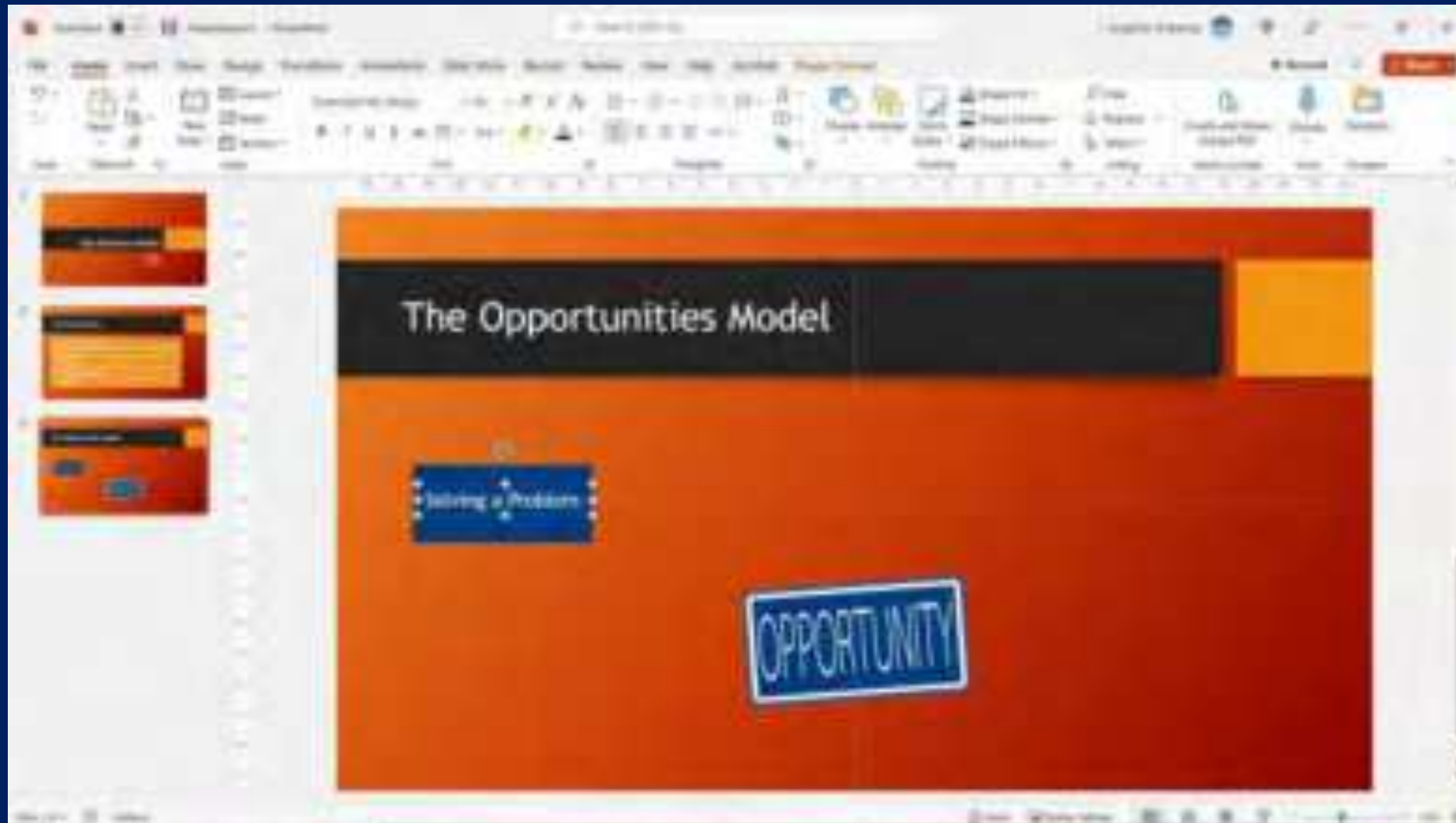
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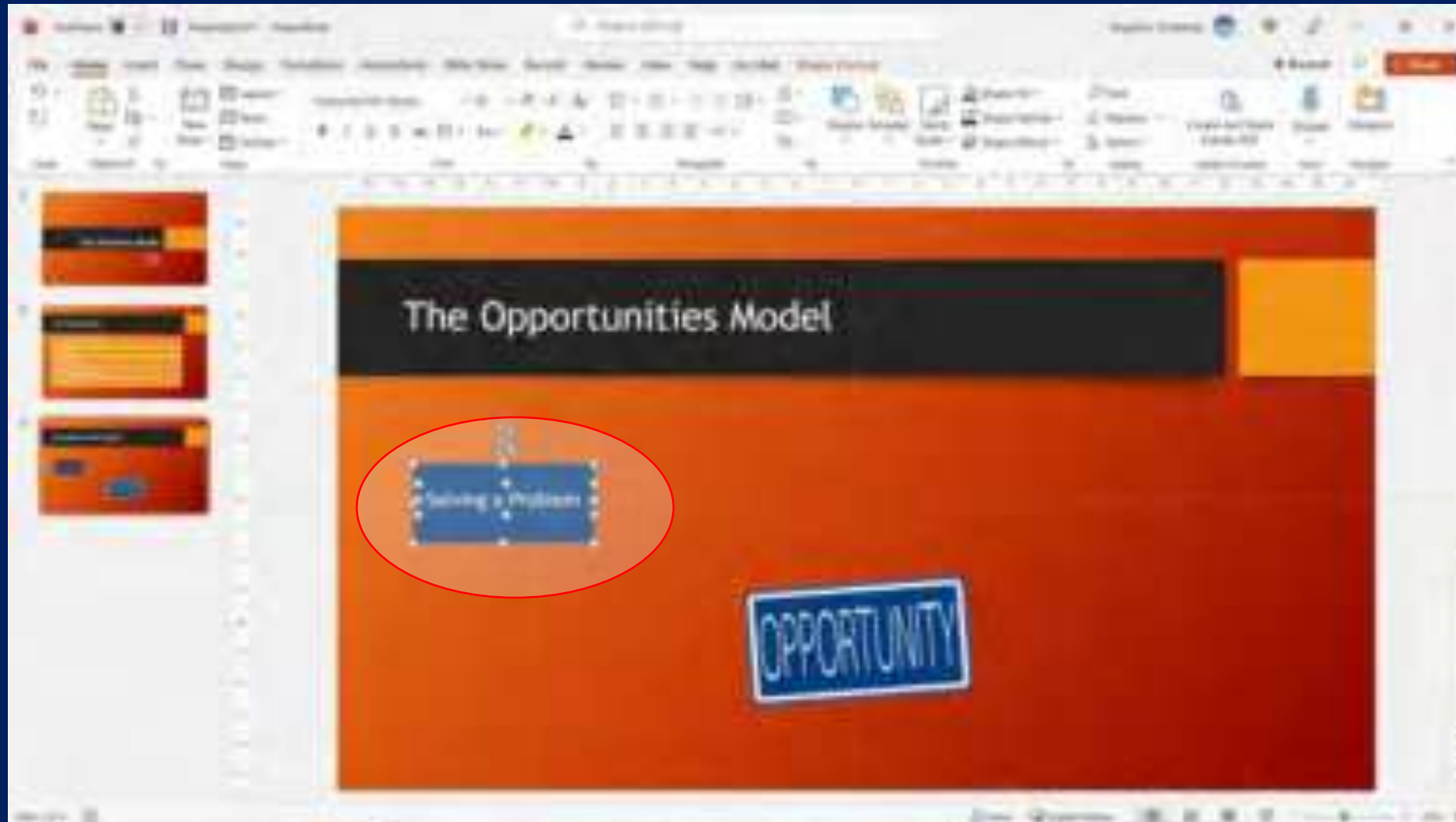
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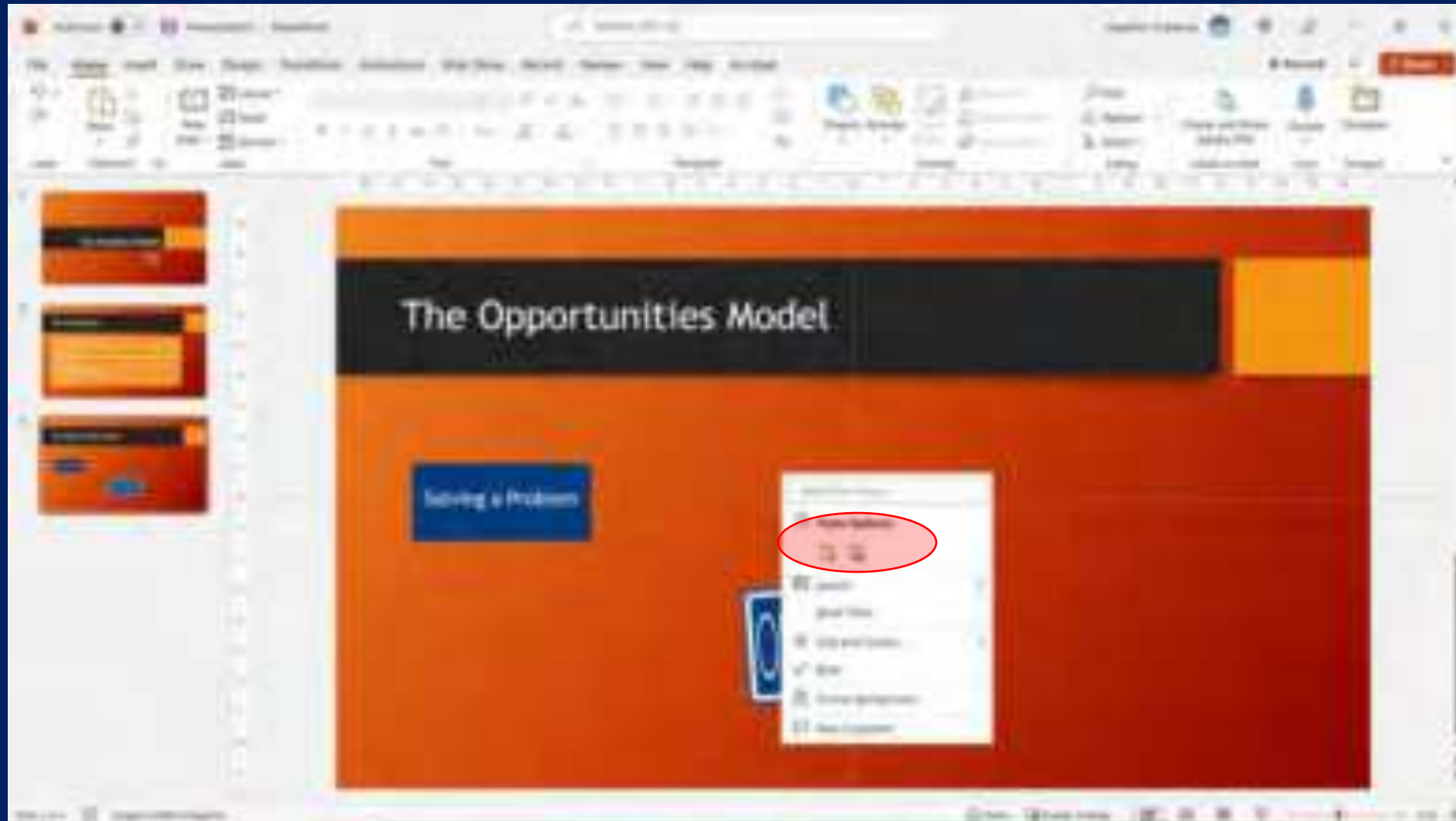
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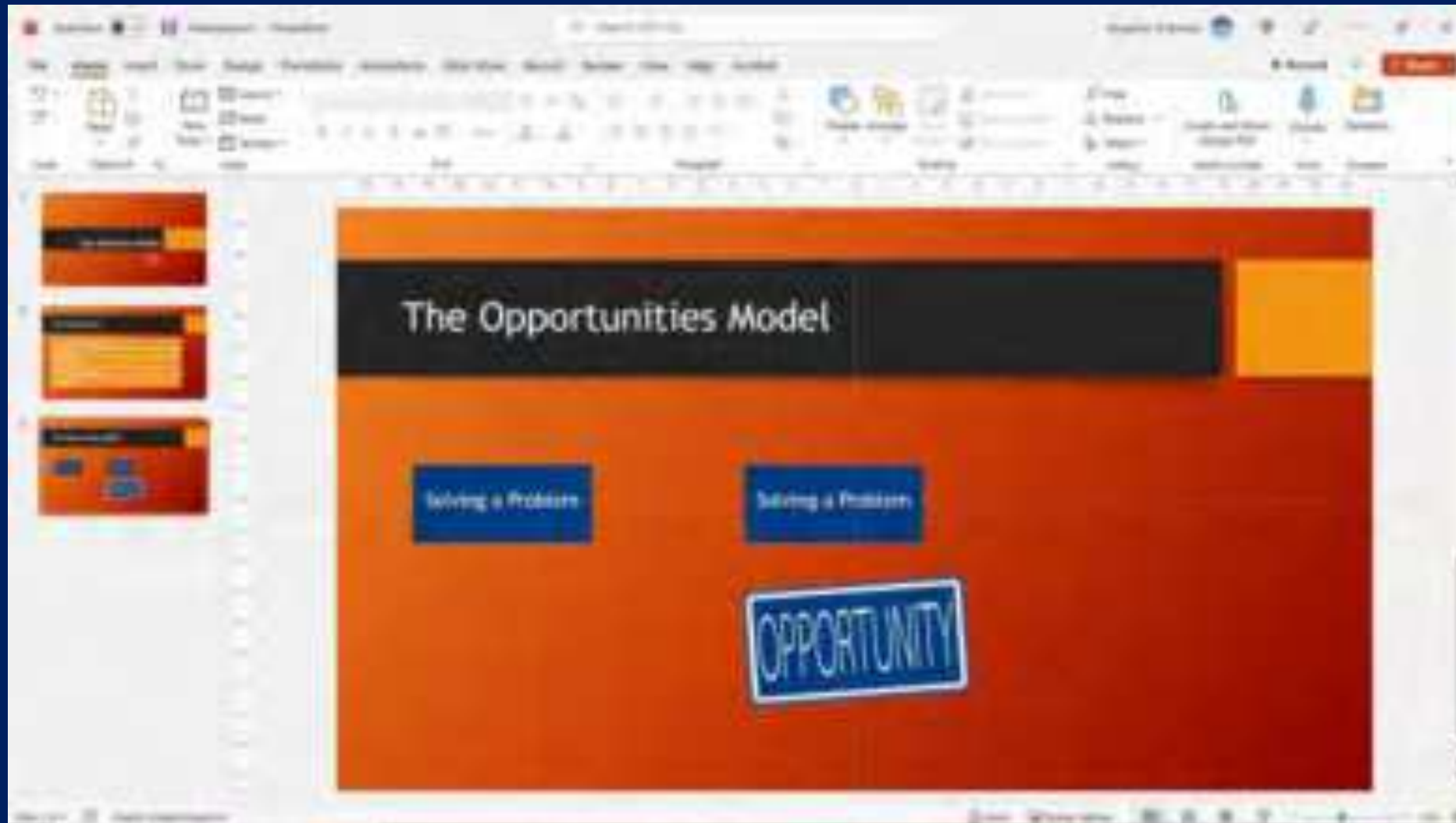
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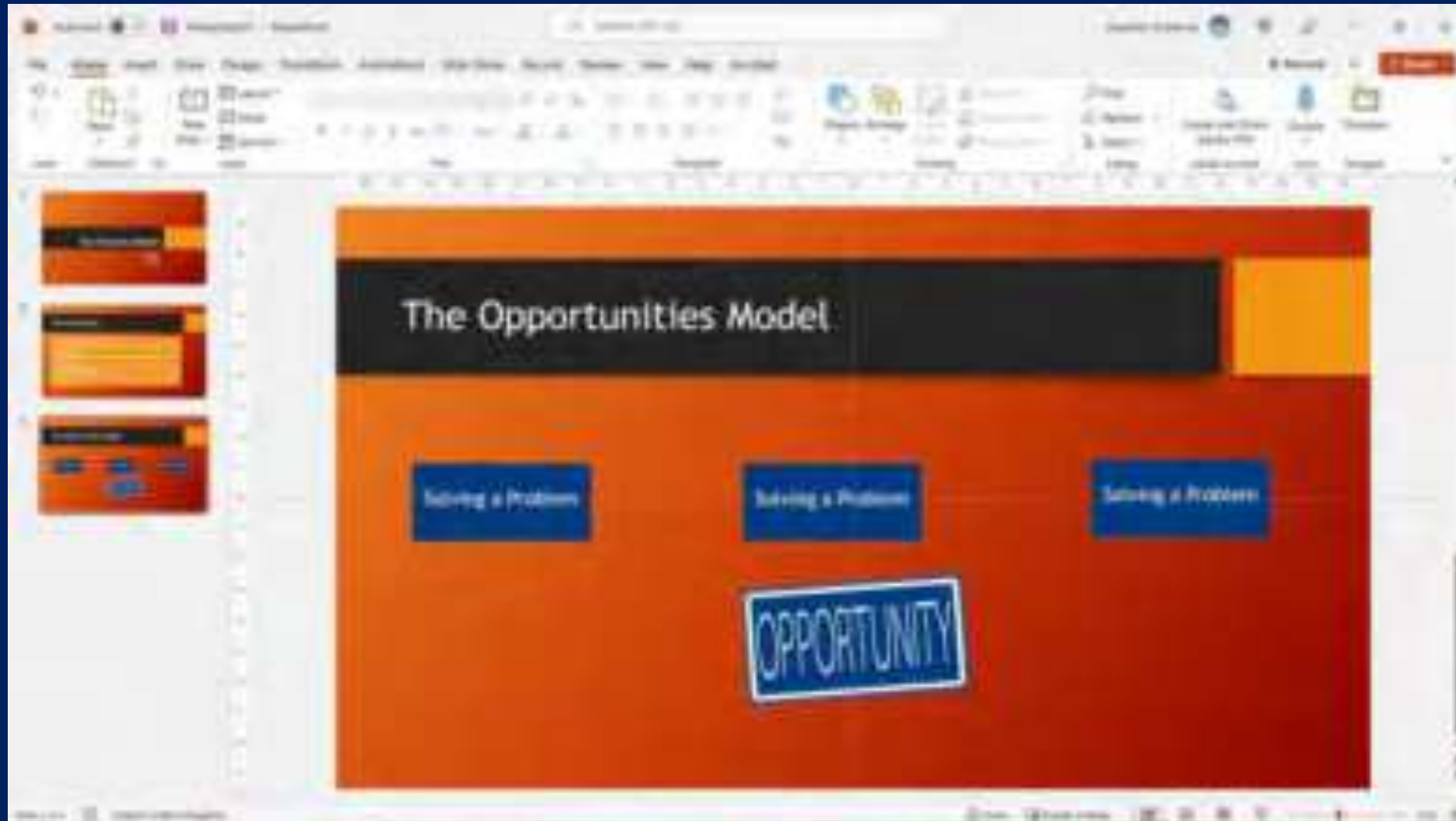
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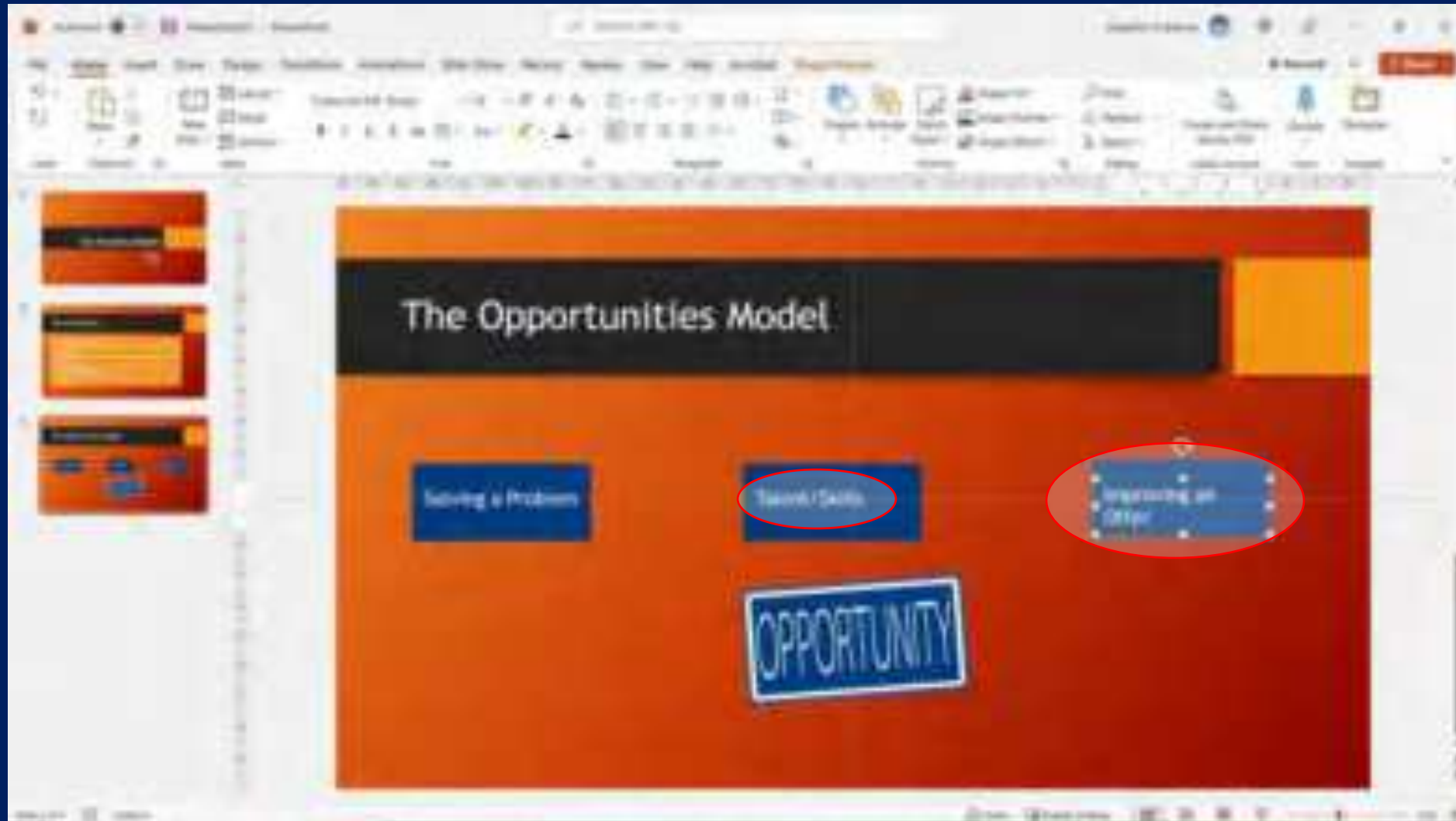
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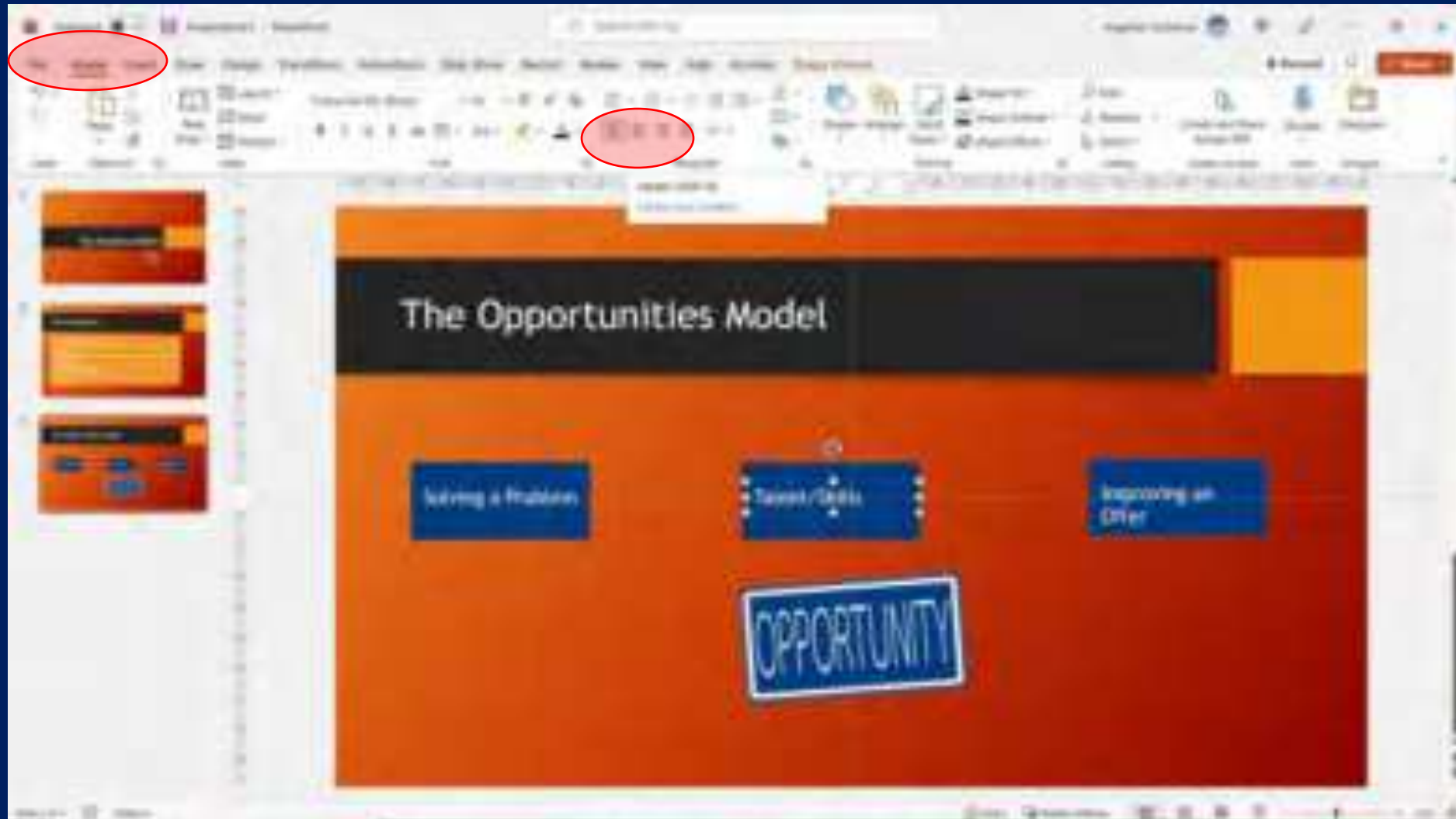
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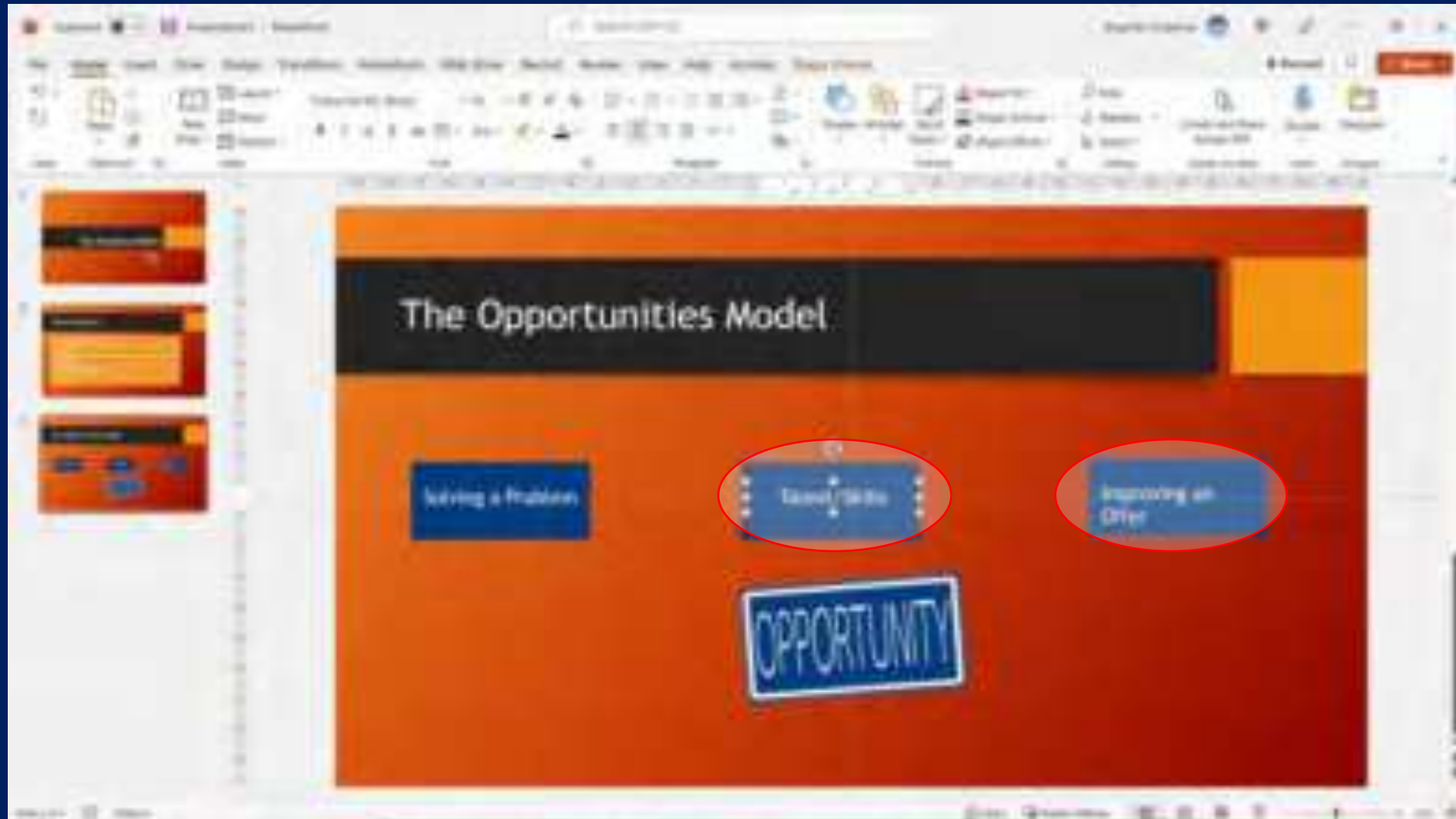
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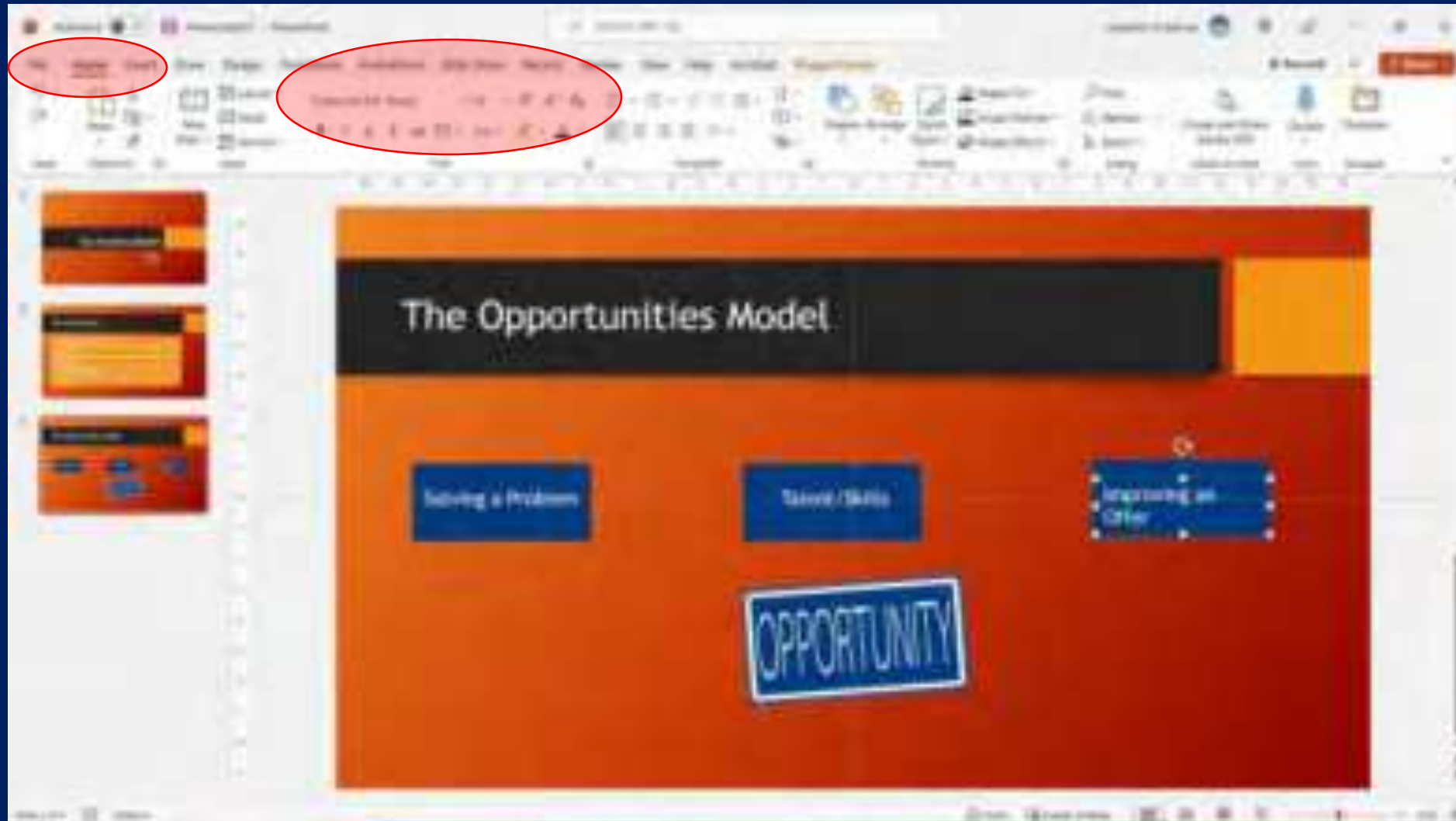
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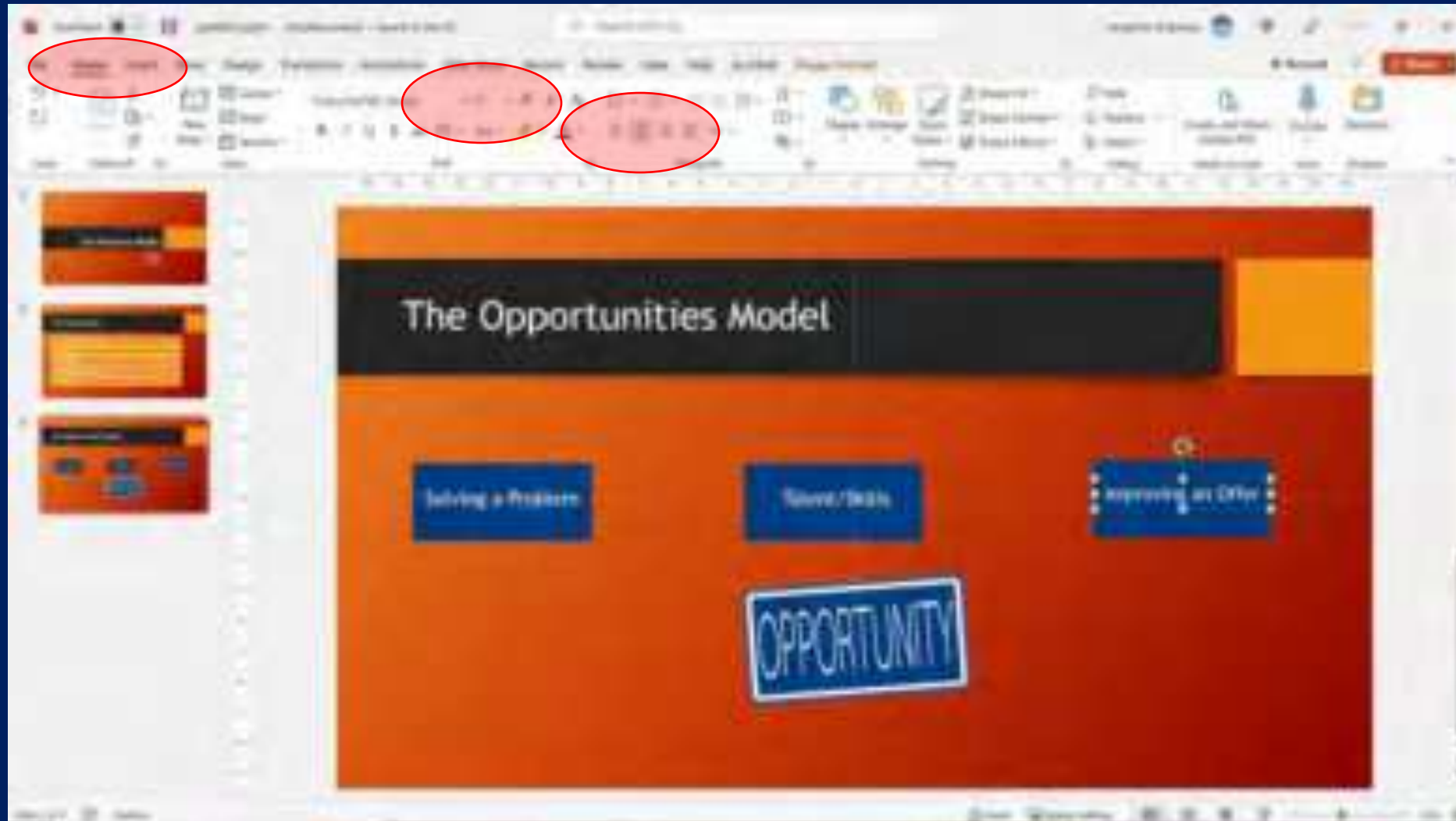
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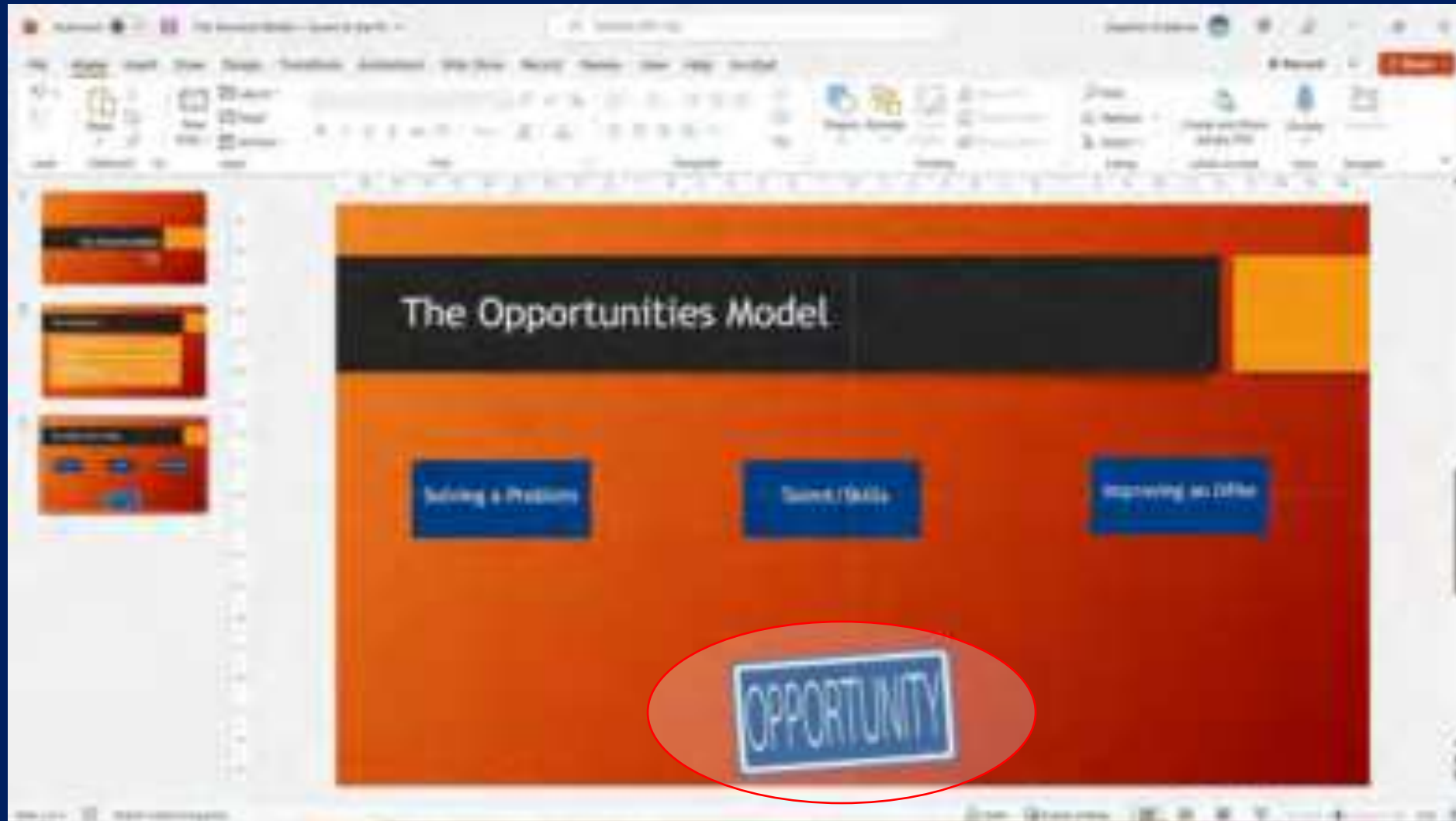
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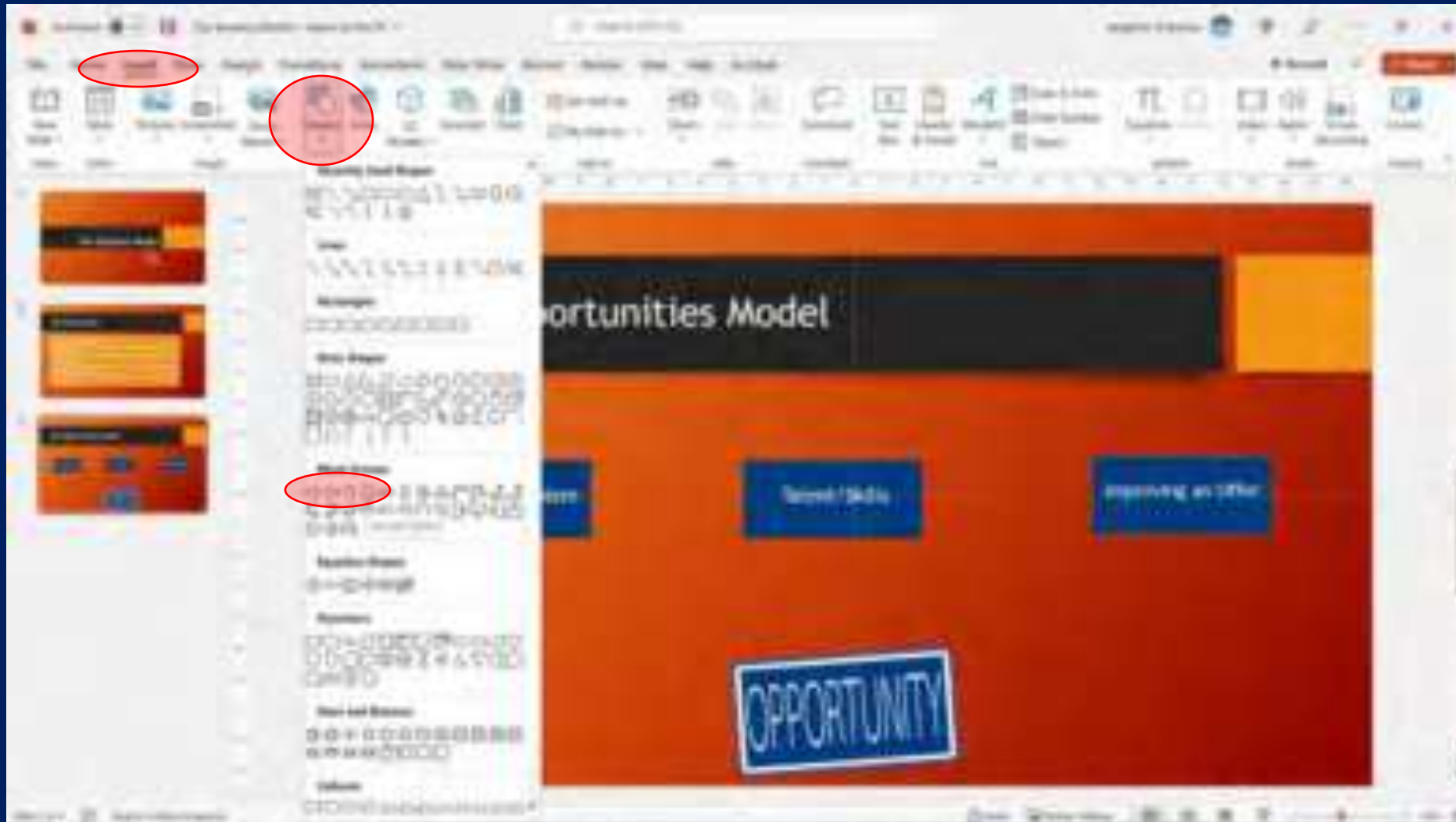
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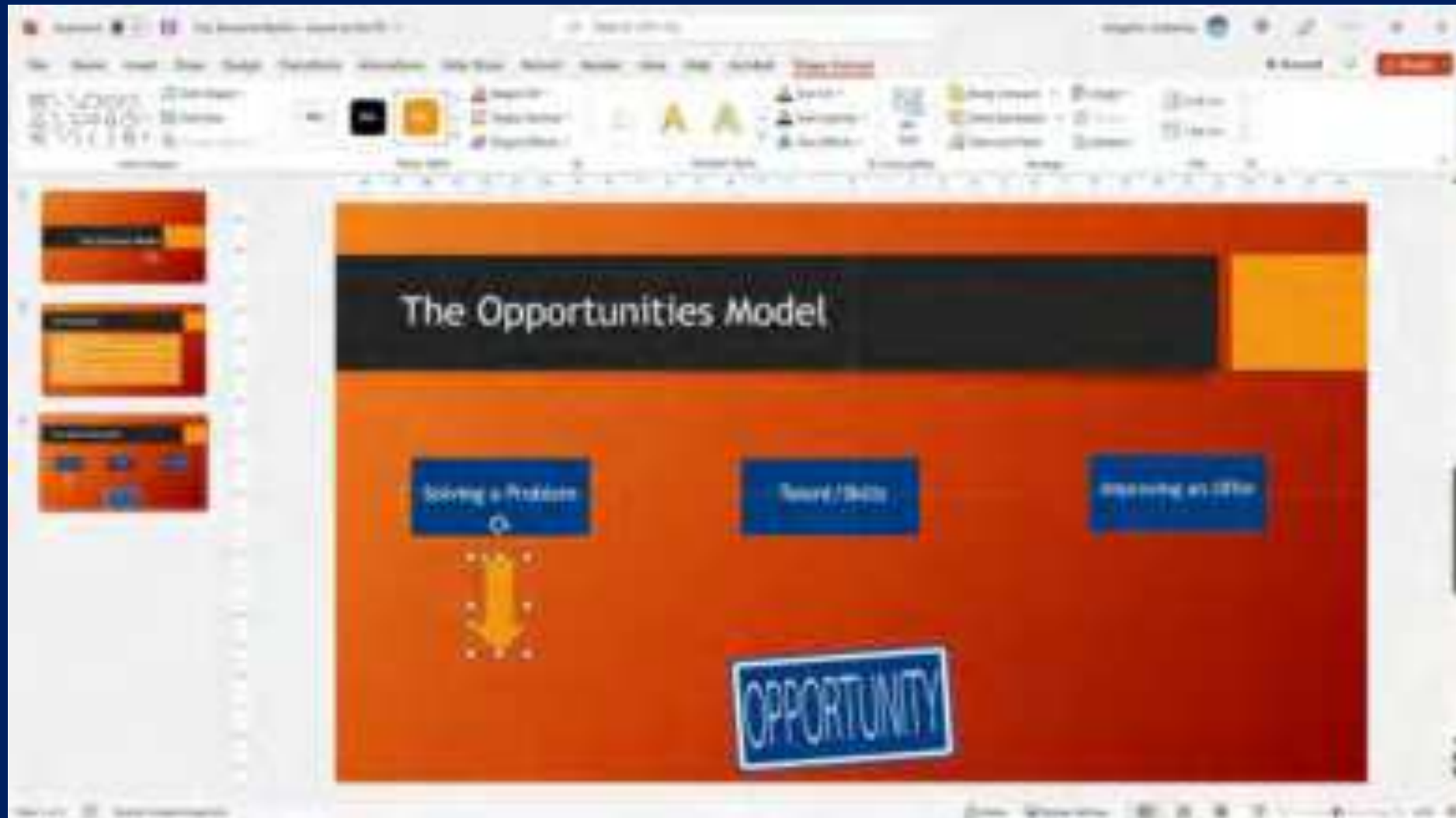
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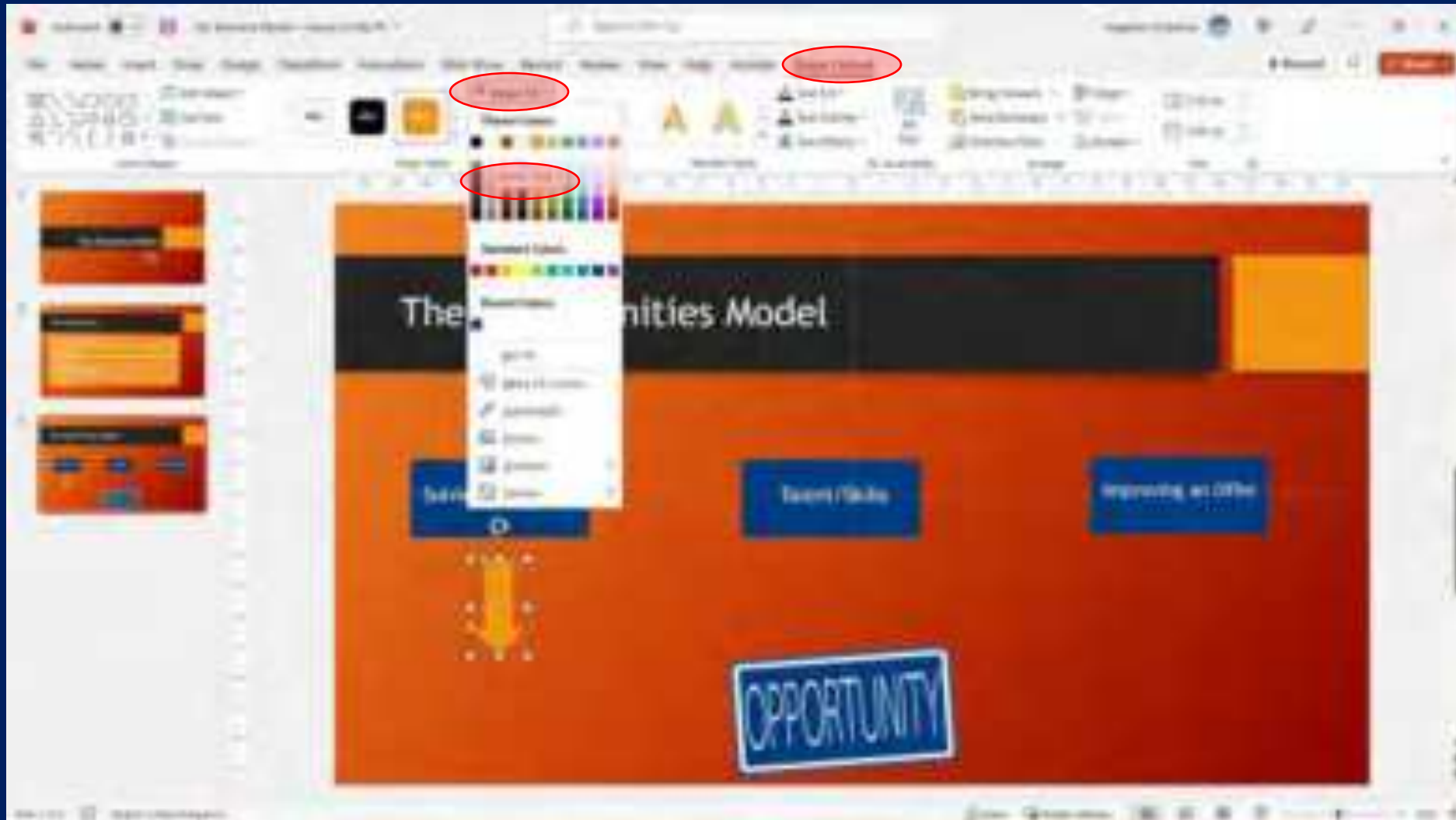
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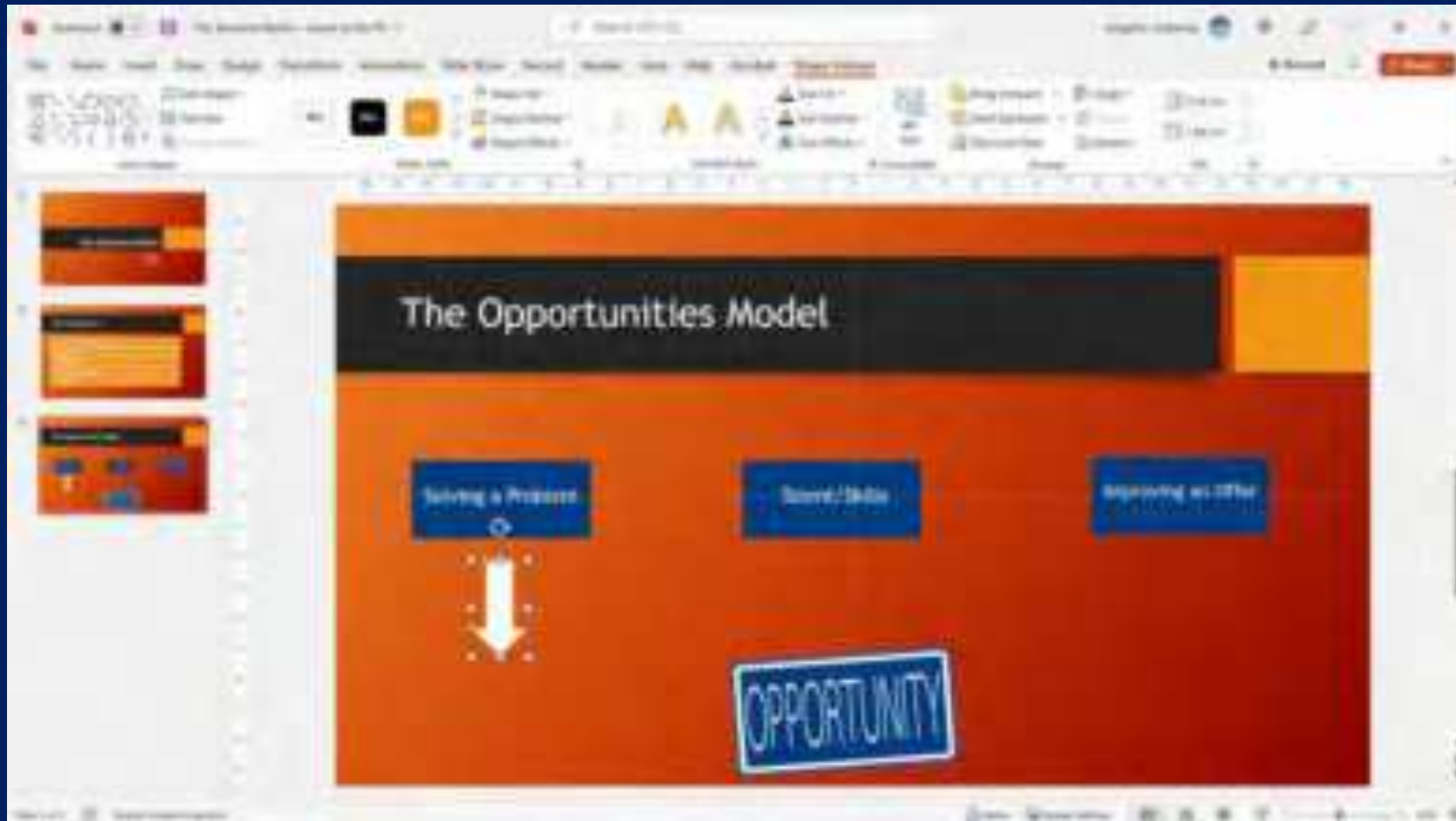
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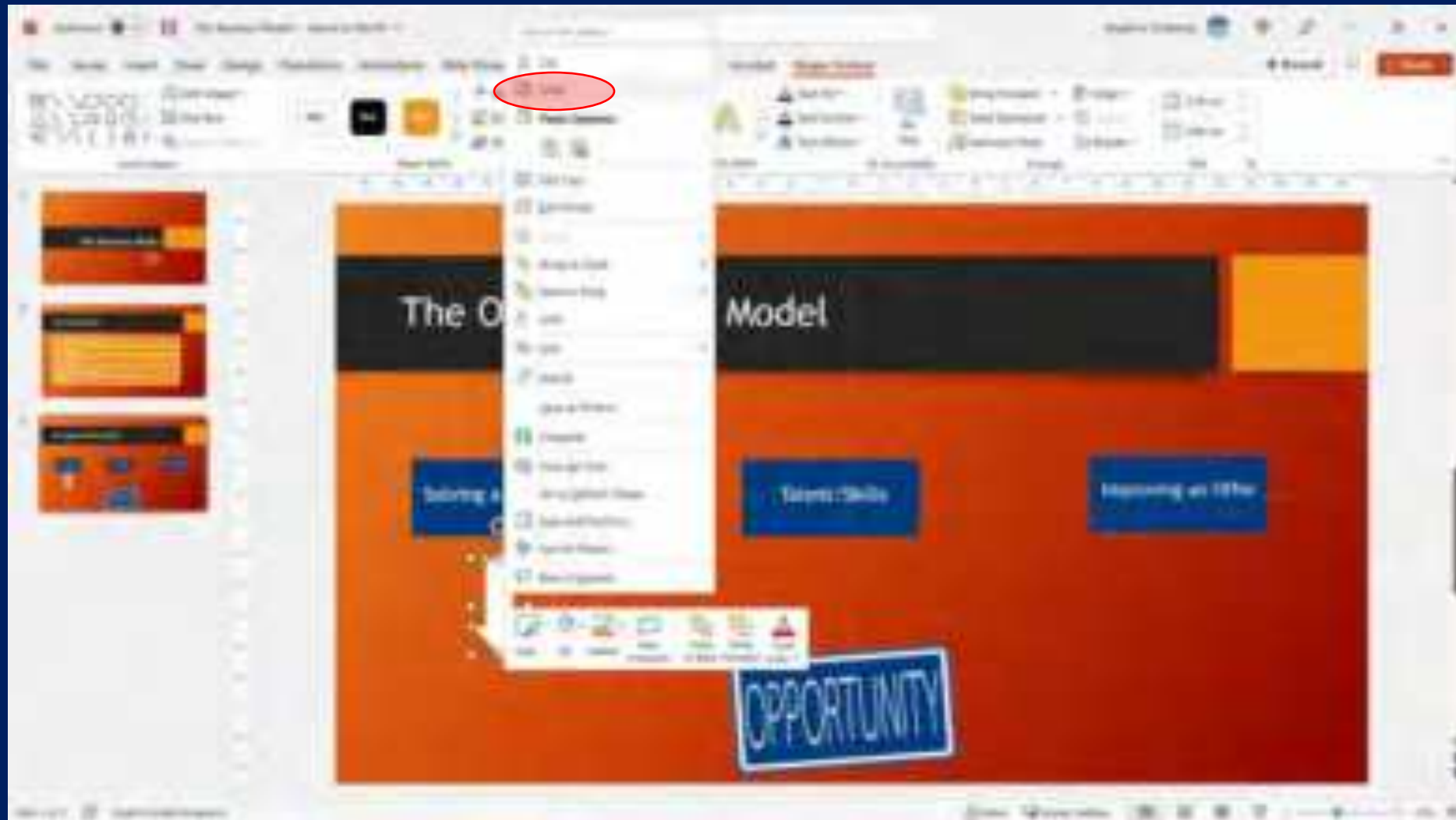
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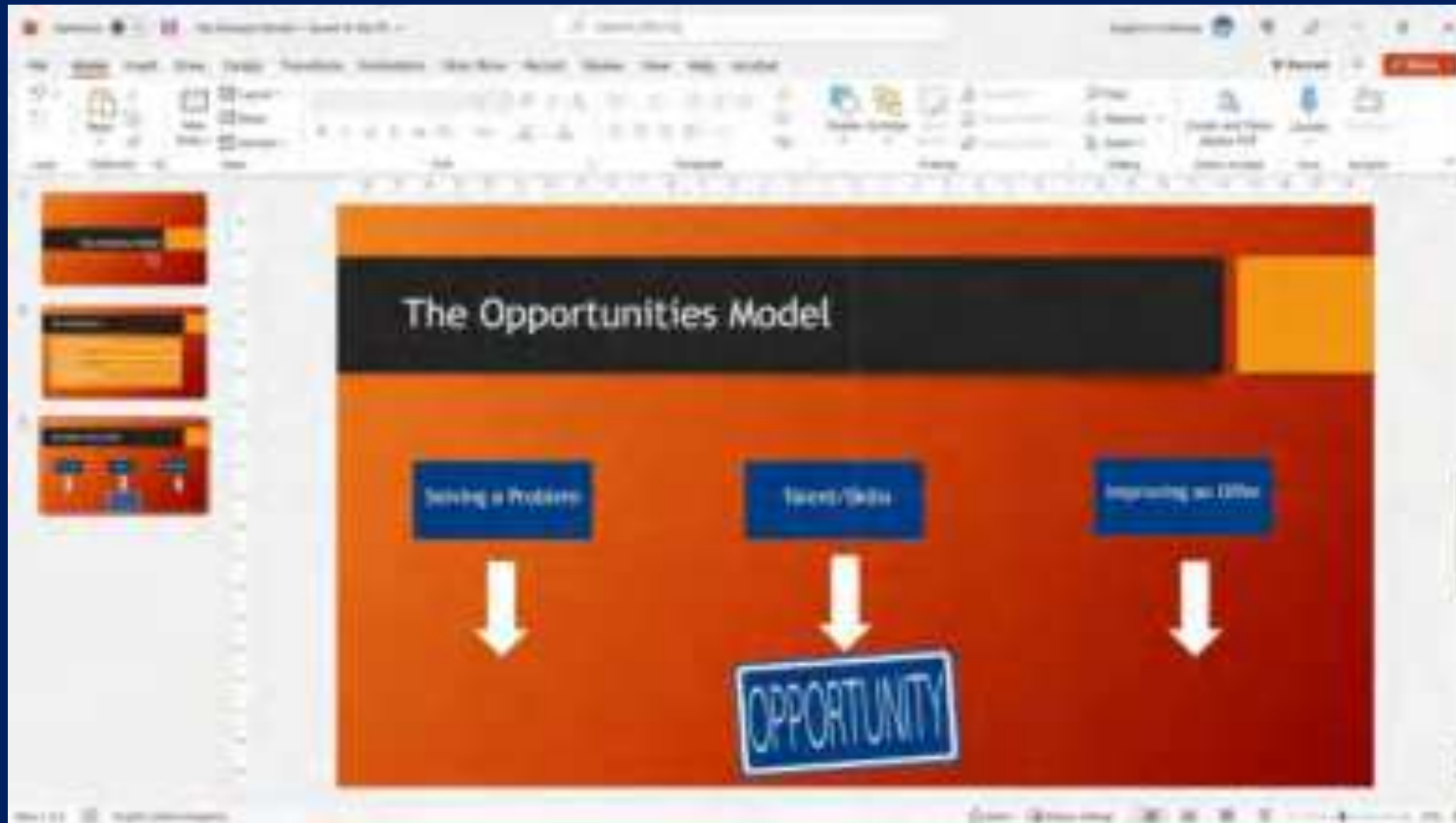
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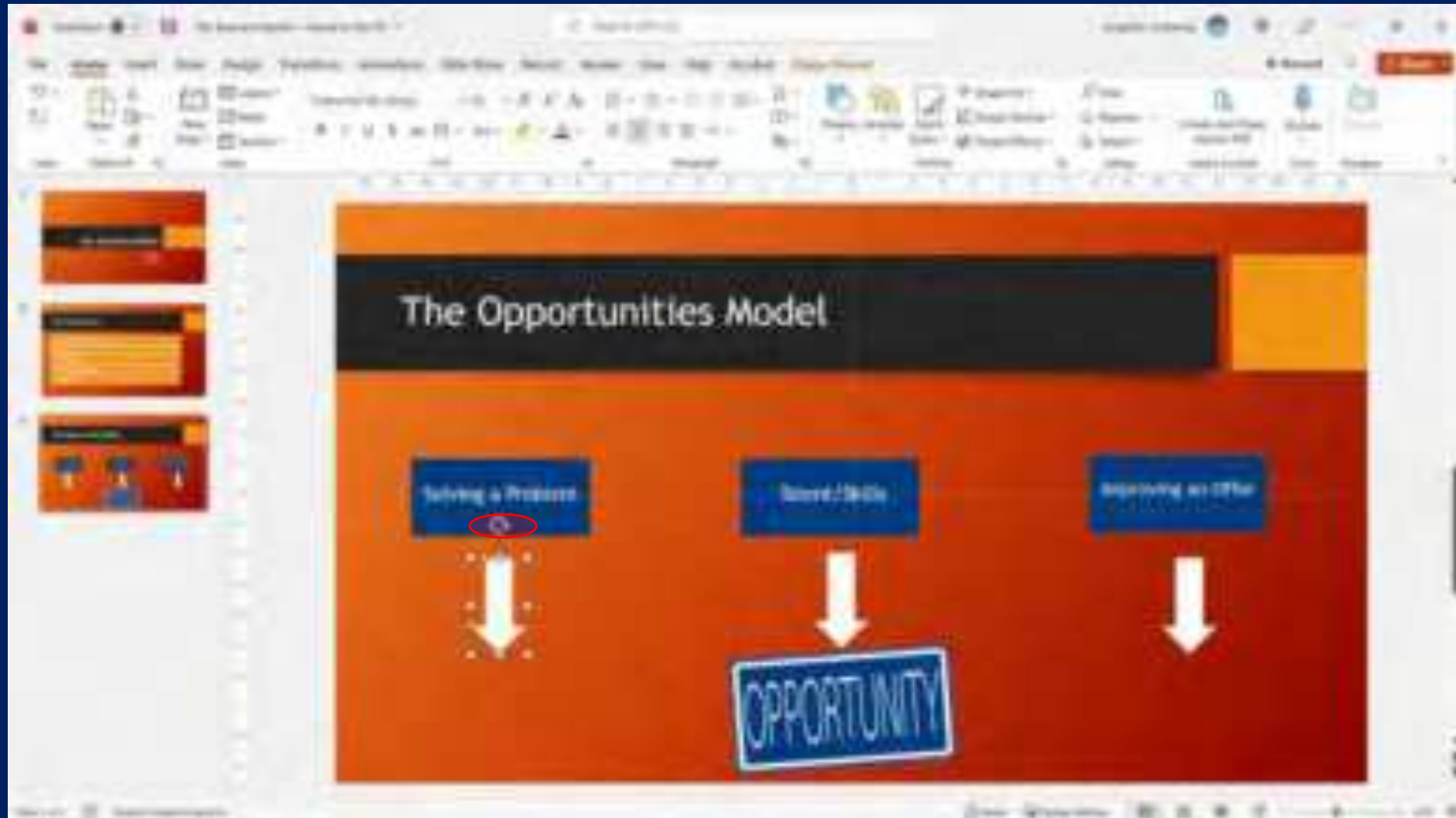
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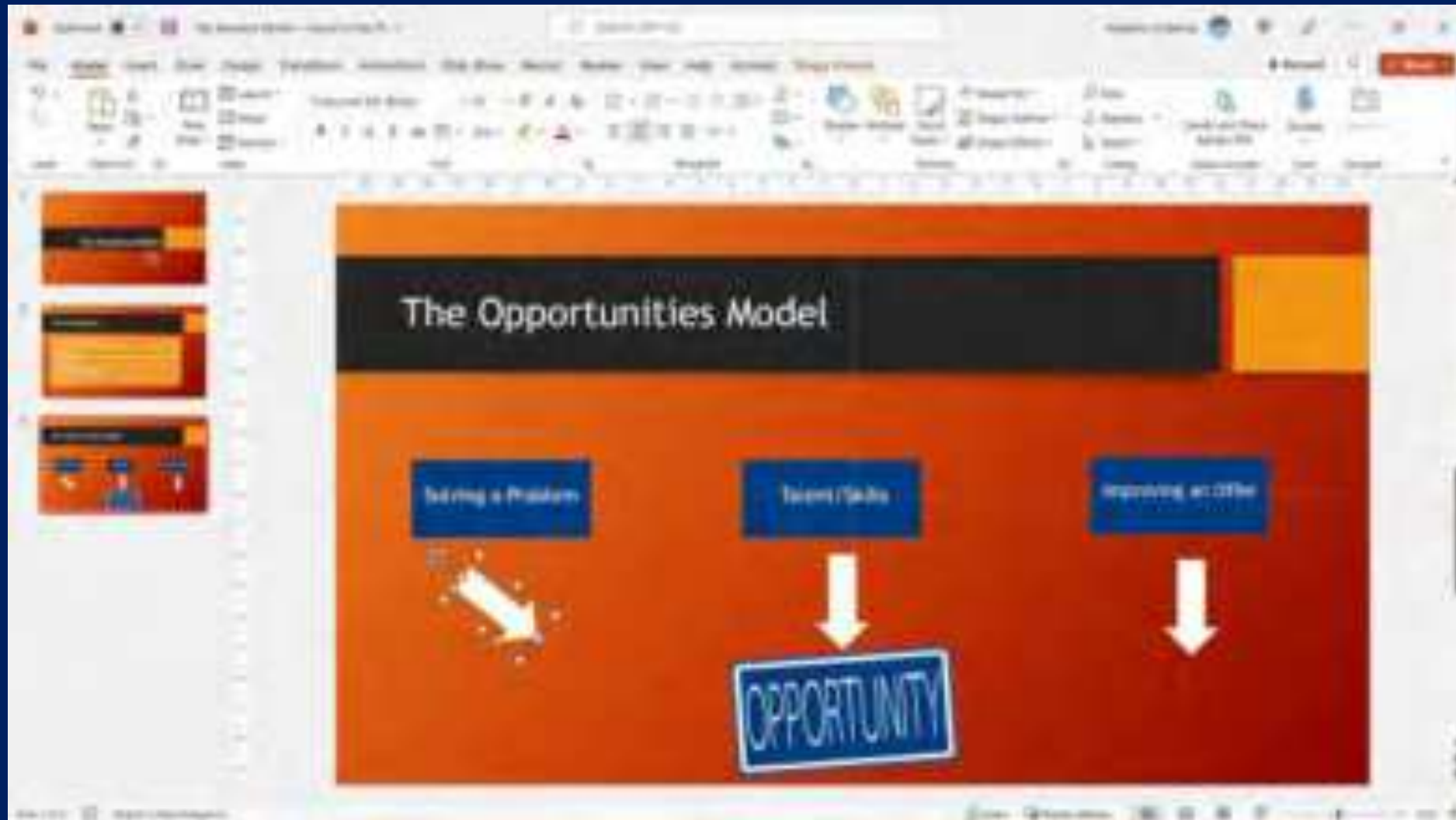
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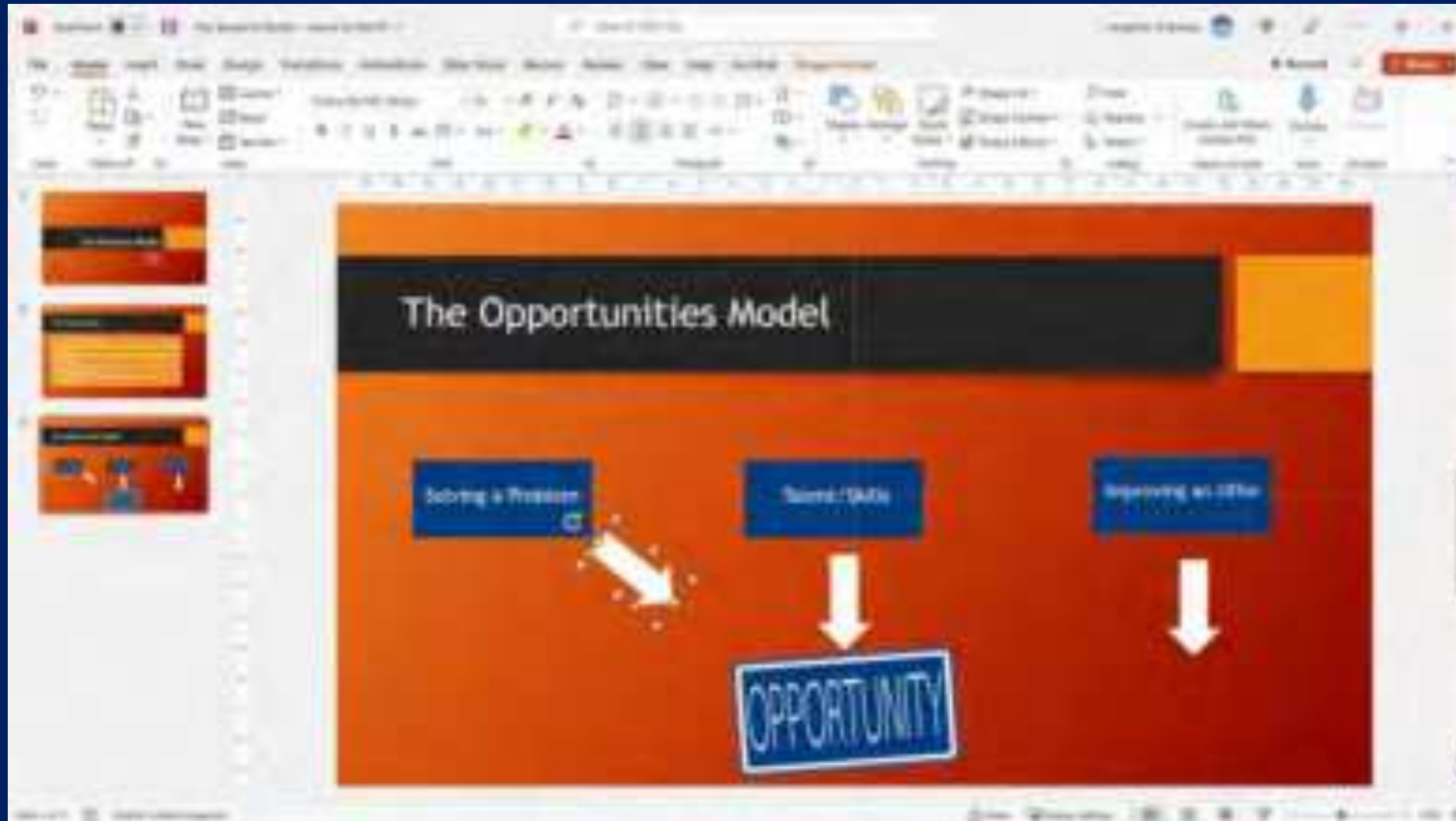
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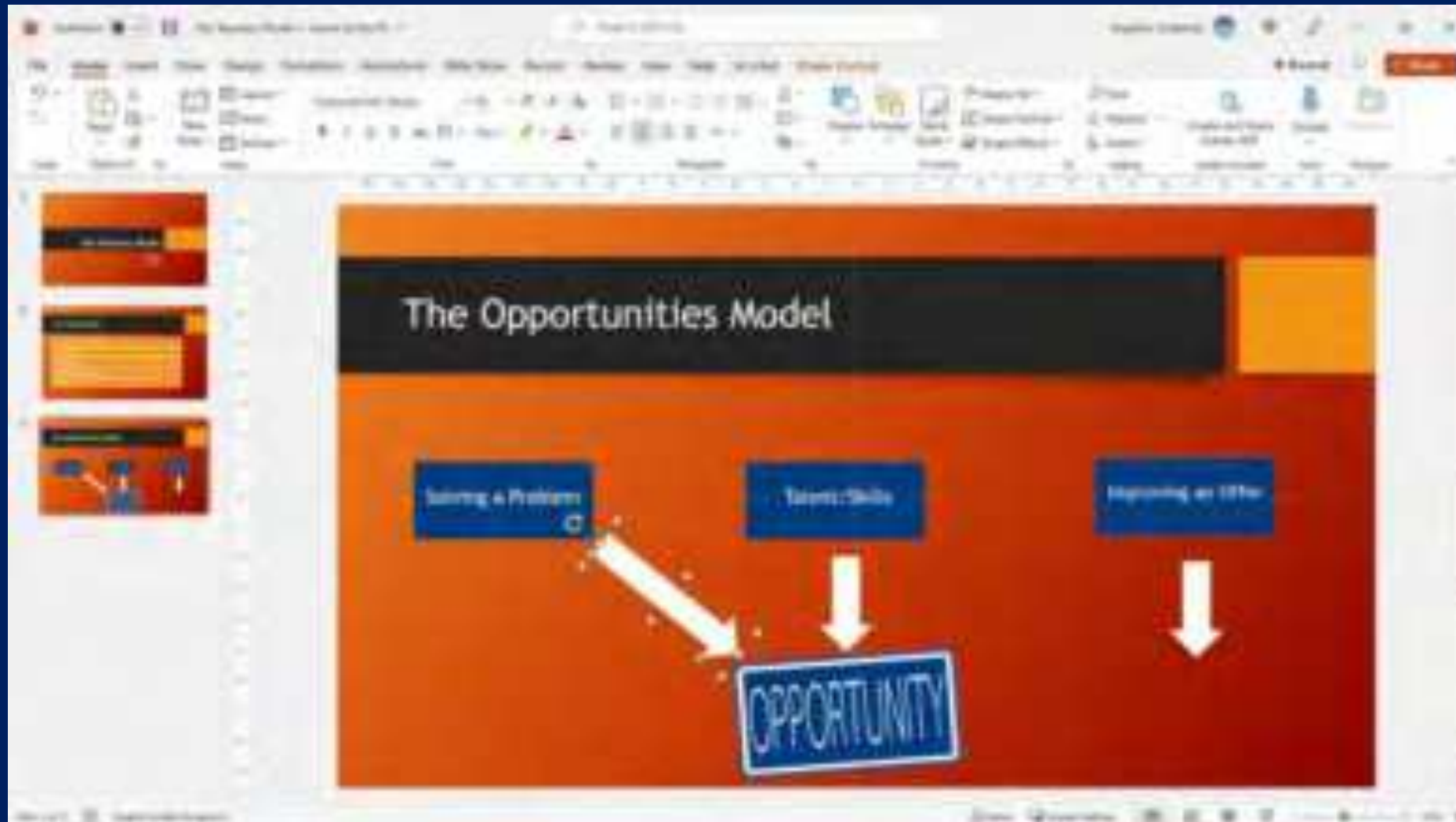
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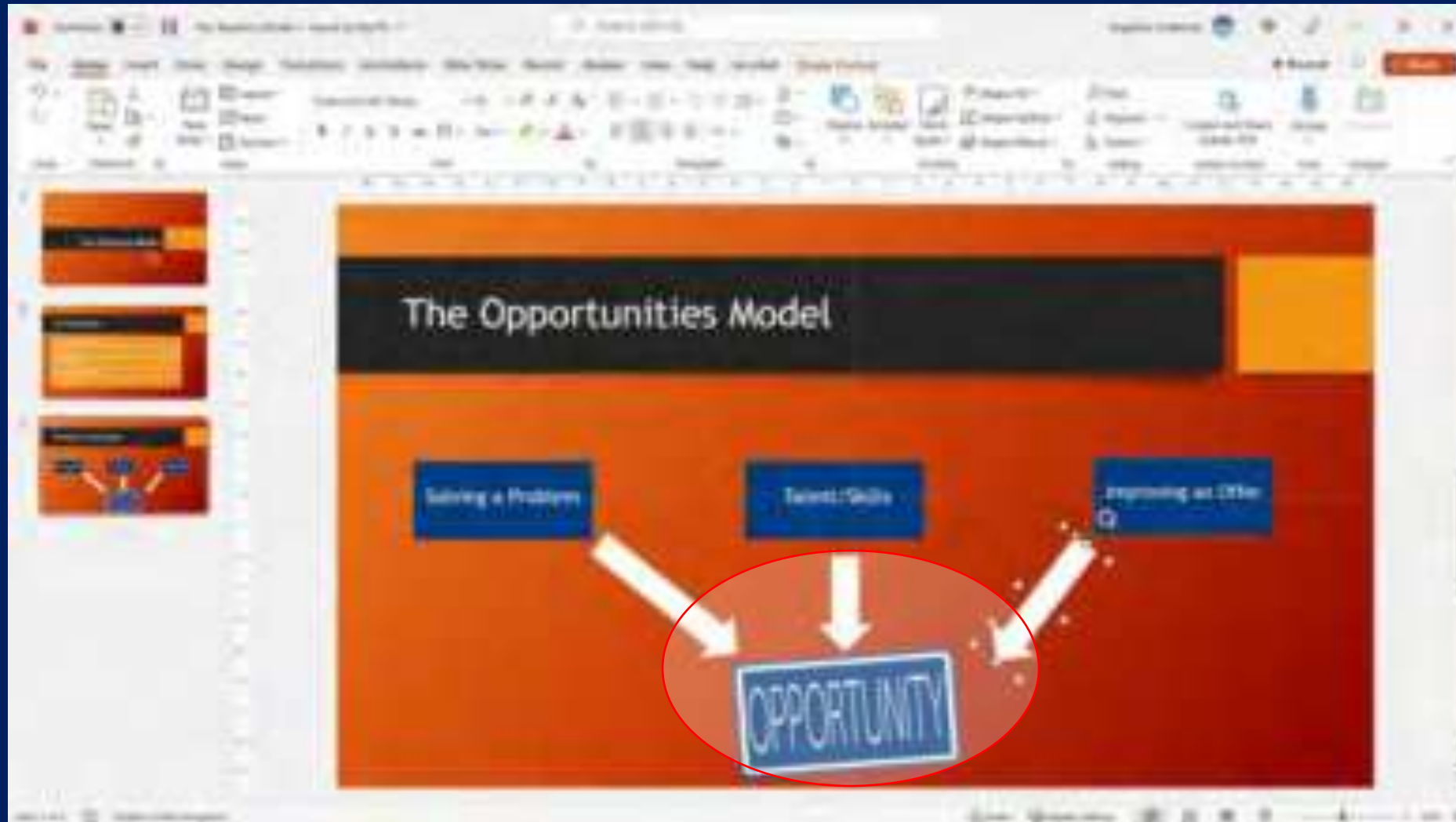
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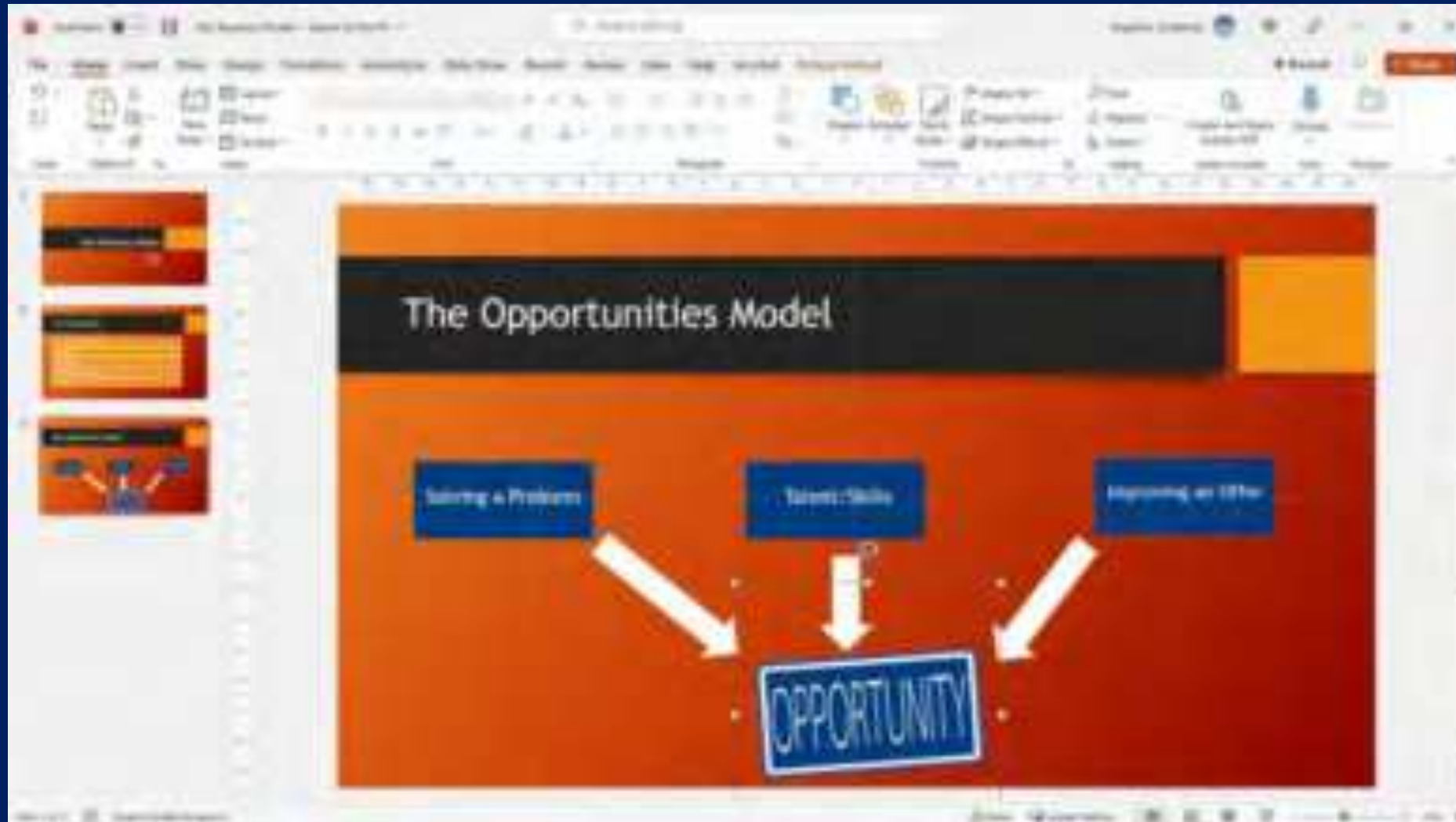
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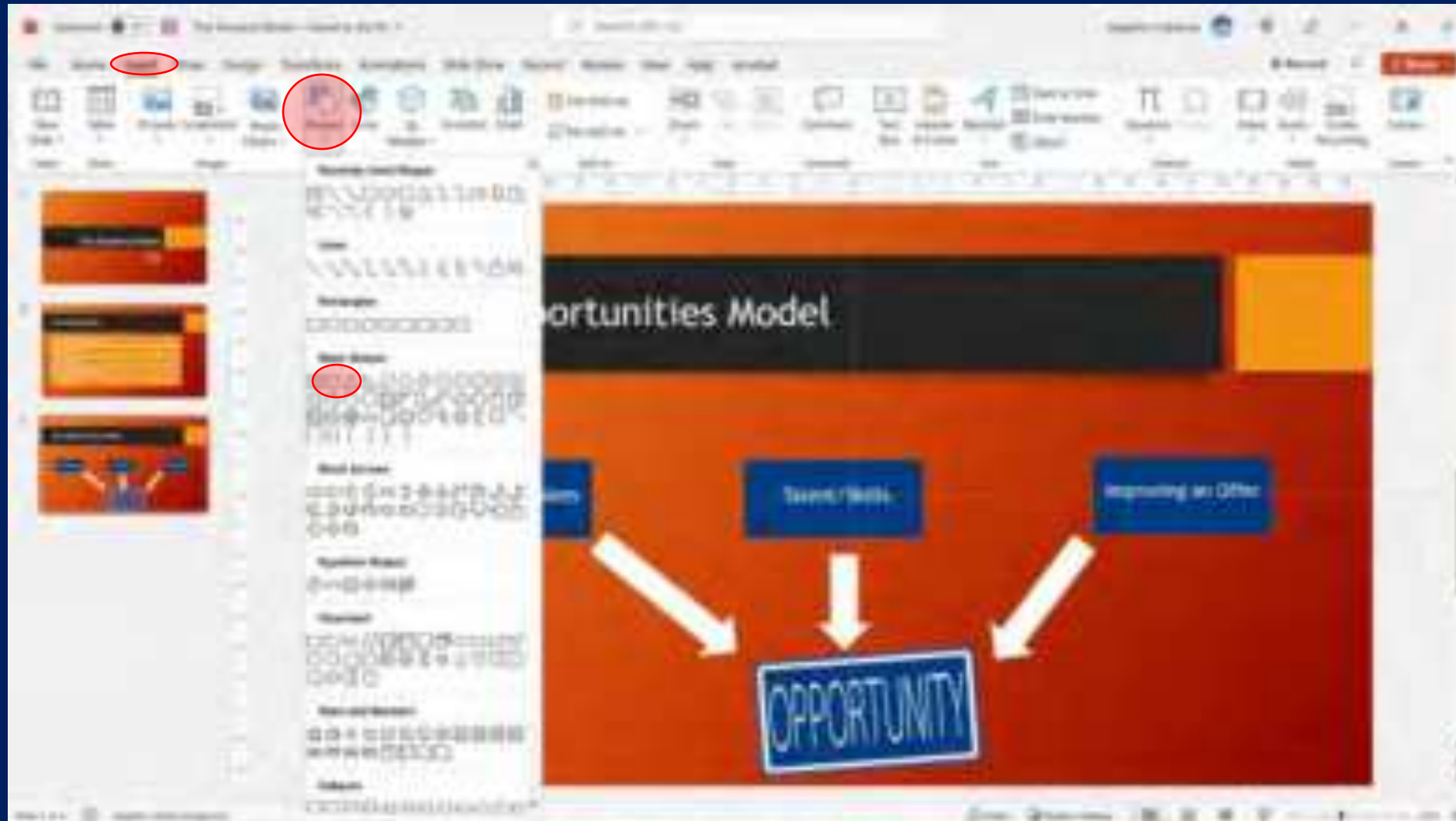


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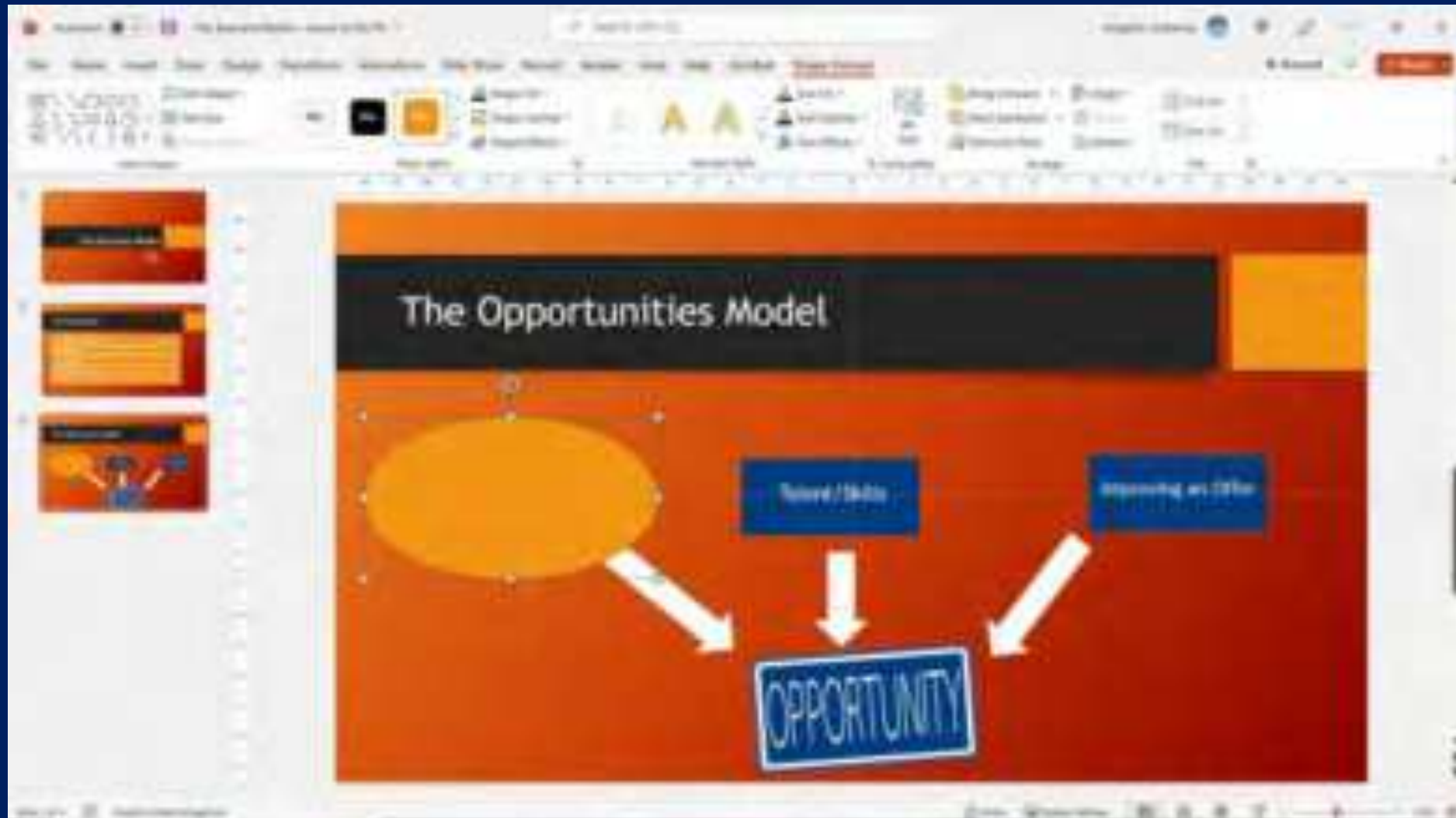
Hands On



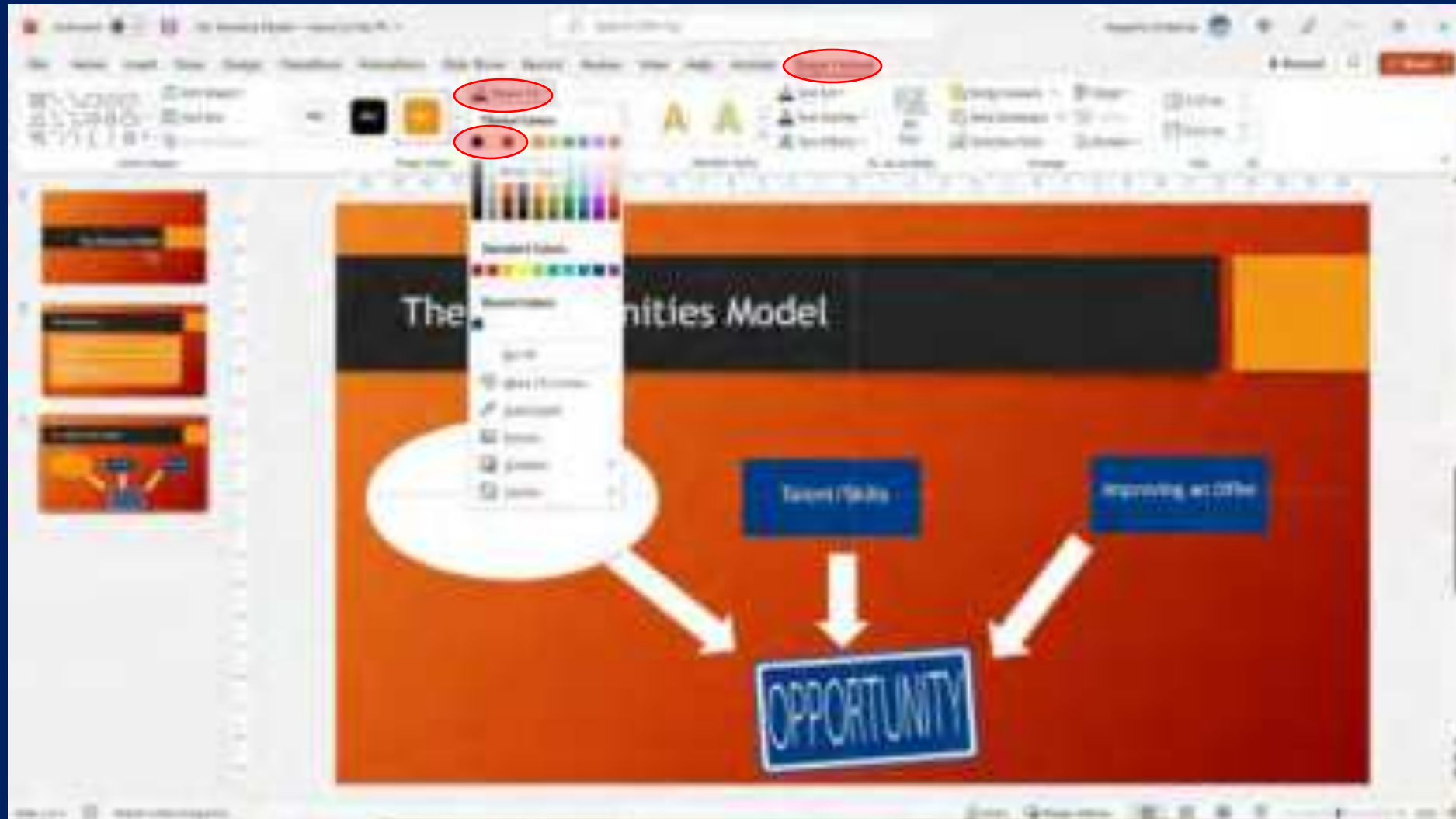
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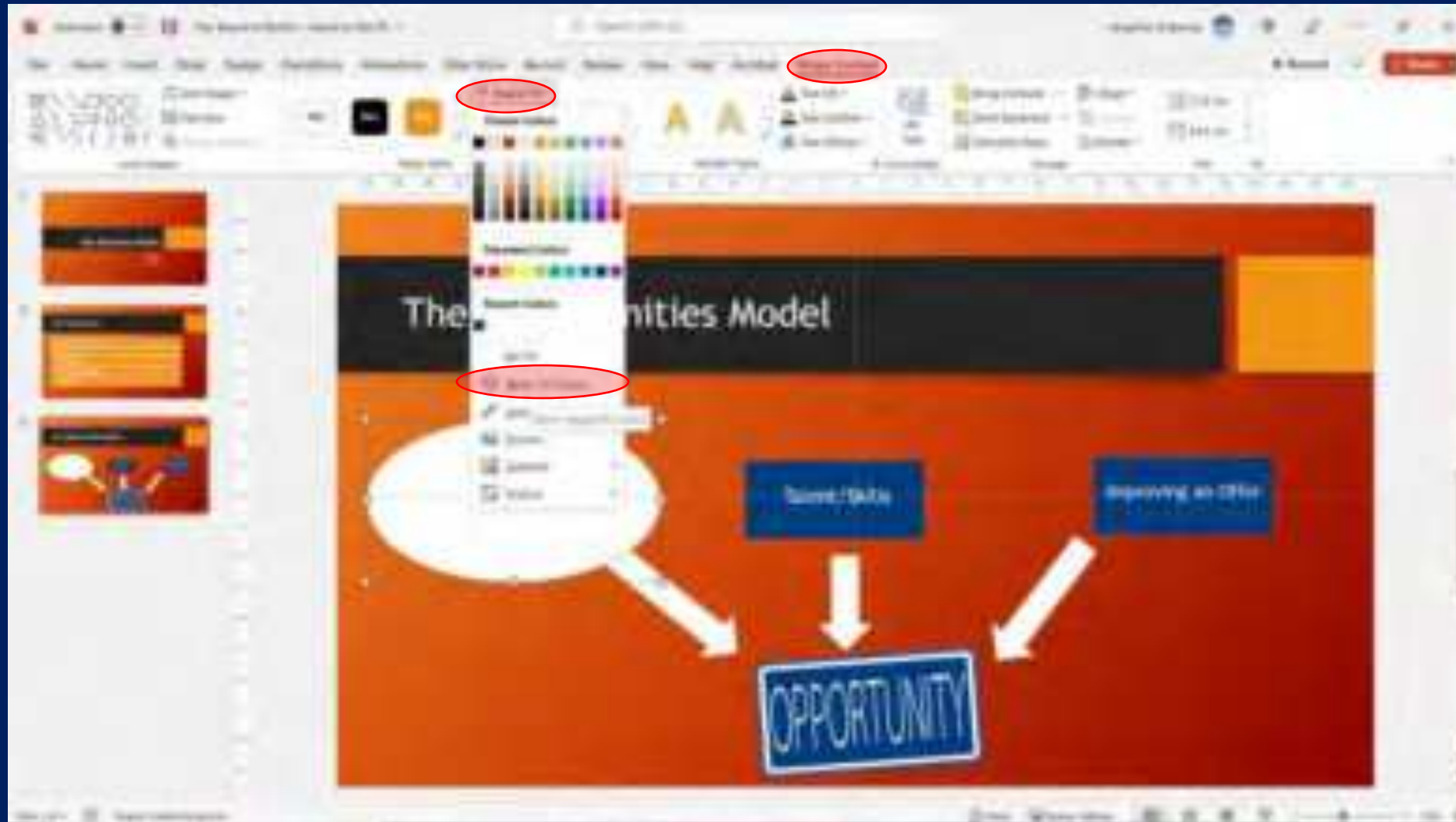
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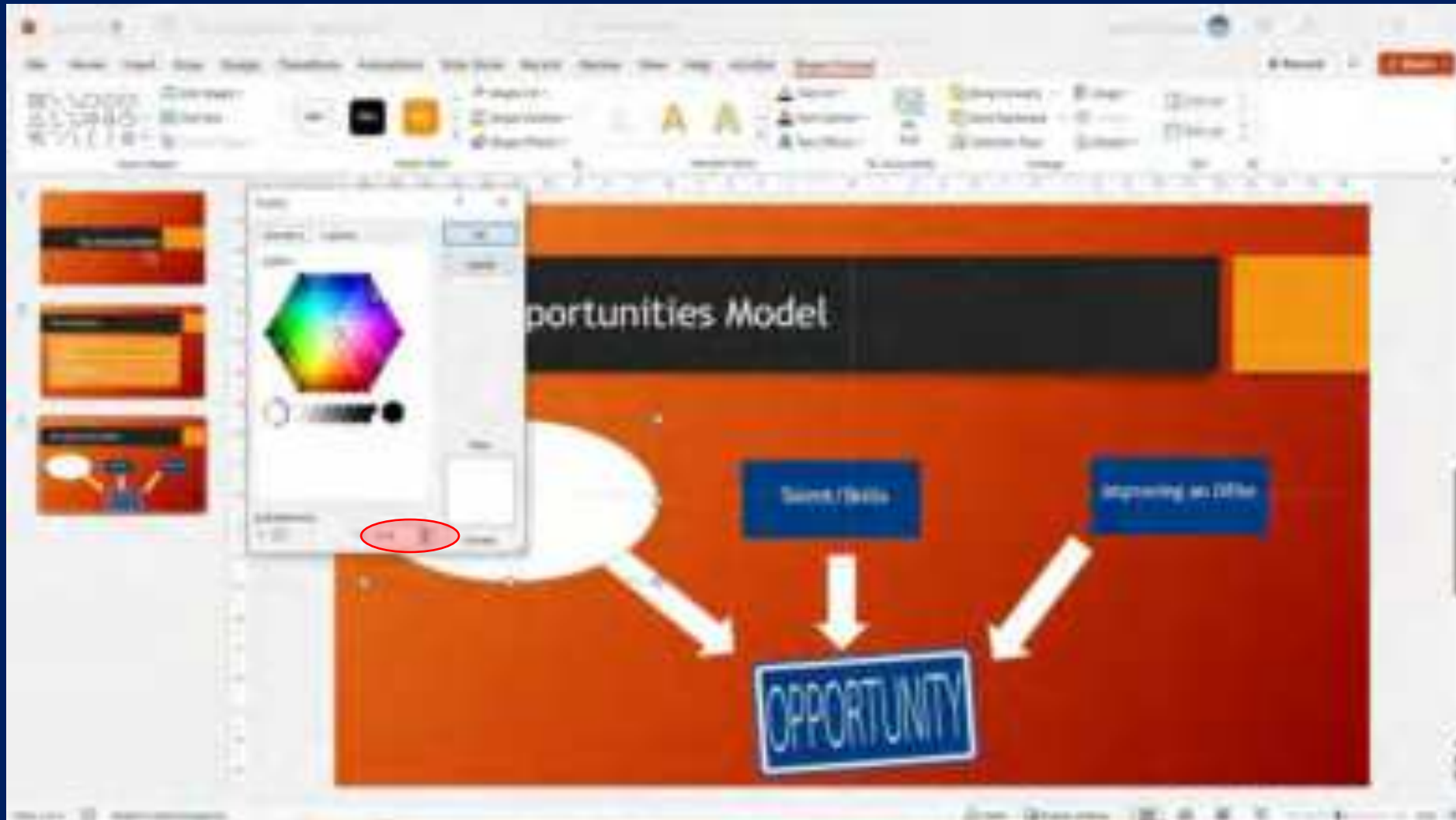
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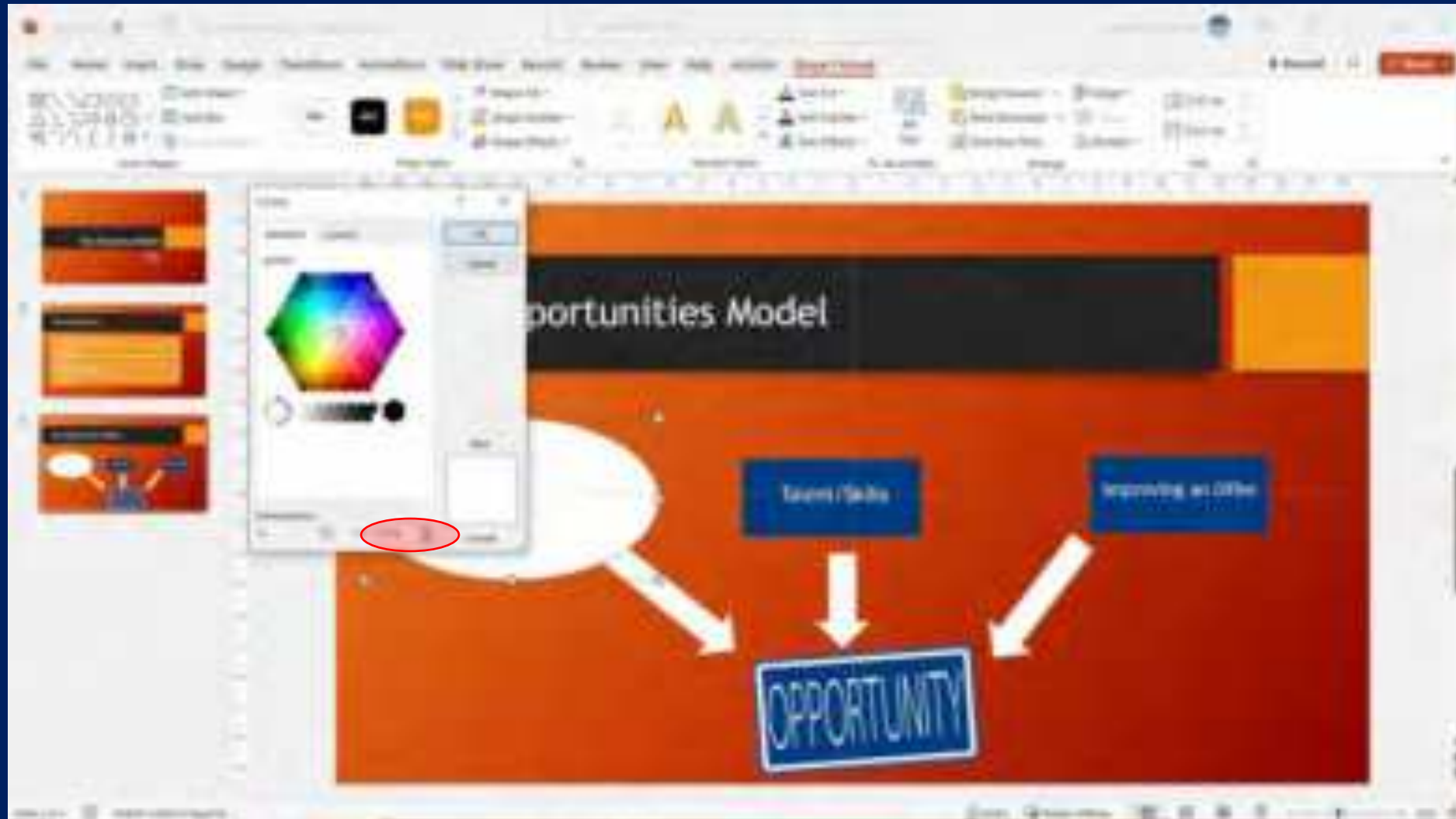
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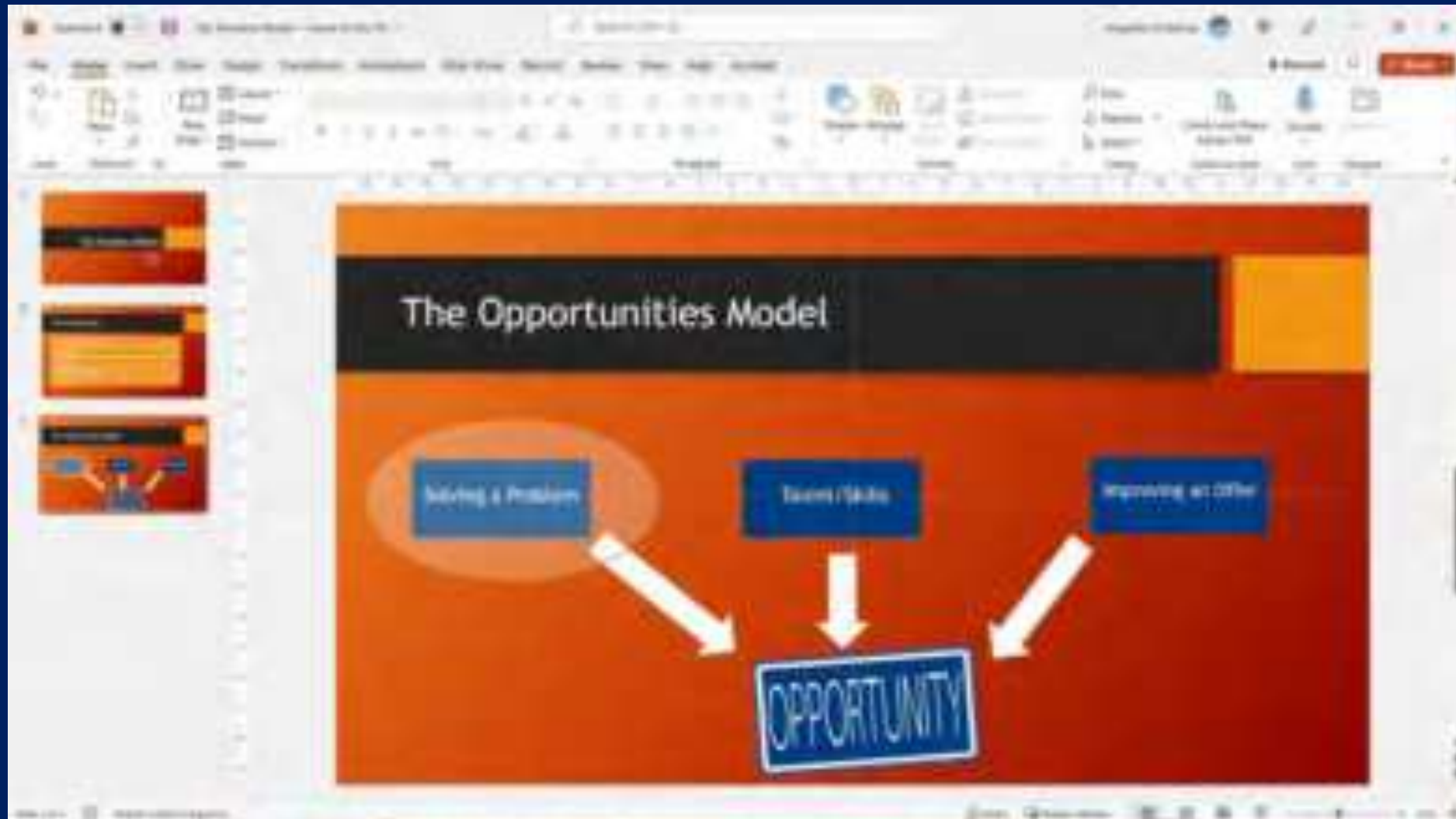
Inserting Semi Transparent Shapes



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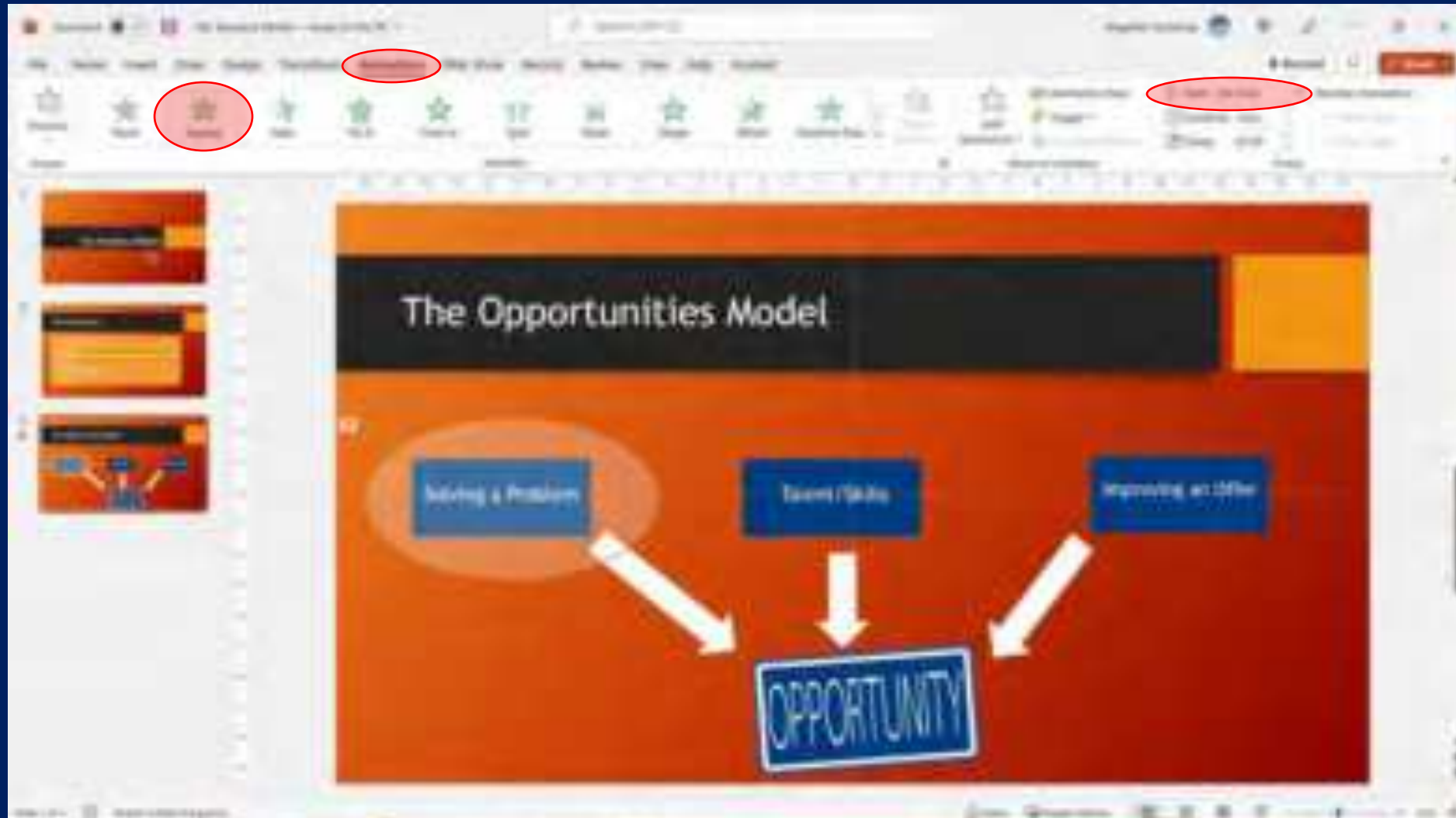


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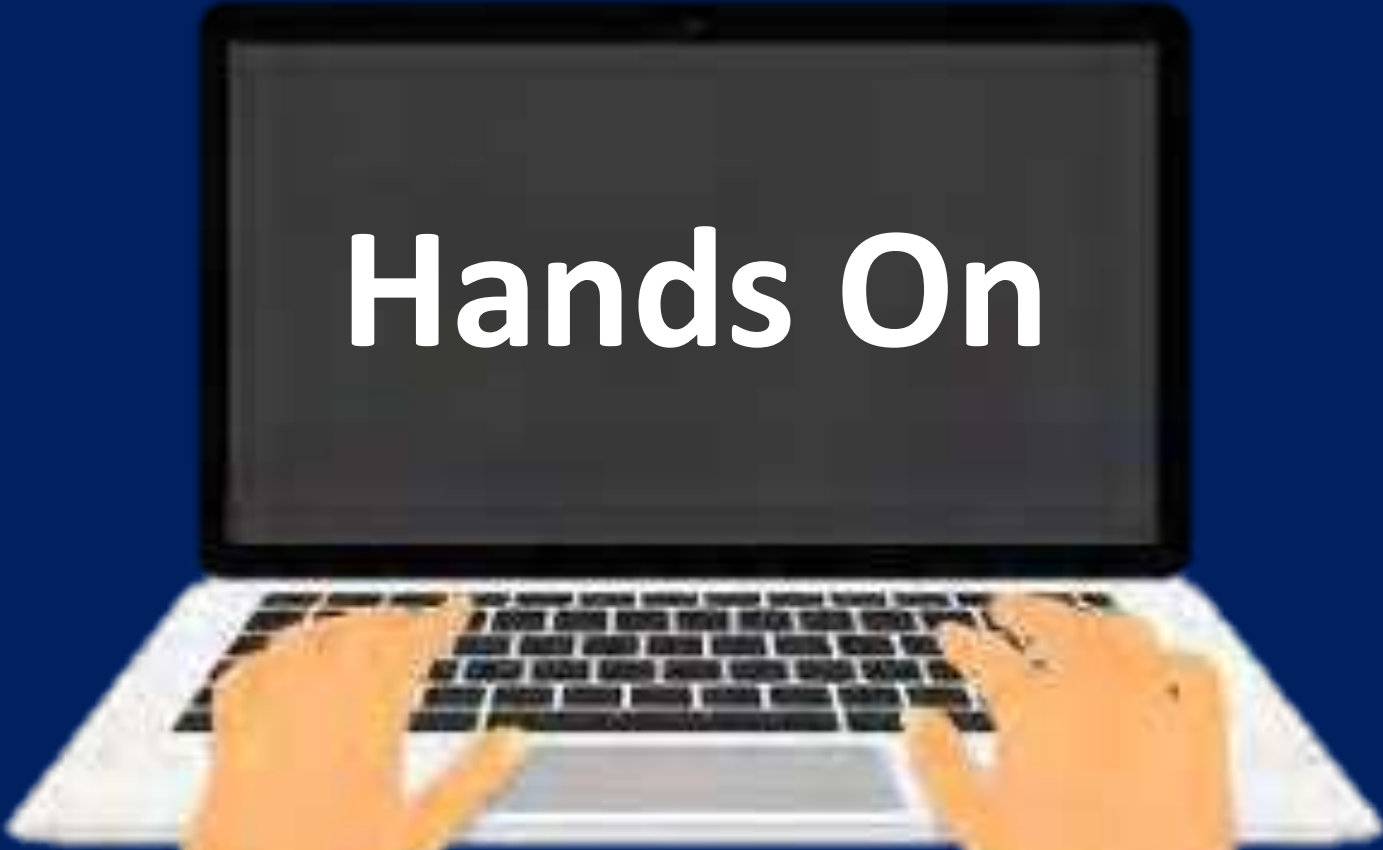
Hands On



Inserting Animation



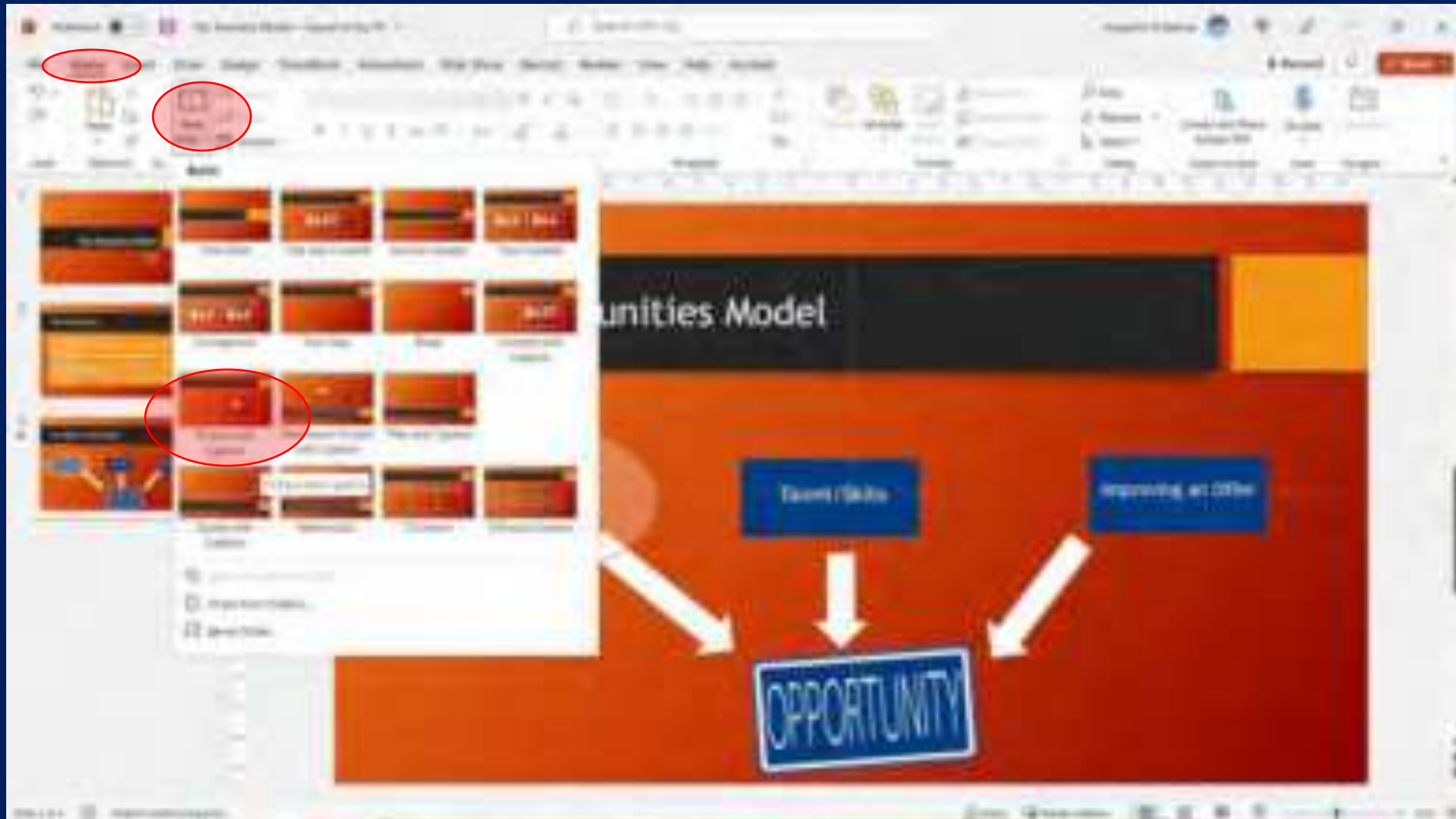
PowerPoint Inserting Animation



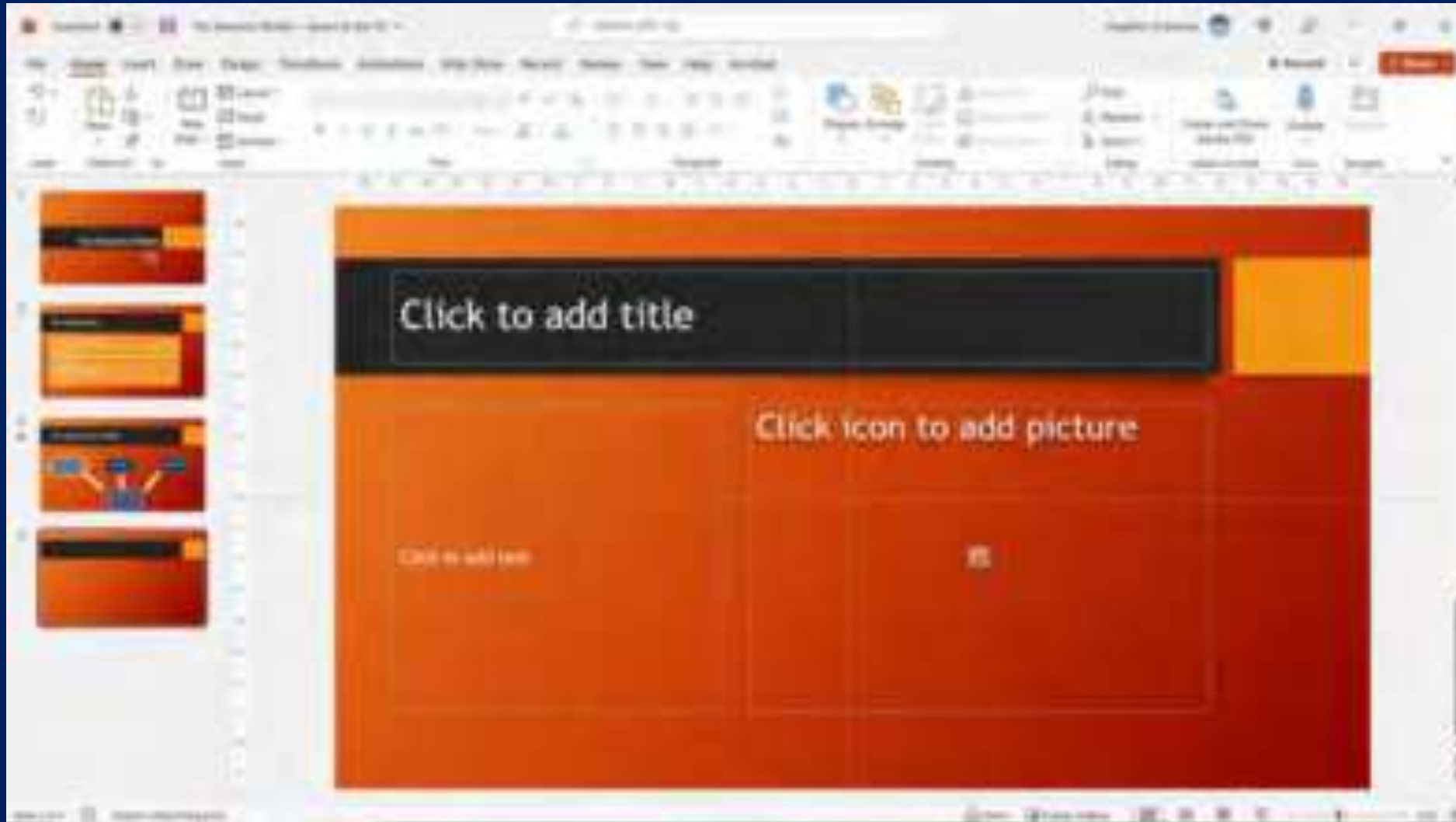
Hands On



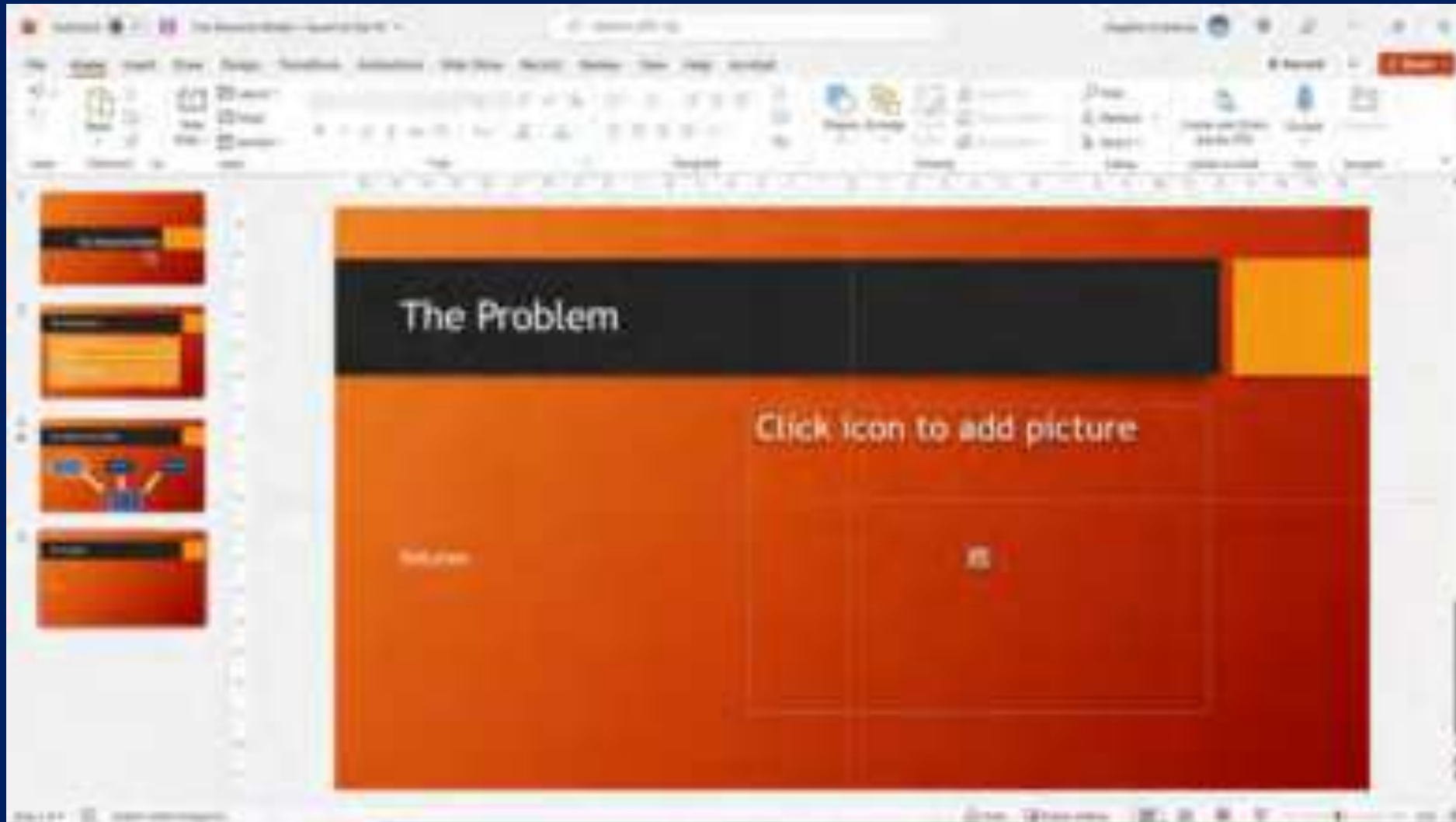
PowerPoint Inserting Another Slide



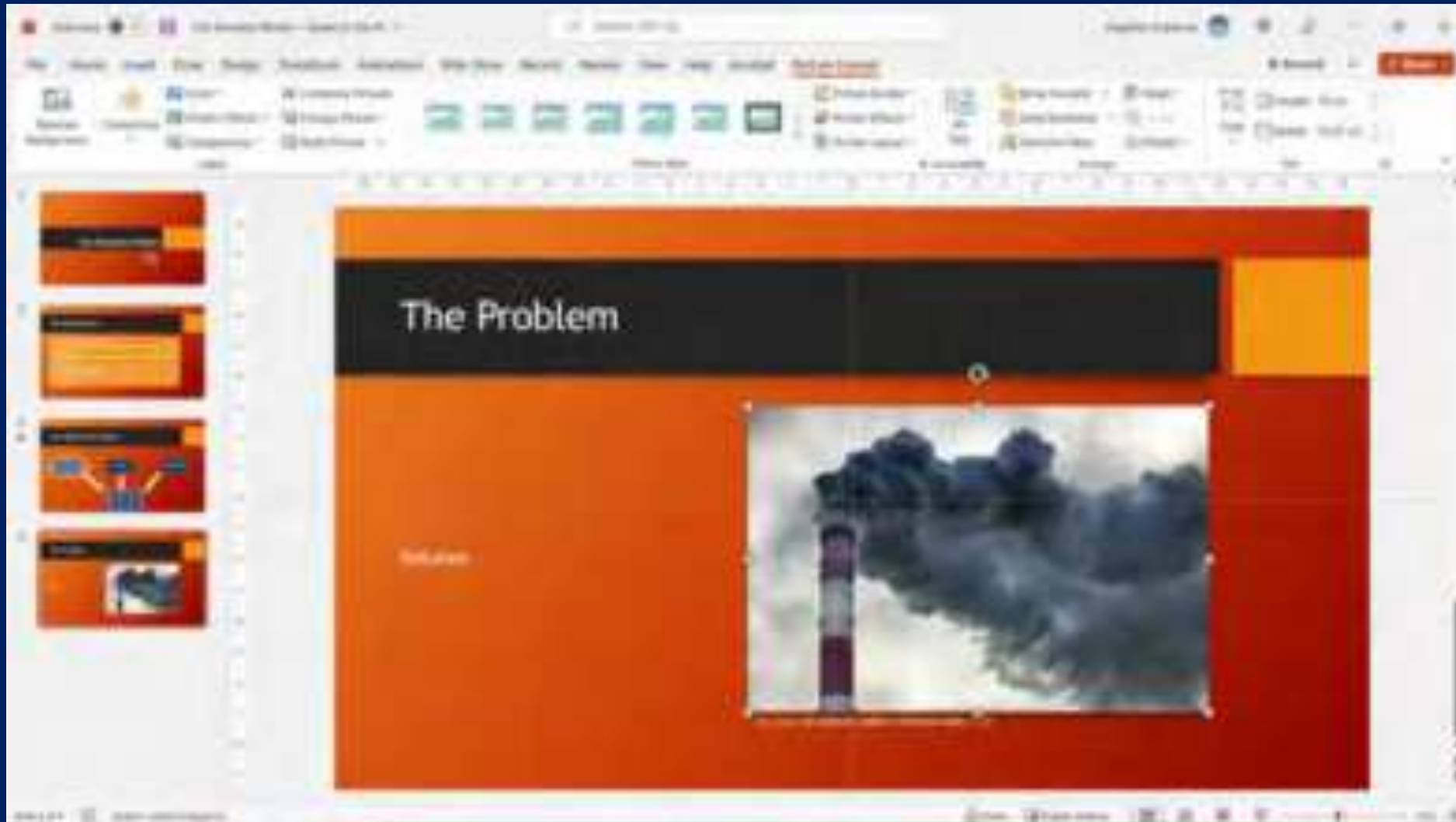
PowerPoint Inserting Another Slide



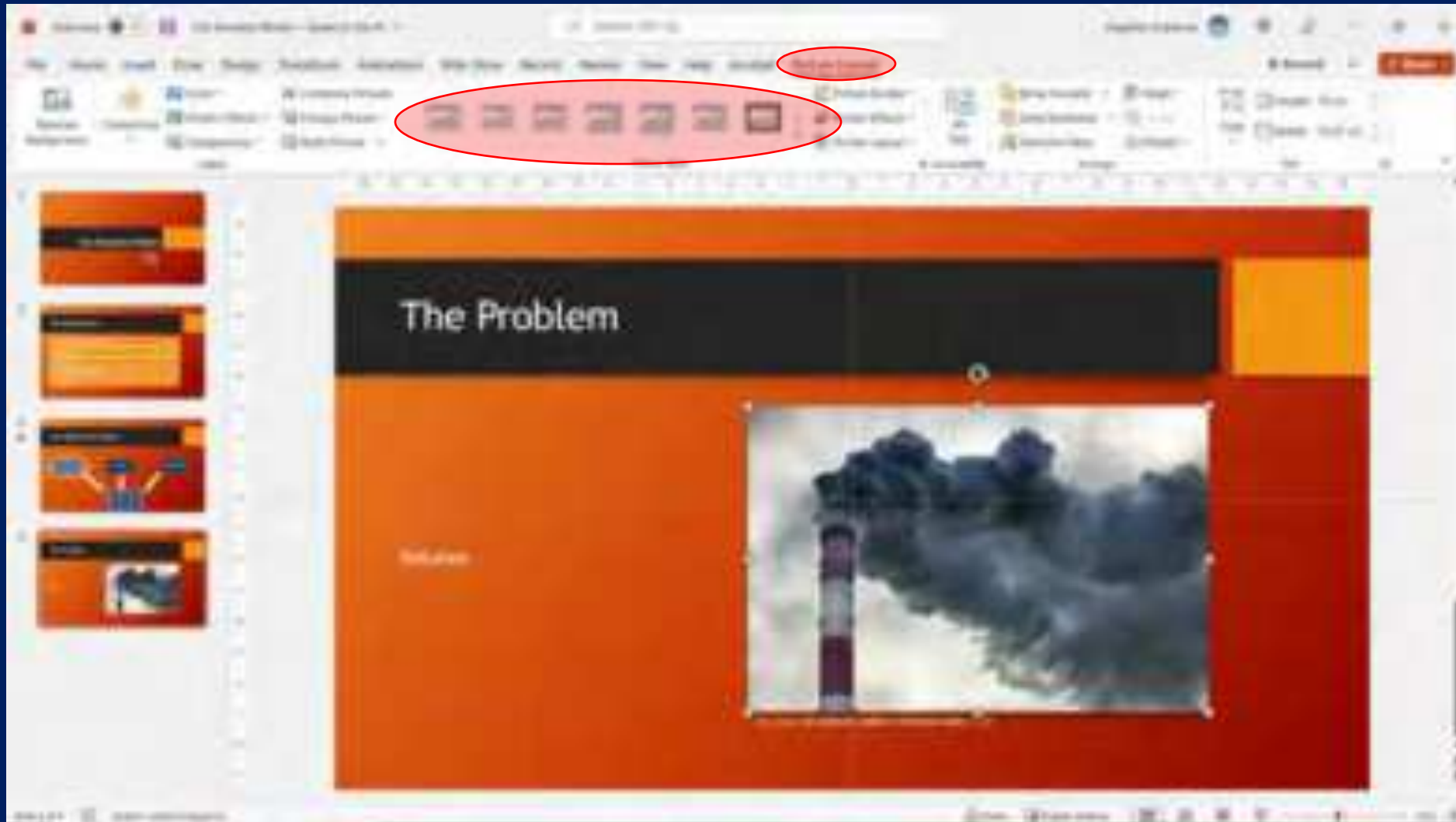
Inserting Another Slide



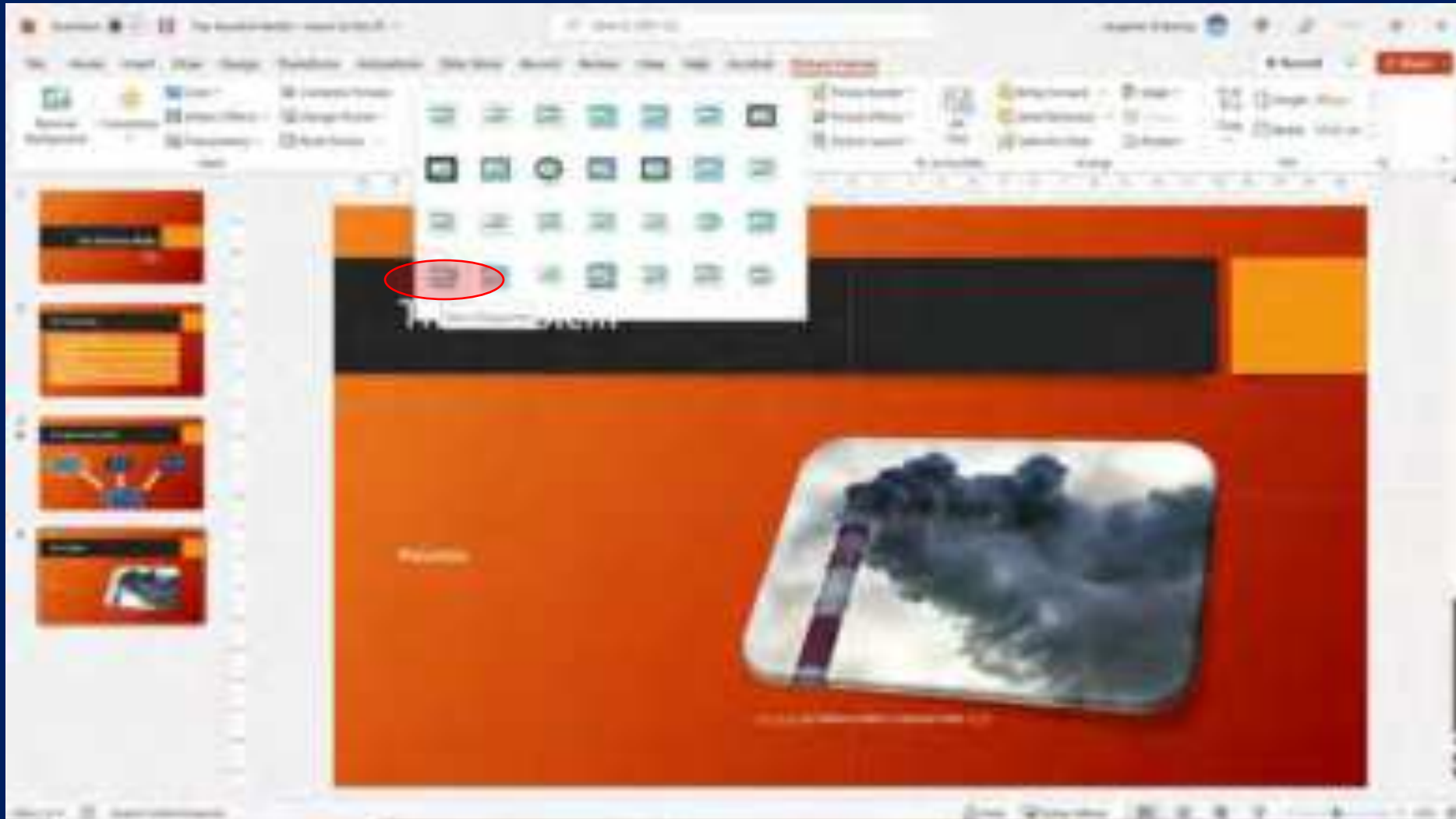
Inserting Another Slide



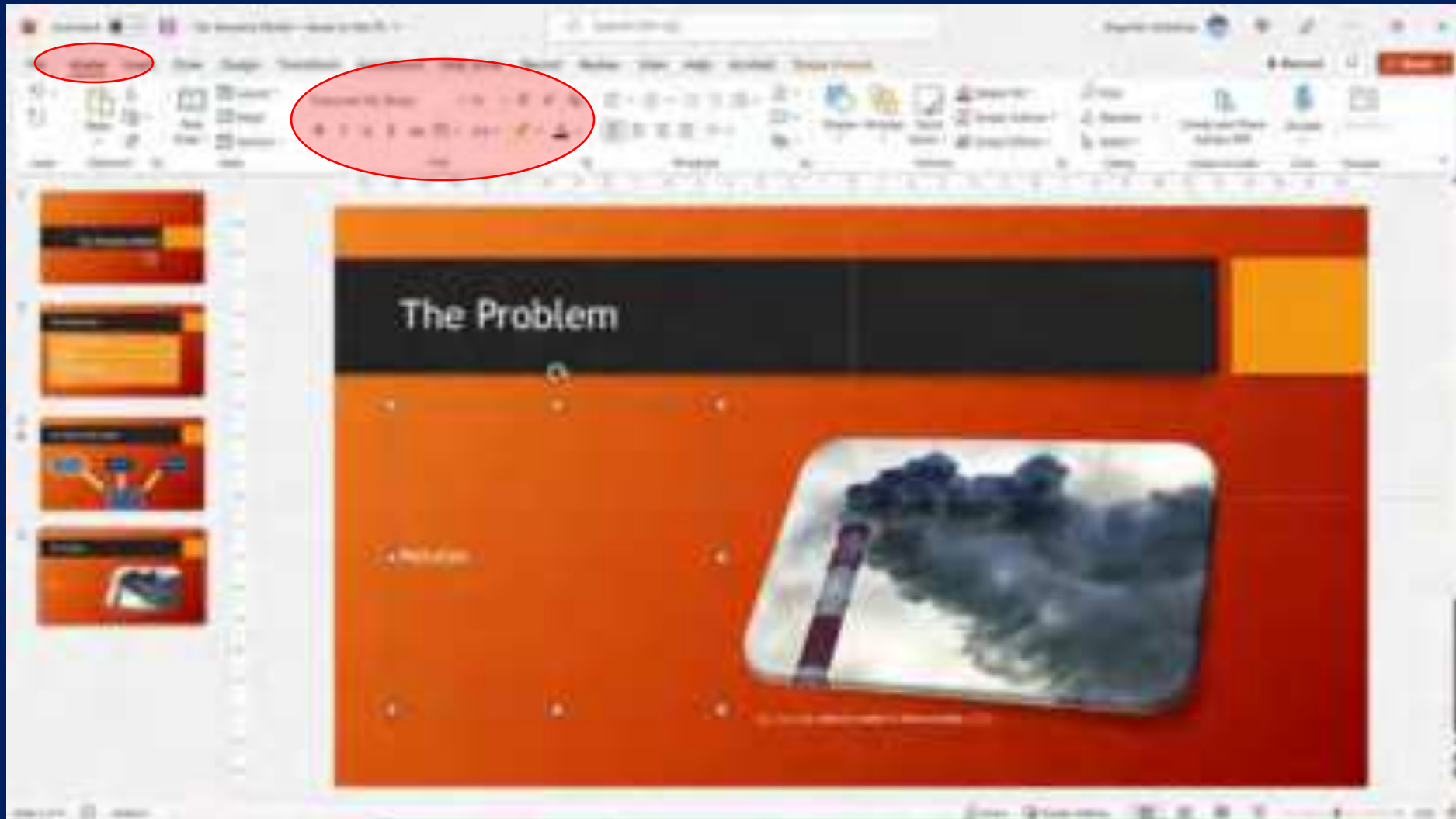
PowerPoint Inserting Another Slide



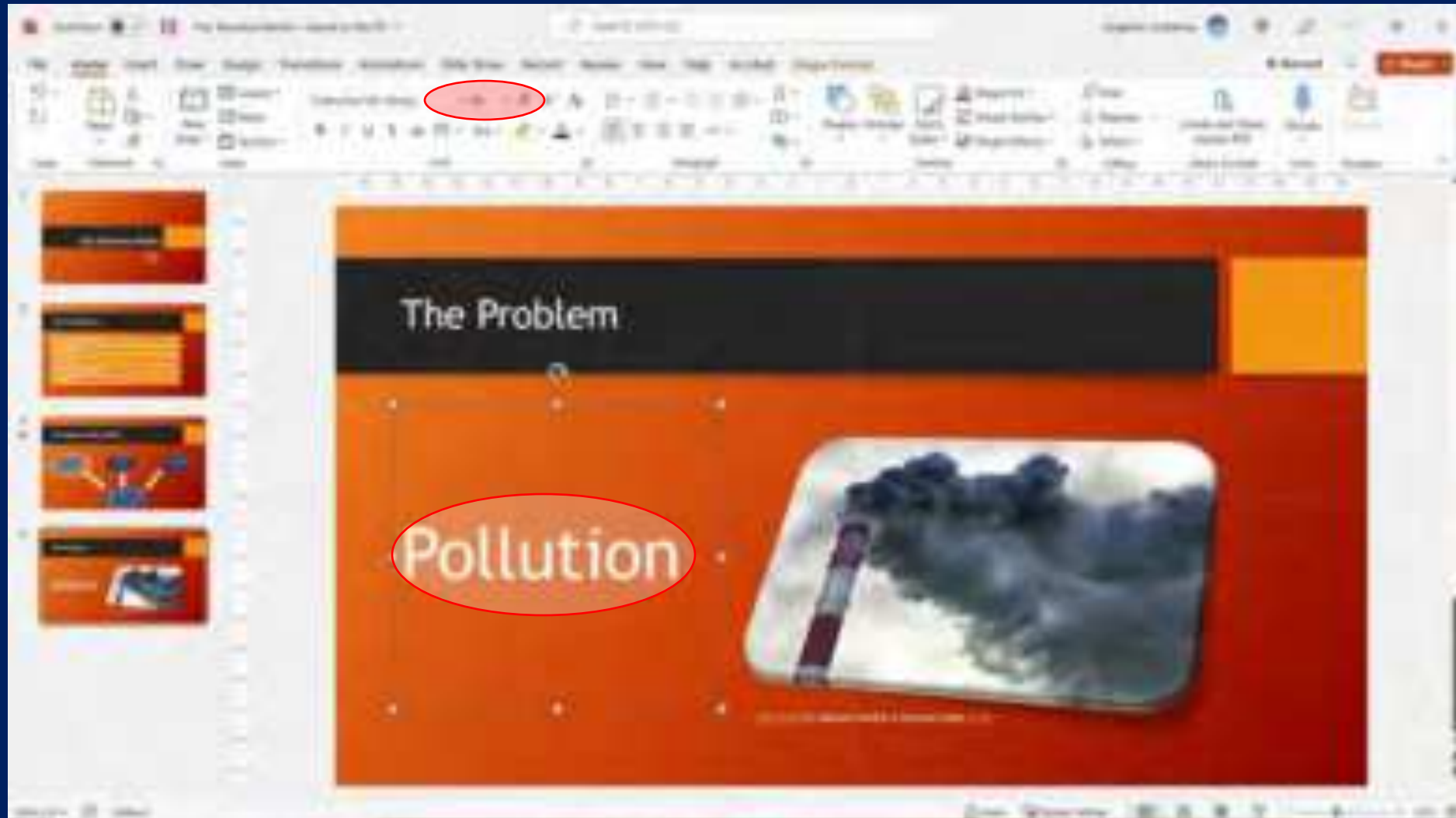
PowerPoint Inserting Another Slide



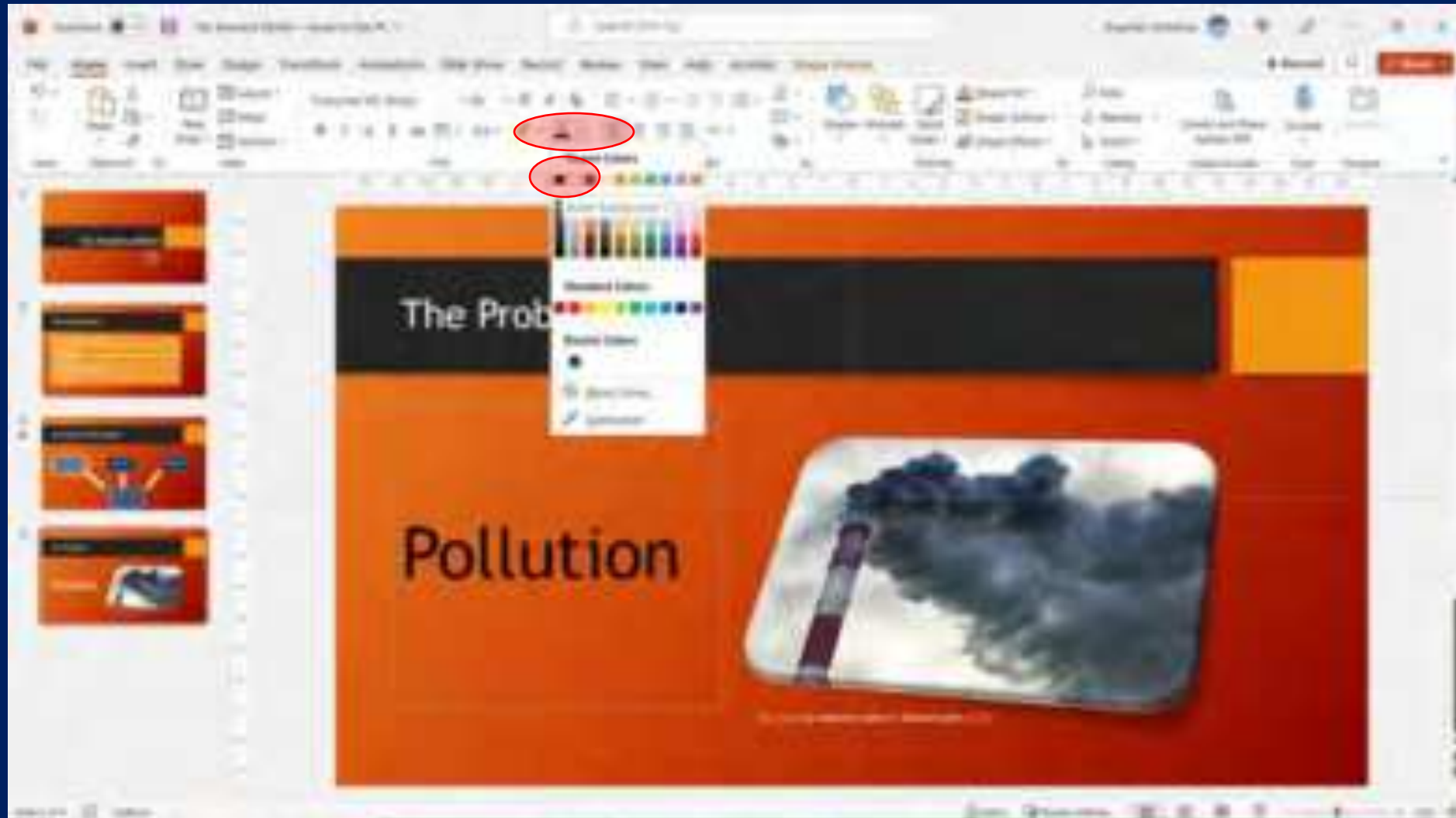
PowerPoint Inserting Another Slide



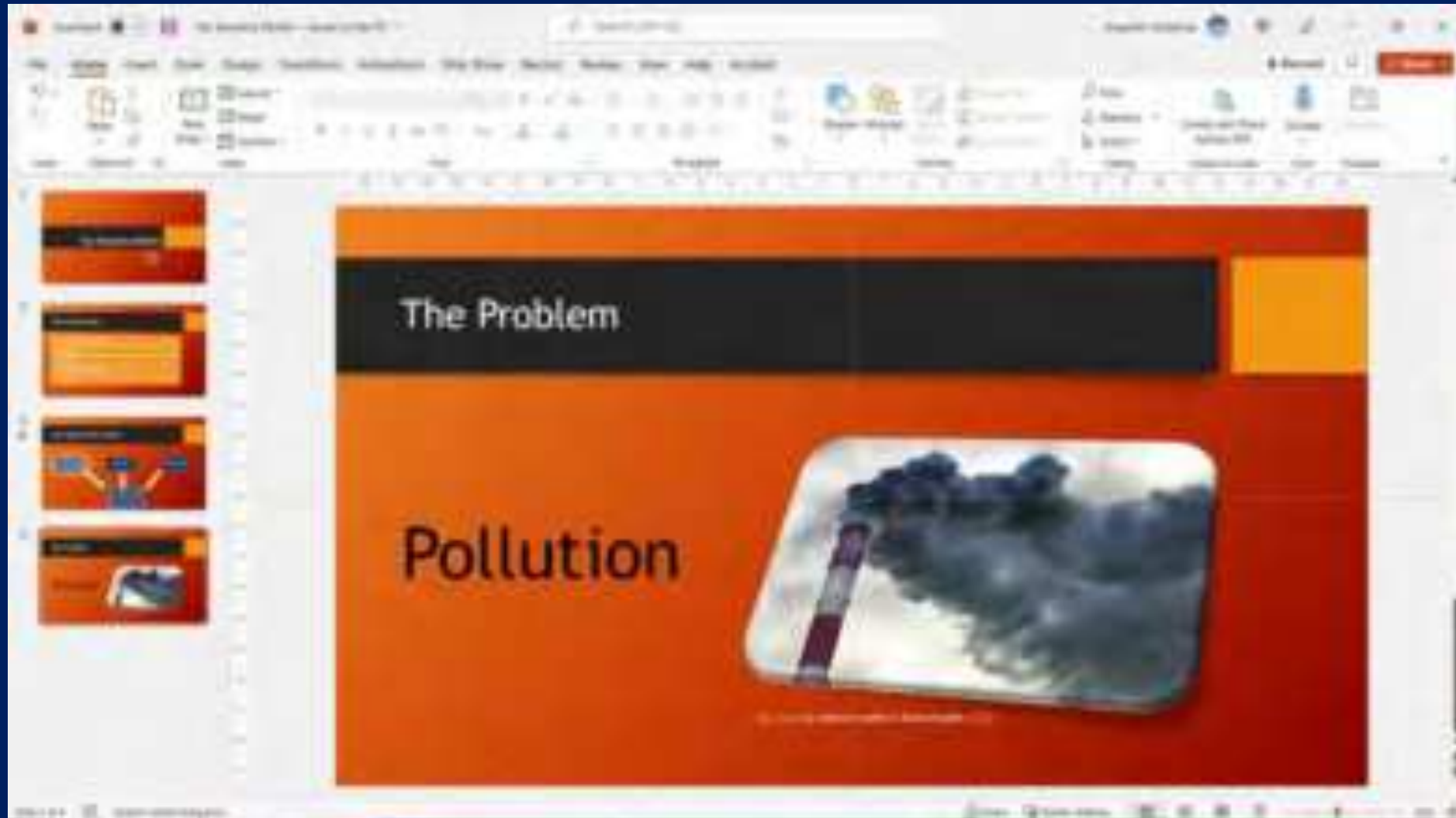
PowerPoint Inserting Another Slide



PowerPoint Inserting Another Slide



PowerPoint Inserting Another Slide

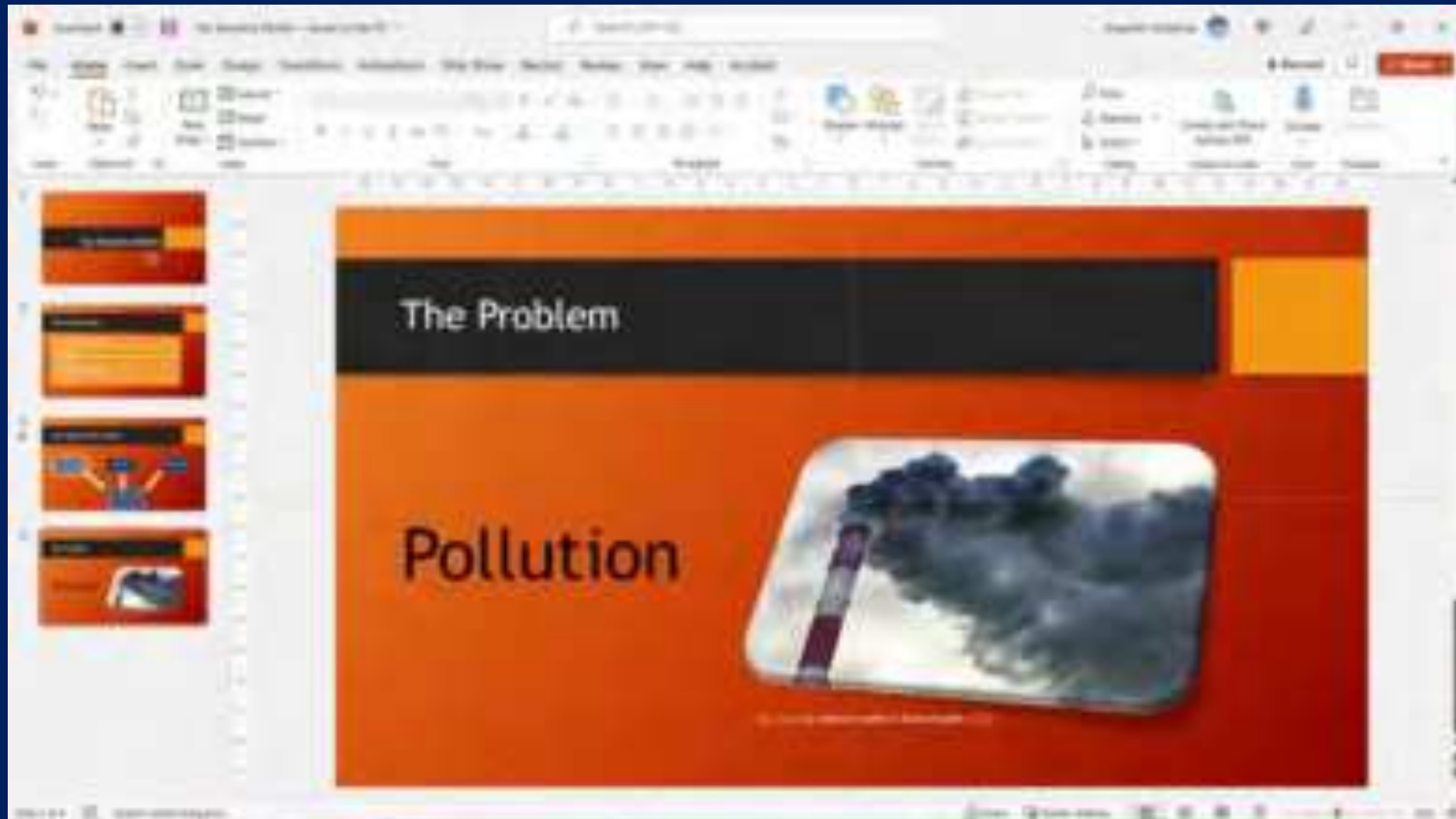


PowerPoint Inserting Another Slide

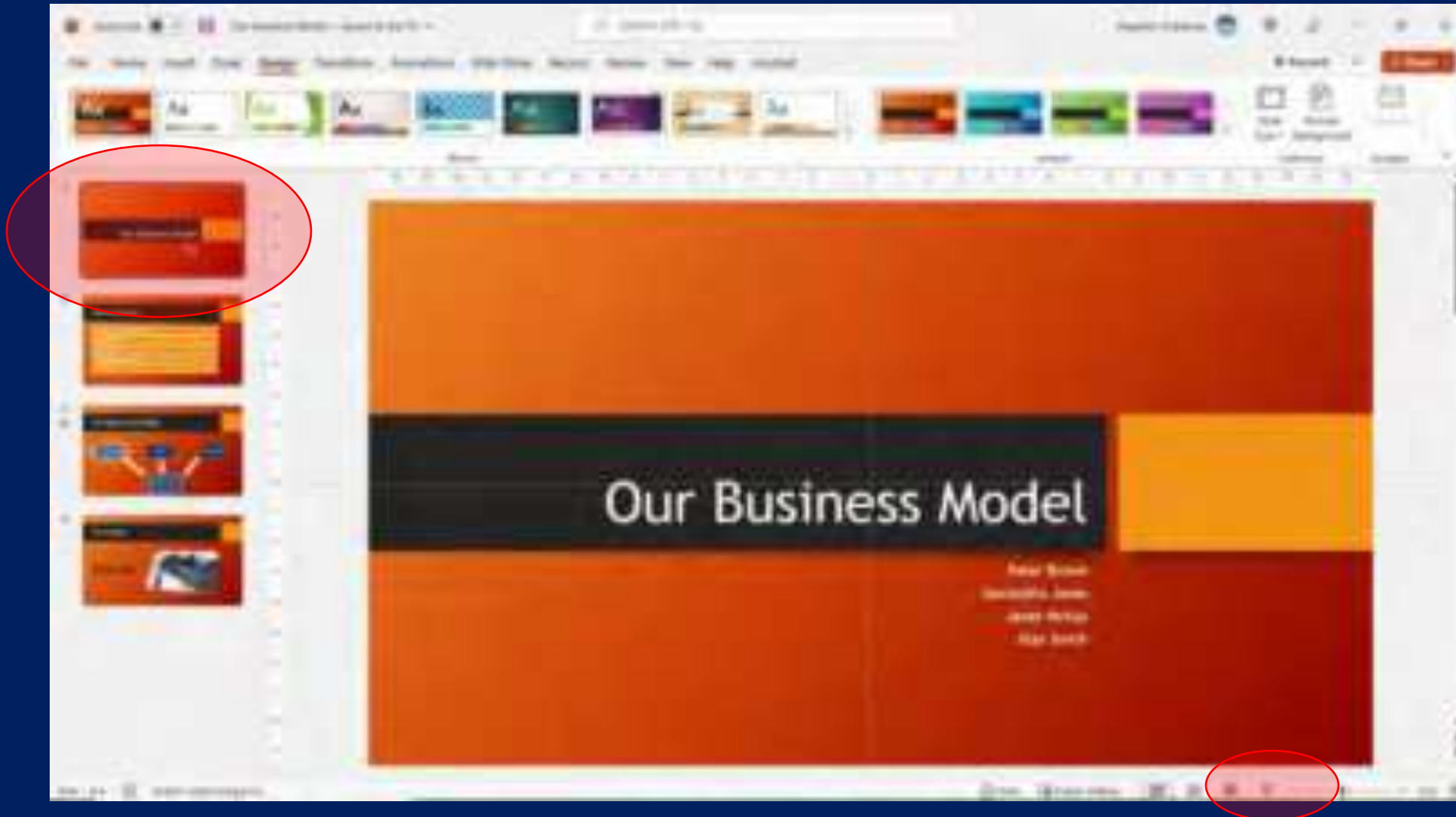
Hands On



PowerPoint Slideshow



PowerPoint Slideshow



PowerPoint Slideshow

Our Business Model

Peter Brown
Samantha Jones
Janet McKay
Alan Smith



PowerPoint Slideshow



PowerPoint Slideshow



PowerPoint Slideshow

This Presentation

The Opportunities Model

The Problem

The Solution

Business Model Canvas

Conclusion







In-Class Group Presentation

- 20 minute presentation
 - using power point
 - built together (mostly during supervised sessions)
 - delivered during last session
 - by all group members
 - questions asked by colleagues and tutor

In-Class Group Presentation

- Effective presentations
 - choosing the right font and font size.
 - understanding the importance of simplicity.
 - when to use transitions and animations.
 - how to use the colour wheel.
 - list and understand the different types of visual aids.

In-Class Group Presentation

- Tips
 - Adding facts and figures to a presentation increases audience retention by 20%.
 - Presentations with visual aids are 43% more persuasive than the same presentations without visuals.
 - 91% of presenters feel more confident presenting with a well designed slide deck.



In-Class Group Presentation

- Before Starting
 - Know your stuff
 - Know your audience
 - Write it out
 - Rehearse

In-Class Group Presentation

- Fonts

- This is a Sans Serif font

- This is a Serif font



In-Class Group Presentation

- Fonts
 - This is a comic font
 - *This is script font*



In-Class Group Presentation

- Keep Text to a Minimum
 - Powerpoint is there as your presentation aid **not the main source of information.**



In-Class Group Presentation

- Keep Text to a Minimum
 - Powerpoint is there as your presentation aid **not the main source of information.**
 - If you really need to text heavy a slide, **gradually** reveal it when needed.



In-Class Group Presentation

- Keep Text to a Minimum
 - Powerpoint is there as your presentation aid **not the main source of information.**
 - If you really need to text heavy a slide, **gradually** reveal it when needed.
 - Include **only the main speaking points** in the form of short concise bullets.



In-Class Group Presentation

- Keep Text to a Minimum
 - Powerpoint is there as your presentation aid **not the main source of information.**
 - If you really need to text heavy a slide, **gradually** reveal it when needed.
 - Include **only the main speaking points** in the form of short concise bullets.
 - Chunks of text will **tempt you to read** from the slides rather than communicate with audience.



In-Class Group Presentation

- Keep Text to a Minimum
 - Powerpoint is there as your presentation aid **not the main source of information.**
 - If you really need to text heavy a slide, **gradually** reveal it when needed.
 - Include **only the main speaking points** in the form of short concise bullets.
 - Chunks of text will **tempt you to read** from the slides rather than communicate with audience.
 - Otherwise, the **audience may be reading** rather than listening to you.



In-Class Group Presentation

- Keep it Simple
 - Do not fill up empty spaces with unnecessary elements.
 - This will NOT help audience in understanding what you are saying.
 - The less clutter in a slide, the more impact your visual message will have.
 - Design elements should be kept at minimum to prevent distraction, such as a simple background



In-Class Group Presentation



In-Class Group Presentation

- Limit Transition and Animations
 - Using lots of animations is **distracting and amateurish**.
 - It can also be **problematic and frustrating** to view presentation on different devices.
 - Use them **only for a purpose**, such as to reveal the stages of a process.
 - Use only subtle animations, such as **“Fade”, “Appear”** etc.
 - Do not use more than 3 different types of animations in one slide.



In-Class Group Presentation

- Limit Transition Animations
 - Using lots of animation is a **problem**.
 - It can also be a **problem** to view presentation on different devices.
 - Use them **only for a few** stages of a process.
 - Use only subtle transitions as **fade** etc.
 - Do not use more than **one** different type of transition in one slide.

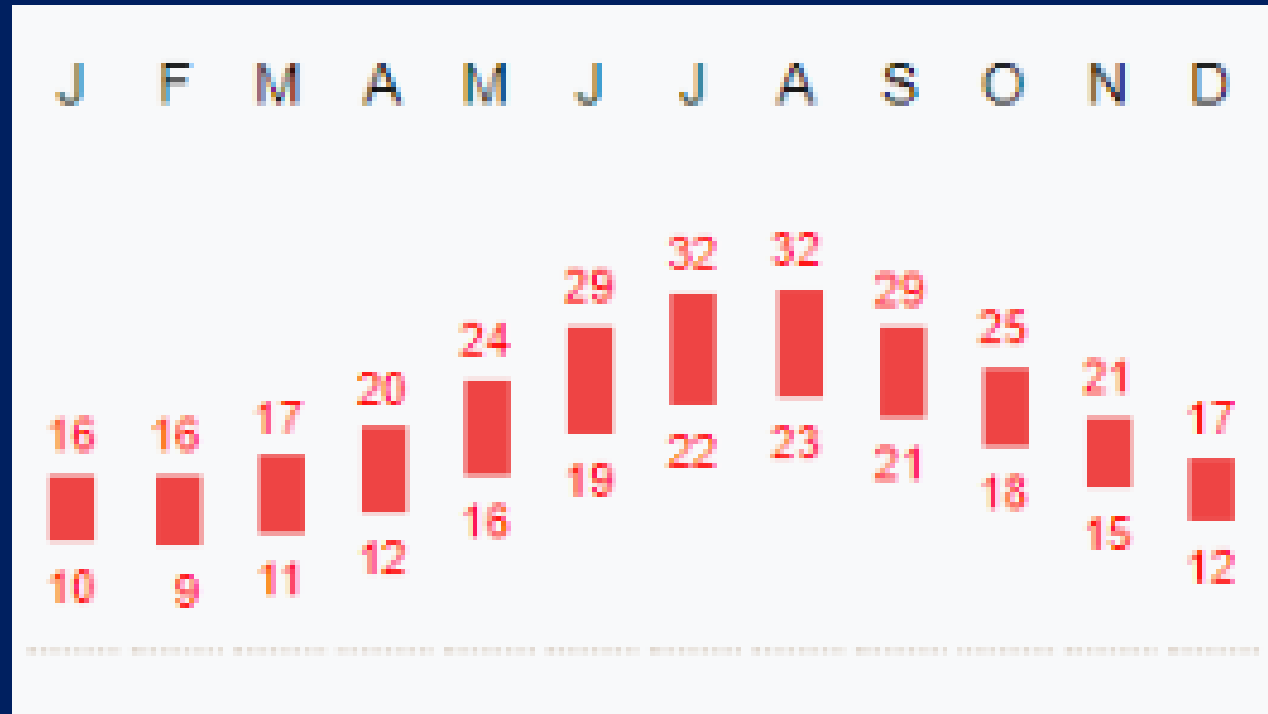
In-Class Group Presentation

- Visual Aids
 - Pictures
 - Graphs
 - Object
 - Map
 - Video Clip



In-Class Group Presentation

- Visual Aids



In-Class Group Presentation

- Colours
 - Use colours it **increases people's motivation to read.**
 - Colours can also evoke emotions and can **improve understanding**
eg : highlighting certain
 - Use the **colour wheel** to help you:
<https://www.canva.com/colors/color-wheel>
 - Colour opposite each other are complimentary and create contrast.
 - Using complimentary colours **makes your text more readable.**
 - Avoid using too many colours in your presentation.



In-Class Group Presentation

- Colours
 - When using the **wrong colour the text may become** illegible
 - When using the **right colour you create contrast**
 - <https://www.canva.com/colors/color-wheel>



In-Class Group Presentation

Insert Web Page

This app allows you to insert secure web pages starting with <https://> into the slide deck. Non-secure web pages are not supported for security reasons.

Please enter the URL below.

<https://>

Note: Many popular websites allow secure access. Please click on the preview button to ensure the web page is accessible.

This add-in will be disabled from Dec 2024

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Preview](#)



In-Class Group Presentation

- Use the spell checker but do not rely on it ONLY
 - Spelling mistakes show that you are not giving attention to detail
- Be careful of Malapropisms



In-Class Group Presentation

- Malapropisms
 - “Texas has a lot of **electrical** votes” - George Bush 1989
 - “I might just fade into **Bolivian**.” - Mike Tyson 2002
 - “I’m not going for the **Sixteenth** Chapel look.” - Justin Bieber 2012



In-Class Group Presentation

- Grammatical mistakes
 - While in the woods I came across a **bare**.
 - I needed some **piece** of mind
 - Joe is a little shorter **then** Anna



The Rubric

	1 mark	2 marks	3 marks	4 marks	5 marks
Preparation	Student prepared the material as a professional poster.	Student prepared the material as a mostly professional poster.	Student prepared the material as a competent professional poster.	Good preparation.	Student prepared the presentation material.
Content	All content (information and graphics) are accurately documented in the desired format.	All content (information and graphics) are accurately documented, but one or two are not in the desired format.	All content (information and graphics) are accurately documented, but one or more are not in the desired format.	Some content is not accurately documented.	No content.
Appearance	Presentation shows considerable originality and inventiveness. The content and ideas are contained in a concise and interesting way.	Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.	Presentation shows an interest in originality and inventiveness in most of the ideas.	Presentation shows an attempt at originality and inventiveness in one or two of the ideas.	Presented in a format of other people's ideas (handwritten and typed) and this showed a limited thought.
Organization	Information is organized in a clear, logical way. It is easy to understand the flow of material that might be on the next slide.	Most information is organized in a clear, logical way. The flow of most of information seems out of place.	Some information is logically organized in sequential order, but some of information seems out of place.	There is a sequential plan for the organization of information.	No plan for the organization of information.
Use of Graphics	All graphics are attractive and well drawn and support the theme/content of the presentation.	A few graphics are not attractive but all support the theme/content of the presentation.	All graphics are attractive but a few do not clearly support the theme/content of the presentation.	Several graphics are unattractive and do not clearly support the theme/content of the presentation.	Student did not use any graphics at all.
Timing	The presentation was delivered within the time given.	Presentation was over or under the time given to deliver the whole presentation.	The presentation was over or under the time given to deliver the whole presentation.	The presentation was far over/long.	The presentation was far too short.
Preparation	Student was very well prepared and had obviously rehearsed.	Student seemed very prepared but might have needed to rehearse more.	Student was prepared but lacked rehearsing.	Student was not well prepared and looked nervous.	Student was not prepared at all.
Delivery	Student answered all questions made by the other students and came to a coherent and correct way.	Student answered most of the questions made by the other students and came to a way that showed good understanding of the subject.	Student answered only some of the questions made by the other students and gave to a way that showed lack of a good grasp of the subject.	Student failed to answer most of the questions made by the other students and gave to a way that showed lack of a good grasp of the subject.	Student failed to answer any of the questions made by the other students and gave to a way that showed lack of a good grasp of the subject.
	44 - 46 marks	39 - 43 marks	34 - 38 marks	29 - 33 marks	0 marks
Overall	Presentation includes all material needed to give a confident understanding of the topic.	Presentation includes most material needed to give a confident understanding of the subject but is lacking one or two key elements.	Presentation is missing more than two key elements.	Presentation is missing several key elements and the presentation.	Presentation does not address the assigned subject.

Presentation

- *Maximum score* *100*
- *Weighted* *20*





Next Session

Starts at 09:00 a.m. Sharp - Tomorrow

Business Administration on Saturday in Naxxar – Rooms 1 & 2

Starts at 09:00 a.m. Sharp - Wednesday

Digital Marketing Wednesday in Naxxar – Rooms 1 and 2

Starts at 3:30 p.m. Sharp - Friday

Masters in Human Resources Management in Naxxar – Rooms 1 & 2



Introduction Session 04

Lecture Title: PowerPoint

Lecturer: Mr Angelito Sciberras

Date: 14 November 2025

