

## 12. PRESENTATIONS

## P R E S E N T A T I O N S

### 12(a) Presentations

PowerPoint presentations offer a great way to present Tech Data's strategies or company culture to both internal and external audiences. Tech Data has created a standard presentation background for use in all company presentations. This template was created with standard fonts, bullet sizes and colors, as well as text placement and margins for a consistent style company-wide — especially when different users are creating presentations for use at the same event.

Presentations must be made using this template without modification. Font sizes and styles were chosen for optimum viewing. Changing them will only weaken the presentation and lead to inconsistency across the company.

#### **Standardized presentations help Tech Data by:**

- Reinforcing one uniform brand across the company
- Allowing different presentations to be combined easily
- Saving preparation time

# PRESENTATIONS

## Standard Template

Tech Data's standard presentation background is available via TDnet at <http://tdnet.techdata.com/presentations/templates.asp>. The site also provides SBU-specific templates, as well as tips for developing and delivering presentations. Additionally, the quarterly investors presentation, a standard sales presentation and a standard vendor presentation are available on the site.

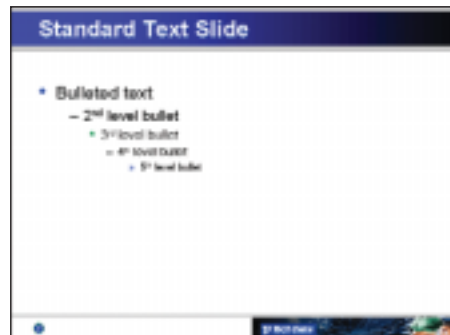
## Layout Elements

The standard background template has a cover slide, which clearly illustrates the Tech Data brand, and art elements consistent with those found on our Web site ([www.techdata.com](http://www.techdata.com)). Interior slides also maintain this look and feel and offer options for tables, charts, graphs and other graphic elements.

Standard 1 — Cover Slide



Interior Slide



Standard 2 — Divider Slide



Conclusion Slide



## PRESENTATIONS

### **Format**

DIN A4 Landscape

### **Font**

Arial

Text color is preset in the template.

### **Font Size: Title Slide**

Presentation title in 44 point, blue

Presenter's name in 32 point, blue

Presenter's title in 24 point, blue

### **Font Size: Slides**

Headlines in 36 point, white

Text between 18 and 28 point

Caption (e.g. graphics) between 14 and 20 point

Footnotes in 8 point

### **Copy Text**

If possible, use no more than six words per line, six lines per slide. Remember, the slides should only prompt the speaker. Speaker notes can be typed into Slide Notes pages to offer more detail. Copy text should use sentence case, not initial capitals.

### **Headline of a Slide**

The headline should be written in initial capitals.

### **Graphics**

Use colors that already exist in the template color scheme.

Remember, with graphics, less is more!

### **Technical Notes**

For internal purposes, print presentations in "Pure Black and White."

Print with pictures and graphics.

Open the presentation, go into the "File" menu, choose "Print" and select "Pure Black and White."

## PRESENTATIONS

### 12(b) The Americas — Specialized Business Units (SBUs)

Visit <http://tdnet.techdata.com/presentations/templates.asp> to access presentation templates for all of Tech Data's SBUs.



### Europe/Middle East — Business Units (BUs)

For the Azlan Business Unit presentation template visit <http://tdnet.techdata-europe.com/intranet/newintra.nsf/Redirect?OpenAgent&0224>.



### 12(c) Tips and Techniques

A “Tips” document provides helpful hints and suggestions for using the template, including converting older formats to new backgrounds. This document can be found at <http://tdnet.techdata.com/presentations/helpful.asp>.

#### General Tips

- Be careful with confidential information.
- Refrain from needless details.
- Only use information you really need to underline your statement.
- Use concise headlines to summarize your slide.
- Make sure headline and text coincide.
- Present only one idea per slide and diagram.
- Use as little text as possible.
- Use color uniformly throughout.

#### Text Tips

- Headlines are to attract attention and summarize the content.
- Use positive keywords and strong, positive verbs.
- Text should take up a maximum of six to eight lines.
- There should be a maximum of six to eight words per line.

#### Bar Chart Tips

- Use distinguishable colors for the single bars.
- Be sure the axis has a logical scale (e.g., don't make the scale go to 500 if the highest number in the chart is 220).

#### Pie Chart Tips

- The diagram should not contain more than six to eight segments.
- To emphasize a segment, you can separate it.
- Normally, percentages are given. If you wish, you can also give absolute values, or both.

#### Organization Chart Tips

- Don't overload the organization chart with information.
- If more than four levels are needed, another diagram should be used.

#### Table Tips

- Extensive tables (Excel sheets, for example) should never be presented on slides, but can be given as handouts.

#### Animation Tips

- With animation, less is more! Animation is for impact, but use it sparingly so you don't overwhelm your audience or unnecessarily add to the file size.

## PRESENTATIONS

### Black-and-white Printouts

For clear, reproducible handouts, open the presentation and select File, Print. In the "Print" dialogue box under "Color/grayscale," select "Pure Black and White" in the drop-down menu.

Step 1

