

# Comparison of 5 different presentation methods

Please note that this chart compares an average presentation with an average speaker. It does not say anything about the qualification of the speaker.



Presentation without visuals



Presentation with Flip Chart



Presentation with PowerPoint



Presentation with Visualizer



Presentation with Visualizer and PowerPoint/Videos

	Presentation without visuals	Presentation with Flip Chart	Presentation with PowerPoint	Presentation with Visualizer	Presentation with Visualizer and PowerPoint/Videos
Learning success (ability to remember what's important)	*	**	**	****	*****
Attention from audience	*	**	**	****	*****
Engagement factor	*	***	*	*****	*****
Possibility to instantly display objects from the audience	-	**	*	****	*****
Average preparation time (for the presenter)	-	30 minutes	120 minutes	10 minutes	90 minutes
Flexibility (to make changes during the presentation)	*****	**	**	*****	*****
Professional appearance (of the presentation)	*	**	****	****	*****

## Conclusion

A presentation without any visual aid is very inefficient, because it is almost impossible to hold the audience's attention for a long time. Words are much harder to remember than visuals.

A presentation with a flip chart does not keep the audience's attention for very long and appears quite old-fashioned these days. It is impossible to show things like photos, objects or documents to the audience and it requires some preparation time (if pages are written out in advance).

Despite the professional appearance, the learning success of an average Power Point presentation is often quite low, due to a lack of collaboration possibilities and a low engagement factor for the audience. Unexpected input from the audience can easily distract a presenter, because the order of the wording and scanned objects are not easily changed. Plus it requires a very long preparation time.

A presentation with a Visualizer is flexible and spontaneous and allows the audience to collaborate in the presentation. The engagement and entertainment factor is high, which is important to keep the audience's attention for a long time and provide maximum learning success. Advance preparation time is kept to a minimum. Collecting material is all that's required.

The most professional presentation method is to switch between Visualizer and computer based media in order to get the „best of both worlds“. WolfVision Visualizers provide seamless switching between the Visualizer and computer based media (like PowerPoint, videos, internet etc.)

## References:

Whitepaper „Using Visualizers to optimise presentation“ by Chris Atherton 2011  
 Study by Nickerson RS (1968). A note on long-term recognition memory for pictorial material. Psychon. Sci 11(2):58-59  
 Survey of Wall Street Journal, „We don't pay attention to boring things“ („Brain rules“ from John Medina).