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Training video: How to get your
presentations on the web



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Outstanding Presentations
Course

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How to Get Your Presentations on the Web

[Slide 1] In this training video, we'll cover all the ways to get your presentation on the Web.

[Slide 2] Reasons

There are several reasons to get your presentations on the Web — for marketing, collaboration, and training. Marketing would include promotional presentations on YouTube or your website, for example. It would also include sales meetings conducted by webinar.

Collaboration means posting presentations where others can access it or where multiple people can work on the file at the same time.

In training, I include any informational use. Web-based training is one example, but even posting a presentation on a blog for general information would count.

[Slide 3] Moreover, presentations can be silent or narrated. They can even include music. They can run themselves or be controlled by the user.

[Slide 4] There are even more ways to accomplish it:

1. Uploading to slide sharing sites, such as Slideshare, Authorstream, Slideboom, and myBrainshark
2. Posting on YouTube
3. Embedding in a blog or web page
4. Displaying in a browser. By this I mean on a site for sharing and collaborating on presentations, such as Office Web Apps, Google Docs, and Zoho.
5. Making available for download.
6. Sharing during a webinar. This can be done by sharing your desktop or uploading the presentation to the webinar service's server

In this training video, we'll discuss all these options and possibilities.

[Slide 5] Let's talk a little more about why you might want to put a presentation on the Web.

Marketing:

1. You can vastly expand your reach by using the Internet for marketing. You already know that, but not everyone thinks about doing so with presentations.
2. You may have an existing presentation or have components that you can recycle
3. A presentation can be much easier to get online than a video or even creating a new web page. Video especially can be quite expensive and time-consuming.
4. If you don't have access to technical support, it's easy to do yourself.

So you can expand your reach easily, quickly and inexpensively.

[Slide 6] When you want to collaborate, you can post the presentation online somewhere and share access with others. There are several scenarios. You can post a presentation and let others make changes and comments later on. Or you can have a meeting, perhaps by conference call, and work on the presentation together. In Google Docs, up to 10 people can work on a presentation at the same time! Finally, you can share the presentation with your boss or a client for approval.

[Slide 7] The 3rd reason to put a presentation online is for training or providing information. You might give a webinar or post the presentation on your blog. Many presentations are the basis for sophisticated online learning programs, although we won't discuss those in detail. Programs like [Adobe Captivate](#), [Articulate Presenter](#) and [iSpring Presenter](#) let you start with a PowerPoint presentation and then add quizzes, track who finishes your courses, and more.

[Slide 8] Now, let's talk about how you want the presentation to be experienced. Regarding sound, the presentation can be silent or narrated. Regarding interactivity, the presentation can be automatic, with automatic slide timing, or user controlled.

In my experience, narrating a presentation is very powerful and creates a much greater connection with your audience. Silent presentations have two problems:

- They don't convey the sense of a presenter, so they're less interesting
- They need to be completely explanatory, which often means a lot of text

Imagine how dull it would be if I were to create this training video with a series of silent slides!

But narrated presentations take more time to prepare. I'll give you some tips to make it relatively painless.

If you also set slide timings, the presentation plays just like a video. But it's much cheaper because you don't have to hire a video crew. For your audience, it's like watching a movie. If you want more interactivity, don't use slide timings and let your audience click when they to advance to the next slide.

First, I'll talk about how to create the various presentation experiences. Then I'll explain where you can put your presentations on the Web.

[Slide 9] Here's a slide that will be silent. As a result, it needs to use text to make the message clear.

[Slide 10] Here's the same slide but it will be narrated. I would say: "You can have solar energy with no money down. That's because we finance our installations. Our installations are done by certified professionals. And because we take the risk when we finance, you can be sure that we'll choose the right solution for your home. Our financing solutions will match your payback period, so that you are comfortable with the monthly payments."

Do you see how I can get much more across when I narrate? Of course, you could put all that text on the slide, but people wouldn't read it all and it wouldn't be as clear. For the audience, it's much easier to listen to than to read.

[Slide 11] There are 2 ways to add narration to a presentation. One is to use PowerPoint's narration feature and the other is to add sound files. You need to consider the end result when you choose between these two options. For example, among slide sharing sites, only Authorstream and Slideboom incorporate PowerPoint narration. However myBrainshark lets you upload MP3 files or narrate from your microphone or even over the phone. Slideshare has its own method, in which you upload an MP3 file and divide it up among the slides. I'll cover these later in this training video.

One thing I want to emphasize is that high-quality sound is not easy to get. When you choose one of the methods that I'll be covering, whether narration or creating a sound file, try it out for one slide and play it back to make sure the sound is clear without too much background noise. When you have the results you want, continue with the rest of your project.

Narrating a Presentation

[Slide 12] Using PowerPoint narration has two main advantages:

1. If you want to create a presentation that runs itself, you need slide timings, and you can record these when you record the narration. This saves you the step of adding timings to each slide manually.
2. The narration is always part of the presentation file, so you don't have to worry about additional files when you travel or move the presentation. In PowerPoint 2010, this isn't an issue, because all files are embedded by default, but in 2003 and 2007, they aren't, so narration can make things easier.

Narration also has disadvantages:

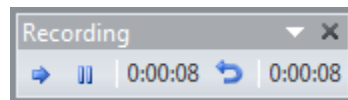
1. You have less control over sound quality; some people have complained that the sound is not very good.
2. As I mentioned, not all slide sharing sites can use narration
3. Except in 2010, you can't edit the sound file directly, although you can narrate over a slide to replace existing narration. Even in 2010, the editing tools are somewhat limited.

Narration in PowerPoint 2010

I'll go into Normal view and show you how to narrate in PowerPoint 2010.

1. You need a microphone, so make sure it's set up and working. I use a webcam. Obviously, you want the area to be quiet so you don't get background noise. Some mics have a noise-cancelling feature. A full headset is a good idea to avoid audio feedback from the speakers.
2. On the Slide Show tab, in the Set Up group, click Record Slide Show. If you want, you can click the arrow and choose Start Recording from Beginning or Start Recording from Current Slide. Normally, you'll choose the Current Slide option when you want to narrate only certain slides or when you want to record over existing narration to change it.

3. The Record Slide Show dialog box opens with two options:
 - Slide and animation timings. For purposes of narration only, you don't want to record slide and animation timings. However, if you have those timings and want a presentation that your viewers just watch and don't control, then choose that option as well. We'll be discussing how to create those timings a little later in this training video.
 - Narrations and laser pointer. The laser pointer is a new feature of PowerPoint 2010 that turns your cursor into a dot that looks like a laser pointer.
4. Click Start Recording.
5. You're now in Slide Show view. Start speaking right away. When you're finished with a slide, click with your mouse to move to the next slide. If you chose to record timings, PowerPoint saves the time you spent on that slide.
6. You can use the Recording toolbar to pause if you need to. Click Resume when you're ready.



7. When you're done, either with the slide or the entire presentation, press the Esc key and you'll be in Slide Sorter view. You can double-click the active slide to return to Normal view.
8. It's always good to go into Slide Show view and listen to the narration to make sure it works properly and sounds the way you want it to.

In 2010, you can clip the beginning or end of a narration. It's a great feature. Follow these steps:

1. Click the sound icon.
2. Click the Playback tab that appears.
3. In the Editing group, choose Trim Audio.
4. In the Trim Audio dialog box, drag the left marker inward to trim the beginning and the right marker inward to trim the end. You can play and pause so you can tell exactly where to trim.

To delete narration, just click the sound icon on a slide and press the Del key.

To redo narration for a slide, display that slide, go through the process of narrating, then press the Esc key before going on to the next slide.

Tip: You can play the presentation without the narration, giving you lots of flexibility. In fact, narrating a presentation is a great practicing tool for presentations that you'll give live. Narrate as if you're giving the presentation and then sit back and listen. It's great feedback. To run the presentation without narration, choose Slide Show tab and click Set Up Slide Show. Check the Show Without Narration check box and click OK.

Narration in PowerPoint 2007

1. You need a microphone, so make sure it's set up and working. I use a webcam. Obviously, you want the area to be quiet so you don't get background noise. Some mics have a noise-cancelling feature.

2. On the Slide Show tab, in the Set Up group, click Record Narration. The Record Narration dialog box opens.
3. To test the microphone, click the Set Microphone Level button and speak. You should see a green indicator. You can also drag the microphone level indicator. Click OK. (If you aren't on the first slide, you'll see a dialog box allowing you to choose whether you want to start from the current slide or the first slide.)
4. To get the best quality, while still in the Record Narration dialog box, click the Change Quality button to open the Sound Selection dialog box. From the Attributes drop-down list, choose an option. Higher qualities (near the bottom of the list) provide better sound, but make the file size larger. (If you have a CD Quality option, choose that for the best sound.) You don't need stereo for voice narration. You can choose Save As and give your setting a name; then you can choose it later. Click OK twice to close the Sound Selection and Record Narration dialog boxes.
5. You're now in Slide Show view. Start speaking right away. When you're finished with a slide, click with your mouse to move to the next slide.
6. When you're done, either with the slide or the entire presentation, press the Esc key.
7. A window opens asking if you want to save your slide timings. Click Yes or No. You can always change them.
8. It's always good to go into Slide Show view and listen to the narration to make sure it works properly and sounds the way you want it to.

To delete narration, just click the sound icon on a slide and press the Del key.

To redo a slide, display that slide, go through the process of narrating, then press the Esc key before going on to the next slide.

Tip: You can play the presentation without the narration, giving you lots of flexibility. In fact, narrating a presentation is a great practicing tool for presentations that you'll give live. Narrate as if you're giving the presentation and then sit back and listen. It's great feedback. To run the presentation without narration, choose Slide Show tab and click Set Up Slide Show. Check the Show Without Narration check box and click OK.

Narration in PowerPoint 2003

1. You need a microphone, so make sure it's set up and working. I use a webcam. Obviously, you want the area to be quiet so you don't get background noise. Some mics have a noise-cancelling feature.
2. Choose Slide Show tab > Record Narration. The Record Narration dialog box opens.
3. To test the microphone, click the Set Microphone Level button and speak. You should see a green indicator. You can also drag the microphone level indicator. Click OK. (If you aren't on the first slide, you'll see a dialog box allowing you to choose whether you want to start from the current slide or the first slide.)
4. To get the best quality, while still in the Record Narration dialog box, click the Change Quality button to open the Sound Selection dialog box. From the Attributes drop-down list, choose an option. Higher qualities (near the bottom of the list) provide better sound, but make the file size larger. (If you have a CD Quality option, choose that for the best sound.) You don't need stereo for voice narration. You can choose Save As and give your

setting a name; then you can choose it later. Click OK twice to close the Sound Selection and Record Narration dialog boxes.

5. You're now in Slide Show view. Start speaking right away. When you're finished with a slide, click with your mouse to move to the next slide.
6. When you're done, either with the slide or the entire presentation, press the Esc key.
7. A window opens asking if you want to save your slide timings. Click Yes or No. You can always change them.
8. It's always good to go into Slide Show view and listen to the narration to make sure it works properly and sounds the way you want it to.

To delete narration, just click the sound icon on a slide and press the Del key.

To redo a slide, display that slide, go through the process of narrating, then press the Esc key before going on to the next slide.

Tip: You can play the presentation without the narration, giving you lots of flexibility. In fact, narrating a presentation is a great practicing tool for presentations that you'll give live. Narrate as if you're giving the presentation and then sit back and listen. It's great feedback. To run the presentation without narration, choose Slide Show> Set Up Show. Check the Show Without Narration check box and click OK.

[Slide 13] Inserting Sound Files

The other way to add your voice to a presentation is to insert sound files or use a service that accomplishes the same goal.

A big advantage to sound files, in my opinion, is the fact that you can use outside software to edit them. Even in PowerPoint 2010, you can only trim the beginning and end of a sound file on a slide. If your sound files are short and it's easy for you to record them perfectly after one or two tries, this might not be important for you. But if your sound files are longer, let's say 3 or more minutes per slide, and you find yourself re-recording them over and over, you might find this editing ability important. You can also control the quality of the sound better.

In addition, as you'll see, to create a presentation that runs automatically, with sound files, you have to set the slide timings manually. Just as most slide-sharing sites don't accept narration, some don't accept sound files, but some do, such as SlideShare and myBrainshark.

In PowerPoint 2003 and 2007, sound files are separate from the PowerPoint file. Actually, you can embed WAV files up to a certain limit, but they are not compressed, so few people use them. In 2010, by default, sound files are embedded, although you can choose to keep them as separate files.

[Slide 14] Either way, embedded or not, you get an audio icon on your slide when you insert a sound.

Use Audacity to record sound files

To create a sound file, usually one per slide, you need a recording and editing program. I recommend Audacity, because it's free, open-source, and has excellent editing tools. You can get it at <http://audacity.sourceforge.net>. If you download it, be sure to also read the instructions for, and download, the LAME MP3 encoder, which lets you save files in MP3 format.

I'll open Audacity to show you how it works. With your microphone or webcam set up, click the red Record button and start talking. Feel free to work from a script. Click the Stop button when you're done. There's a Pause button if you need to pause during recording. After you're done, click the Play button to play back your sound. If you find something you want to cut out, like an "uh" or "um," or a long pause, click stop, reposition the timeline marker if necessary, drag across the section you want to cut, and click the Cut button. There are other controls, but cutting is 95% of what I do.

Then choose File> Export. If you have set up your LAME MP3 encoder, you automatically save as an MP3 file. Just choose the name and location. Save your sounds in the same folder as your presentation. I usually call them slide1, slide2, etc. For the next slide, click the small X button at the upper-left of the audio track area and click the Record button.

When you're done, close Audacity without saving, because you've already exported and saved your files.

Insert sound files

For some uses, you want to insert the sound files onto your slides. For others, you'll work with a slide-sharing site's interface and upload them separately. One reason for inserting the sounds in PowerPoint 2010 is if you'll want to convert the presentation to video.

Here are the instructions for inserting a sound onto a slide:

PowerPoint 2010:

1. Go to Insert tab> Media group> Audio.
2. Choose the audio file you want to insert.
3. With the sound icon selected, click the Playback tab and choose how you want the sound to start from the Start drop-down list.

You can find other useful settings on the Playback tab. In 2010, you can trim the sound there and even add bookmarks that can act as triggers for animation synched with the sound.

PowerPoint 2007:

1. Go to Insert tab> Media group> Sound.
2. Choose the audio file you want to insert.
3. A message pops up asking how you want the sound to start in the slide show. Click either Automatically or When Clicked. (You can change it later on the Sound Tools Options tab.)

You can find other useful settings on the Sound Tools Options tab.

PowerPoint 2003:

1. Choose Insert> Movies and Sounds> Sound from File.
2. Choose the audio file you want to insert.
3. A message pops up asking how you want the sound to start in the slide show. Click either Automatically or When Clicked. (You can change it later in the Custom Animation task pane. Click the sound's drop-down arrow and choose Timing. Choose an option from the Start drop-down list.)

You can find other useful settings on that Timing and Effect tabs.

By the way, you can record a sound within PowerPoint and then insert it on the slide. It's one of the options for inserting sound files.

Working with sound files in PowerPoint

One important point to note is that when you insert a sound, it becomes an animation. If you open the Custom Animation task pane, you'll see it on the list. Usually this isn't a problem, but if you have other animations on the slide and then add the sound, the sound will play in its animation order, after the existing animations. So, if the sound isn't playing at the right time, go to the Custom Animation task pane and drag the sound upward to the top of the list.

If the sound will start automatically, you don't need or want the sound icon on the slide; just drag it off to the side.

[Slide 15] Setting slide timings

To create a self-running presentation, you also need slide timings. If you used narration and recorded the timings as well, you're done.

If you added sound files, you have to do this step manually. It isn't hard, but if you have a lot of slides, it can take some time.

You might want to write down all the slide numbers and associated sound lengths first and then add the slide timings. See which is faster for you.

Do 3 or 4 slides and test them in Slide Show view before continuing. For example, you may want to leave half a second after the sound file ends before you transition to the next slide.

Finding the length of a sound file

PowerPoint 2010

1. With the sound file selected, hover the cursor over the end of the timeline. You'll see the length of the sound.
2. Go to Transitions tab> Timing group, Advance Slide and check the After checkbox. If your audience will have access to the actual presentation file and you don't want them to be able to click through the slides, uncheck the On Mouse Click checkbox.
3. In the Timing box, first click the up arrow to increase the time to 1 second. For some reason, this makes it possible to type the time you want. The time looks like 00:00:00,

which is minutes, seconds, and hundredths of seconds. If your sound file is 3 minutes and 29 seconds, the time should look like 03:29:00. Click in the Timing box where you want to type, type the number you want, and delete the existing number.

PowerPoint 2007

1. Select the sound icon and open the Custom Animation task pane (Animations tab> Custom Animation).
2. Click the animation's item in the task pane and choose Timing.
3. Click the Sound Settings tab to see the length of the file.
4. Go to Animations tab> Advance Slide group and check the Automatically After check box. If your audience will have access to the actual presentation file and you don't want them to be able to click through the slides, uncheck the On Mouse Click checkbox.
5. In the Timing box, enter the length of the file. The time looks like 00:00, which is minutes and seconds. If your sound file is 3 minutes and 29 seconds, the time should look like 03:29.

PowerPoint 2003

1. Right-click the sound and choose Edit Sound Object. In the Sound Options dialog box, you'll see the length of the file.
2. Choose Slide Show> Slide Transition to open the Slide Transition task pane.
3. At the bottom, in the Advance Slide area, check the Automatically After check box. If your audience will have access to the actual presentation file and you don't want them to be able to click through the slides, uncheck the On Mouse Click checkbox.
4. In the Timing box, enter the length of your file. The time looks like 00:00, which is minutes and seconds. If your sound file is 3 minutes and 29 seconds, the time should look like 03:29.

There's another method for finding the length of a sound file, in Windows Explorer. Right-click the file and choose Properties. Click the Details tab and you'll see the length. But this method takes you out of PowerPoint, so it will probably take longer.

Test your presentation

You always need to test your presentation in Slide Show view. You may have to tweak your slide timings just a bit so that the presentation doesn't seem rushed.

[Slide 16] Posting to slide-sharing sites

Yes, it's quite overwhelming, isn't it? There are a huge number of options, but we will organize them into two categories, and that will help a little.

[Slide 17] Now you can see that some sites only allow you to post presentations for sharing. These sites don't have any tools for creating presentations, although they let you add sound and perhaps video. These are slidshare, slideboom, and authorSTREAM. Mybrainshark is similar but has a few more editing options.

Microsoft has confused things by having too many names. It's called Microsoft Office Web Apps, but you don't see that anywhere on the site. SkyDrive really refers to their free online

storage. One of the apps is PowerPoint. While you can technically create presentations with it, the features are so limited, that I wouldn't recommend it. Instead, use it for sharing and minor edits.

Finally, we have the full-fledged online creation tools. A couple of these are very cool. They are Prezi, Google docs, sliderocket, and Zoho Show.

All of these sites are free but many have paid options with more features.

[Slide 18] Why?

We talked earlier about reasons for getting your presentations on the Web, but I want to go into some more detail.

For marketing, you get these benefits

- You can add keywords so people can find your presentation when they search.
- You get a unique URL that you can give to potential clients and colleagues.
- You can include your URL in the info box on the side. People can go to this URL and find your website.
- They provide embed code so you can embed the presentation on your site and blog.
- Many sites allow viewers to easily tweet or “like” your presentation.
- Some sites offer a tool to upload your presentation to YouTube.

For this type of marketing use, you don't need sites that let you create presentations. You just want sites that let you post them. These are slideshare, mybrainshark, authorSTREAM, and slideboom.

[Slide 19] When you use online sites for collaboration, you avoid the email run-around, especially if you have more than 2 people involved:

- The latest version is always online for everyone to see. You don't need to search through emails to find it or worry about who has the email with the latest version attached.
- Your collaborators can edit the presentation online, if you allow them to. You can always go online and see the edits, rather than waiting for the email.
- The online presentation creates a permanent reference, as long as you leave it up. Perhaps you have received an email with an attached presentation containing some work policies — and this applies to documents as well as presentations. A few months later, it was probably hard to find this information and new employees didn't receive it at all. Instead, imagine a narrated online presentation and a link to it in the employee manual.

If you can think of more collaboration advantages, please leave a comment below the video window.

For this purpose, you want sites that let you create presentations using familiar tools and share them with specific people. The most appropriate sites are Office Web Apps, Google docs, and Zoho Show. Google docs and Zoho Show are fairly similar. They offer basic tools to create a simple presentation. Office Web Apps has the fewest options and I recommend using it by

uploading an existing PowerPoint presentation first and then editing it. Google docs stands out in that it allows up to 10 people to work on a presentation at the same time.

[Slide 20] Some of the sites offer innovative tools or a new paradigm. They encourage you to create your presentations online and deliver them from the cloud. Slidrocket and Prezi stand out here. Rather than give you a tour, I recommend that you try these out and see if they suit you.

One reason to create slides online is to do so in real-time, during an online meeting. You might want to incorporate people's suggestions onto a slide, for example. This is now hard to do in PowerPoint, although I have a tip on it, "[Add notes during a presentation.](#)"

Finally, you might want to work without PowerPoint. Some people just don't like Microsoft, others need a free tool, others are collaborating with people on a variety of platforms, such as PCs, Macs, iPads, etc.

[Slide 21] [Slideshare](#)

I can't go through each site in detail, but I do want to give you a taste of each one, so you can get an idea of which one to use. Also, [here is a good review of slideshare, AuthorSTREAM, mybrainspark, and slideboom.](#) And you can download my comparison of all the sites with some basic information about each of them; just look below this video window. In the handout, you'll find links to all of the sites.

Slideshare was the first successful slide-sharing site and probably has the biggest share of the market. The biggest reason for using Slideshare.net is that more people will find your presentation.

But its features are not great. It doesn't support animation and the method of adding sound is quite difficult.

[Slide 22] I have a slidecast there at <http://www.slideshare.net/ellenfinkl/latest-trends-high-impact-low-cost-marketing-with-presentations>, so you can get a feel for how it works. If I were to do it again, I would use more slides, rather than stay on one slide for so much text, but dividing up the narration among more slides would be even harder.

[Slide 23] [AuthorSTREAM](#)

AuthorStream displays most simple animations but there's a slight delay, so don't try to synchronize narration with animation. It keeps the narration and any sound, as long as it's embedded rather than linked. AuthorStream even converts to movie format so you can post it on YouTube—or on your site. It's free for up to 5 minutes.

[Slide 24] Here is a narrated presentation that I uploaded. Note the embed code, my website URL in the description and the option to convert to video. You can see it at <http://budurl.com/t7qe>.

[Slide 25] [Slideboom](#)

Slideboom has excellent features and is owned by iSpring, which sells software to convert PowerPoint to Flash SWF format. It was the only site I tried that supported a trigger animation I created in a test presentation. The site worked well with the narration in my test presentation. I did have an uploading glitch the 3rd time around.

[Slide 26] You can see a silent presentation of mine there at <http://www.slideboom.com/presentations/336675/sample-makeovers>.

[Slide 27] [myBrainshark](#)

myBrainshark is the free service for brainshark.com, which provides companies a secure place to store and share their presentations. As far as I know, it's the only site that lets you upload individual MP3 files for each slide. You can also record narration on the phone or using a microphone. It has a number of options for fine-tuning your presentations. A great one is the ability to create clickable hyperlinks. This makes it easy for people to click through to your site.

[Slide 28] You can see one of my presentations, with narration, at <http://my.brainshark.com/4-layouts-that-always-look-good-759856724>.

[Slide 29] Here you see the last slide, with clickable links. This is pure gold for marketing!

[Slide 30] [Sliderocket](#)

Let's move on to the sites that let you create presentations. I'll move through these more quickly. I'm not convinced of the great value of creating presentations online, but being able to edit them online means that multiple people can collaborate on a presentation. And online applications may be the wave of the future, so this trend is interesting to watch.

Sliderocket offers both authoring and sharing. I think its tools are very innovative; they definitely offer the most advanced online presentation tools.

[Slide 31] [Google Docs](#)

Many people are familiar with Google Docs. It offers acceptable but simple tools for authoring. It shines at collaboration, being the only site that lets multiple people work on a presentation at one time, up to 10. You can upload PowerPoint presentations, work on them, and export back to PowerPoint. The translation from and to PowerPoint is not perfect.

[Use this link to view a presentation of before and after slides](#) on Google Docs. You'll see numerous problems with the presentation in text spacing, graphics, and colors. In fact, since this presentation showcases some of my work, it's actually pretty embarrassing!

[Slide 32] [Microsoft Office Live Workspace or Office Web Apps](#): Microsoft keeps changing the name of this feature. You'll see Windows Live and SkyDrive on the site, but they're now calling it Office Web Apps. You can upload PowerPoint files, edit them online, then download them. The rendering of my presentation seemed perfect.

The trade-off is that the tools are minimal. Although you can technically create a PowerPoint presentation online, don't try it. You'll be very frustrated by the lack of flexibility. Instead, use Office Web Apps by uploading a presentation created in PowerPoint, sharing it, and doing minor edits.

[Slide 33] [Zoho Show](#)

Zoho is similar to Google Docs. Zoho Show is the presentation app. It doesn't accept PPTX files. If you're not familiar with Zoho, it's an amazing site, with many free apps available, much more than Google Docs. Import results were similar to Google, that is, not acceptable to me.

[Slide 34] [Prezi](#)

Prezi is very unique and that alone has given it quite a reputation. Even its menu is different. The main concept is that you work on a canvas, not on slides. You just put your content in an area, frame it, and then draw a path from frame to frame. The result looks like a pan-and-zoom transition between slides. If you like trying new things, I recommend trying it just for fun.

[Slide 35] Posting to YouTube

Let's turn to YouTube. The difference between posting to a slide-sharing site and posting to YouTube is that YouTube is a video site, not a presentation site. So you need to convert your presentation into video format to post it on YouTube and other video sharing sites.

What's so special about YouTube? Traffic! Amazingly, YouTube is the third biggest search engine. That means that people go there, searching for videos.

Like slide-sharing sites, you have options for providing keywords and your URL in the description.

Remember that a video always runs itself, so you need to include slide timings and the narration must start automatically. Also remember that YouTube has a 10-minute limit unless you have a Director's account, but should be shorter. Statistics show that people don't often finish longer videos. Finally, you need to keep things lively, with many changes throughout, either many slides or lots of animation.

How do you convert PowerPoint to video? Here are several ways:

1. **Use PowerPoint 2010.** It outputs to WMV format. Choose File> Save and Send> Create a Video. You can use existing timings for each slide or assign a timing. This is the absolute easiest method. The video output will include sounds and narration, and even embedded videos! [Here's an example that I created for a client.](#)
2. **Use [Techsmith Camtasia Studio](#).** For longer presentations, and when you want editing capabilities, Camtasia is a great tool, with lots of features. I use it a lot; in fact it's what I'm using now to record this training video. Camtasia is video-recording software, so you run through your presentation and Camtasia creates a video. You can record your voice as you go. It has excellent editing tools. The last I checked, Camtasia was \$299. If you do a lot of this, it's worth the price.

3. For presentations under 5 minutes, [Techsmith's Jing](#) is easy to use. Jing Pro (an easy-to-afford \$14.95 per year) lets you quickly share to YouTube. Jing is also video-capture software and you can record your narration as you go.
4. [CamStudio](#) is free, open-source video-recording software. I've only tested it once. It doesn't let you edit your video.
5. **Windows Movie Maker** is free with some versions of Windows. It isn't included with Windows 7, but you can [get a free download, Windows Live Movie Maker here. Here's a clear YouTube video](#) (appropriate, right?) on how to accomplish this. You export your PowerPoint presentation to images and import the images into Windows Movie Maker. You can't include PowerPoint animation, but you can add narration.
6. [Authorstream](#) and [myBrainshark](#) let you upload to YouTube. Authorstream limits you to 5 minutes; the paid versions let you convert more time.

[Slide 36] Embedding in a blog or web page

I've already mentioned the embed code that most slide-sharing sites and YouTube offer. First, click the Embed button. If there isn't a button to copy the code, right-click and choose Select All. Then right-click and choose Copy. This ensures that you get all of the code. Then paste it in your web page or blog. If you're using WordPress blogging software, click the HTML tab and paste the code where you want it.

[Slide 37] Here's an example of a presentation that I embedded in my blog from slideshare. You can see this at <http://www.ellenfinkelstein.com/pptblog/create-a-timeline-agenda-in-presentationzen-style/>.

[Slide 38] Making available for download

Sometimes a simple solution is to make your presentation available for download. This works best in a closed environment, such as for training within an organization.

When you open your presentation up to the general public, you run into potential problems:

- Not everyone has PowerPoint, so they can't open your presentation. Yes, they could open it in Office Web Apps, Google Docs, or even the free OpenOffice, but they probably don't know how.
- People may "adopt" your work, making changes and passing it off as their own. In other words, you lose security in situations where you don't want your audience to change the presentation.
- If you're working in PowerPoint 2007 or 2010, you'll need to save in PPT format for those people who are still using 2003. Yes, there is a free add-in for 2003 that lets you open PPTX files, but again, many people don't know about it or their IT Department doesn't let them install it. I often provide a presentation in both formats.

[Slide 39] You can upload the presentation to your website or blog and simply link to it in the same way that you would link to any other file. But you can also use the download option in all the various slide-sharing sites. In most instances, people get the original presentation you uploaded. You can generally disable downloading if you want; in fact, not allowing downloads is usually the default.

If you don't need animation, narration, or timing, you can save the presentation as a PDF. But beware of substituting a presentation with narration with a PDF; a great deal of the message will be missing. This can be dangerous!

[Slide 40] To save as PDF:

- **PowerPoint 2010:** Choose File> Save & Send> Create PDF/XPS Document. Then click the Create PDF/XPS Document button. Don't worry about the XPS part.
- **PowerPoint 2007:** You can download an add-in to save as PDF at <http://www.microsoft.com/downloads/en/details.aspx?displaylang=en&FamilyID=4d951911-3e7e-4ae6-b059-a2e79ed87041>.
- **PowerPoint 2003:** Install a free PDF driver, like PDF995. Then choose File> Print and choose the PDF 995 printer driver from the list of printers.

[Slide 41] Displaying in a browser

When you upload your presentation to one of the collaboration sites, such as Google Docs or Office Web Apps and give people the UR. Those people can view your presentation in their browser. They don't need PowerPoint.

Here's another interesting option: presenting from the cloud! If you can display it in a browser, you can present from it. You might be on the spot without your laptop, but you can use someone else's and present on the spur of the moment. Of course, you can't deviate from what's already up there. Be sure to practice doing this, to make sure you have the flexibility that you need and know how to navigate back and forth, if necessary. This is a great back-up technique. If your laptop dies, you can always borrow someone else's and still present, because you have your presentation in the cloud. On the other hand, you should always have a copy of your presentation on a flash drive.

For this purpose, find a tool that lets you view your presentation full screen. For example, in Office Web Apps, after you open the presentation, there's a Start Slide Show button. A new window opens and you see little else but the presentation, as you see here.

[Slide 42] Giving webinars or online meetings

Another way to expand your reach and therefore your impact is to give webinars, that is, web seminars. Webinars are great for marketing, collaborating, and training. Most companies use webinars for meetings, as well, to save the cost of travel.

In a webinar, you usually share your screen so other people can see what you're doing. In some services, you can upload the presentation, but usually it's on your computer. This is called desktop sharing. So you just run through your PowerPoint slides in Slide Show view. At the same time, there's an audio connection, either by phone or VOIP. With VOIP, people listen on their computer's speakers or with a headset. If they have a microphone, they can also speak.

A commonly used solution is [GoToMeeting/GoToWebinar](#). GoToMeeting can accommodate up to 15 people. GoToWebinar lets you present to 1000. It has a full range of features including VOIP and telephone options, polls, a chat box for questions and answers, transfer of control,

recording, reports, and more. It's planning to offer live HD video. [LiveMeeting](#) and [WebEx](#) are competitors.

A free option is [Join.Me](#) but it has fewer features. It's owned by LogMeIn, a service that lets you view your computer from another remote computer. I use LogMeIn when I travel to access files on my desktop computer at home. Join.Me doesn't include VOIP, but does offer a teleconference number. This means that attendees are making a long-distant call for the length of your presentation. There is also chat and the ability to give someone control of your screen. You can't record the webinar, but if you have Camtasia or CamStudio, you can record it on your own.

[Slide 43] Scenarios

Since there are so many variables, I thought I would list some complete scenarios you can use to get your presentations online.

1. You want to get maximum exposure: Put on it on slideshare and YouTube.
2. You want most flexibility and a professional look and feel: Put it on myBrainshark and upload MP3 files for each slide
3. You want to collaborate on a presentation you have already started: Use Office Web Apps if design is important, or Google Docs. Use Google Docs if you want several people to collaborate at once.
4. You want to post on your blog or website and you want sound, use myBrainshark or AuthorSTREAM.
5. You want to post a presentation for in-house training: Post to AuthorSTREAM or myBrainshark and add audio.
6. You want to present from an online presentation: Use Office Web Apps if you're presenting live or GoToMeeting/Webinar if you're presenting over the Internet. If your budget is tight, try Join.Me.

[Slide 44] The Life-Cycle of a presentation

A presentation should have a life-cycle. You should reuse your best presentations many times. Here's how:

1. **Live presentation:** Create and deliver your presentation.
2. **Upload:** Add narration from your speech to your presentation. Upload to AuthorStream, myBrainshark, or multiple sites. You can keep it private if you're just using it to get the code to embed it on your site or if you want to make it available to only certain people.
3. **Embed:** Add the Embed code to your site and/or blog.
4. **Video:** Use AuthorStream, PowerPoint 2010 or another option to convert the presentation to movie format and post on YouTube.
5. **Marketing:** Post links to the presentation in your blog, e-mails, and on social media.
6. **Webinars:** Use the presentation for webinars.
7. **Multiply:** If the presentation is popular, create other similar presentations. If not, try a different approach. Start the life-cycle over.

[Slide 45] Summary

1. I explained why you should put your presentations on the Web. The main reasons are marketing, collaboration, and training.
2. I showed you how to add audio and timing to presentations
3. I covered many sites that allow you to upload presentations
4. I talked about using embed code for your blog or website.
5. I explained how to offer a presentation for download.
6. I covered displaying your presentation in a browser.
7. Finally, I talked about using webinars to present to others via the Web.

It seems like a lot, but each one of you will have a different scenario, depending on your needs. Be sure to download the handout and slide-sharing site comparison. You'll soon find one or two methods that work well for you. So, go forth and put your presentations on the Web!

I'll go back to live video for a few final words.