

**Get ready for the best  
presentation you've ever seen.**

# About Kenny Nguyen

- Kenny Nguyen is the CEO/co-founder of ThreeSixtyEight, a modern agency that makes and markets brands through clever content and disruptive design. The agency also operates Big Fish Presentations, a service line that focuses on ridding the world of boring presentations through high-quality presentation design, presentation coaching, and speechwriting. Through combining disciplines of UX design, strategy, and personal communications, the agency is able to create unique customer experiences for companies like Unilever, CenturyLink, McGraw-Hill Education, Pepsi, Mizuho, Quantcast, Nationwide Insurance, GE, and NASA. Kenny has been featured on speaking platforms such as TEDx, Google Talks, Inbound, and General Assembly and has contributed to outlets such as Forbes, Inc., Entrepreneur Magazine, Techcrunch, Yahoo, Business Insider, Mashable, Huffington Post, and Washington Post. He is the co-author of the McGraw-Hill published book *The Big Fish Experience: Create Memorable Presentations that Reel in Your Audience*. Alongside his agency, he curates Assembly Required, a quarterly conference series in Louisiana that focuses on highlighting/retaining/recruiting the best talent in Louisiana while connecting attendees to national level speakers. Outside his agency, he is an owner in Baton Rouge's newest modern Asian restaurant Soji. In 2018, he was selected as one of the Forbes 30 under 30 in the marketing + advertising section and as Business Report's Young Businessperson of the Year.



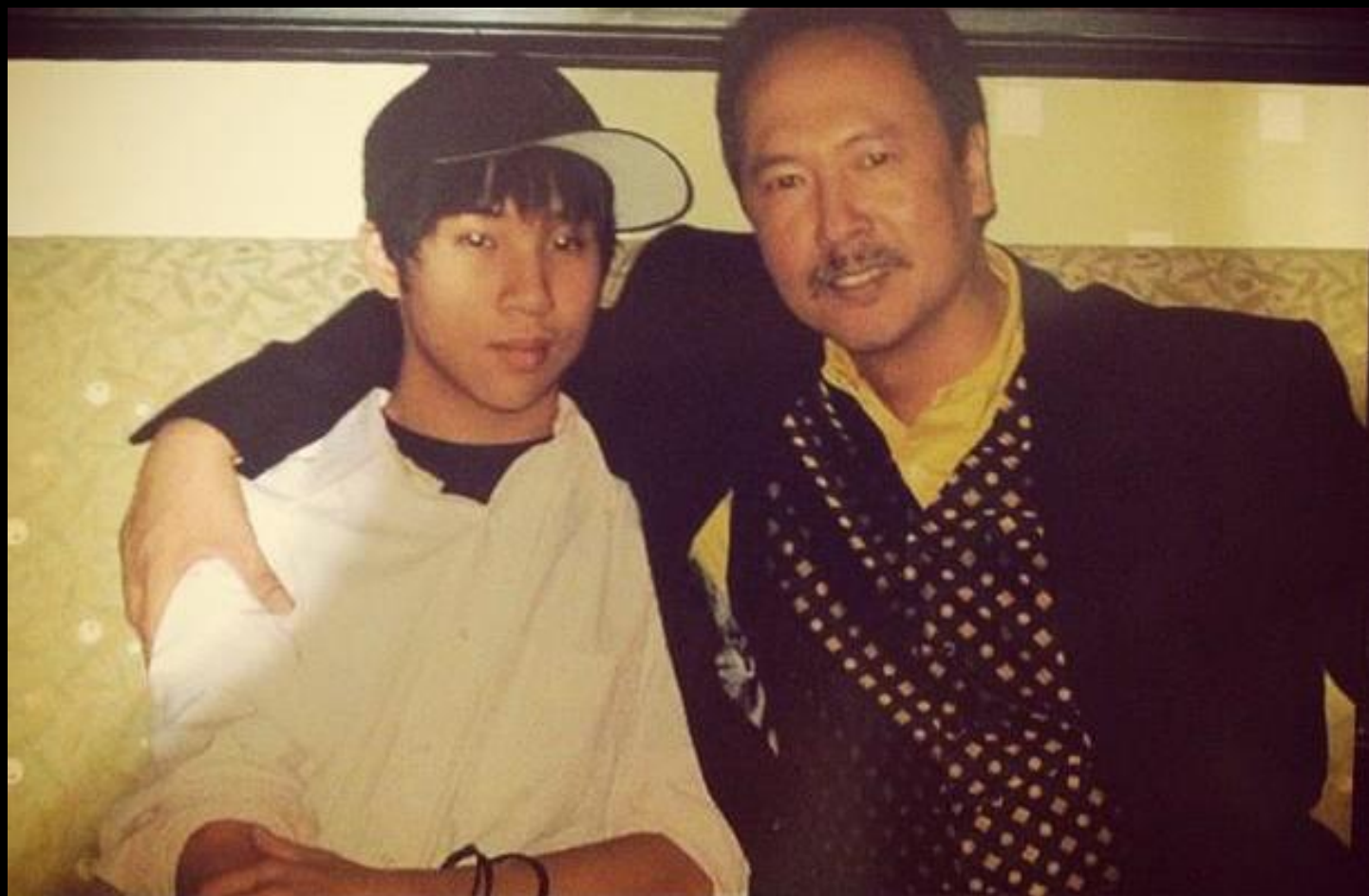
**It only gets better from here.**

A close-up portrait of a man with dark, curly hair and a light beard, looking directly at the camera with a slight smile. The background is a solid blue color.

*YOUR GUIDE:*

**KENNY NGUYEN**

CEO/FOUNDER OF THREESIXTYEIGHT

















Acadian / Perki



[www.bigfishpresentations.com](http://www.bigfishpresentations.com)

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# America's **coolest** College Start-Ups 2012

**BetterBoo.com**



200 BUSINESS IDEAS | CROWDFUNDING GROWS UP

# Entrepreneur

## Look alive!

A creative approach to banishing boring business presentations

When Louisiana State University students Kenny Nguyen and Gus Murillo heard that a key executive at a Fortune 500 company was speaking on campus, both rushed to attend. But instead of feeling inspired by the presentation, they were bored.

"It was 200 slides of nothing but text, and he read each one," Nguyen recalls. "I couldn't believe the president of one of the world's biggest companies was presenting like this. I thought, We could do so much better."

Nguyen and Murillo launched Big Fish Presentations in 2011. Instead of boring slides with facts, figures, bullet points and clip art, the Baton Rouge, La.-based company creates presentations that tell stories and resonate emotionally with viewers for effective promotion of



Making lectures rock: (from left) Gus Murillo, Kenny Nguyen and Big Fish employees.

presentation could be the ticket to landing a major deal that would more than offset the cost of their services.

EasyLiving Home Health Care in Clearwater, Fla., was hooked. Owner Alex Chamberlain knew that his orientation program for new hires was a snooze. But

the show, however, determined to build a successful business without outside investors. "It was a gut feeling that it wasn't right for us," Nguyen explains.

Meanwhile, they continued courting new clients. Their roster expanded to include healthcare, high-tech and food-







THE BIG FISH EXPERIENCE

# THE BIG FISH EXPERIENCE

CREATE MEMORABLE PRESENTATIONS  
THAT REEL IN YOUR AUDIENCE

KENNY NGUYEN • GUS MURILLO • ROBERT KILLEEN & LUKE JONES  
of Big Fish Presentations























# The Big Fish Experience

Create Memorable Presentations That Reel In Your Audience

**Kenny Nguyen, CEO/Co-Founder, ThreeSixtyEight**

# THE APPROACH

ENGAGING CONTENT + SIMPLISTIC DESIGN + POWERFUL DELIVERY = UNFORGETTABLE EXPERIENCE



# ICEBREAKER

NEVER  
HAVE I EVER

..... INTRODUCTION

POWERFUL DELIVERY

# Learning Objectives

## **Learning Objective 1**

Learn how to write an engaging speech outline in 15 minutes or less

## **Learning Objective 2**

Discover tactics and tools to help you better visually deliver your message (even if you're a non-designer)

## **Learning Objective 3**

Practice ways to help you deliver more impactful ideas and call to actions.



A vintage typewriter is shown in a dark blue, semi-transparent overlay. The typewriter is a classic model with a visible carriage, paper support, and a keyboard. The text "Simplistic, Meaningful Content" is written in a large, white, sans-serif font over the left side of the typewriter. The background is a solid light blue.

# Simplistic, Meaningful Content

**Define your audience.**



**Who is your primary audience?**

**When and where are you presenting?**



**What's the main thing that the audience desires from you?**

**What doubts do you think the audience  
will wield against your argument?**



**What's at stake if they don't listen to you?**



**BIG IDEA**





AN EASY FORMULA TO WRITE BIG IDEAS:

**Challenge For Audience + Received Benefit**

THIS PRESENTATION'S BIG IDEA:

**If you don't own a process on organizing your presentation content, you can't build great presentations consistently.**



**BIG IDEA**



**CTA**



# Question

# Offer

# Demand



**Main Point 1**

**Main Point 2**

**Main Point 3**

**BIG IDEA**

**CTA**

# Tips For Main Points

- Should directly support the big idea.
- Should be tweetable; 140 characters or less.
- Should easily be recapped at the end of the presentation.

**Main Point 1**

**Main Point 2**

**Main Point 3**

**BIG IDEA**

**CTA**



**Main Point 1**

**Main Point 2**

**Main Point 3**

**BIG IDEA**

**Opener**

**CTA**

# Common Types of Openers/Closers

- Stories
- Quotes
- Data
- Humor
- Questions
- Media

PRO TIP:

**End how you began your presentation to help bring your presentation full circle.**



**Main Point 1**

**Main Point 2**

**Main Point 3**

**BIG IDEA**

**Opener**

**CTA**



# High- Quality Design

**Simple**

**Understandable**

**Memorable**

**Simple**

Understandable

Memorable



**One idea.**

TURNING VIRTUAL TEETH

*into a*

REALITY

Simple

**Understandable**

Memorable



TURNING PRESENTATIONS INTO *Experiences.*





Simple

Understandable

**Memorable**

# Overall Burden

680 Million = 120 Billion

people who need glasses in  
developing countries.

USD in income losses due  
to lack of productivity.

using graphics and

# Images

**Use company photography or stories.**

**Stock is garbage.**



**(most) Stock is garbage.**









In the last 10 years, we have seen  
major growth in new markets.



In the last 10 years, we have seen  
major growth in new markets.





# Resources

- <https://unsplash.com>
- <https://pexels.com>
- <https://orioniconlibrary.com>

using transitions and

# Animation

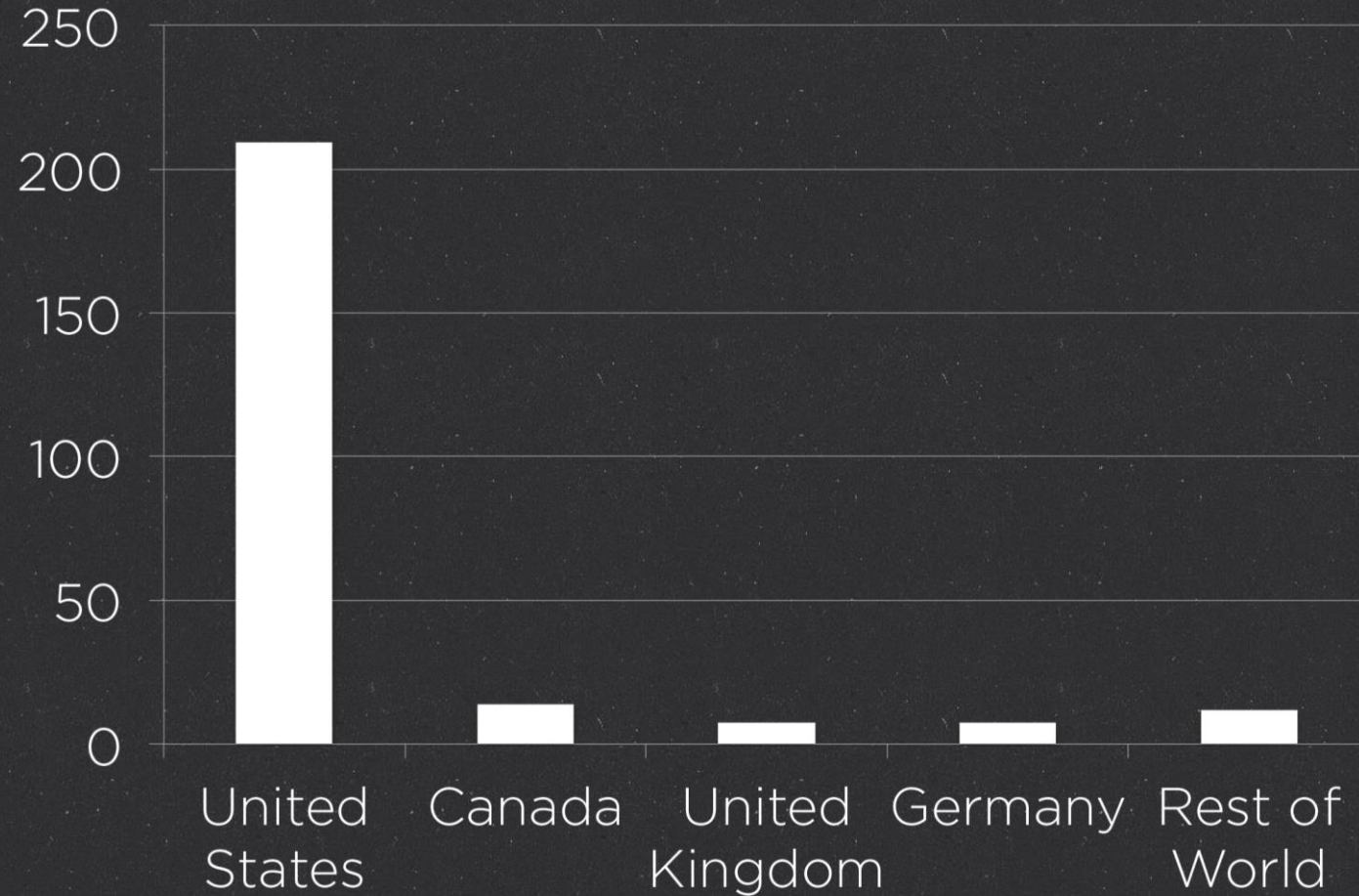
**Are they necessary?**

visualizing your  
**Data**

**How do I make a bunch  
of data look good?**

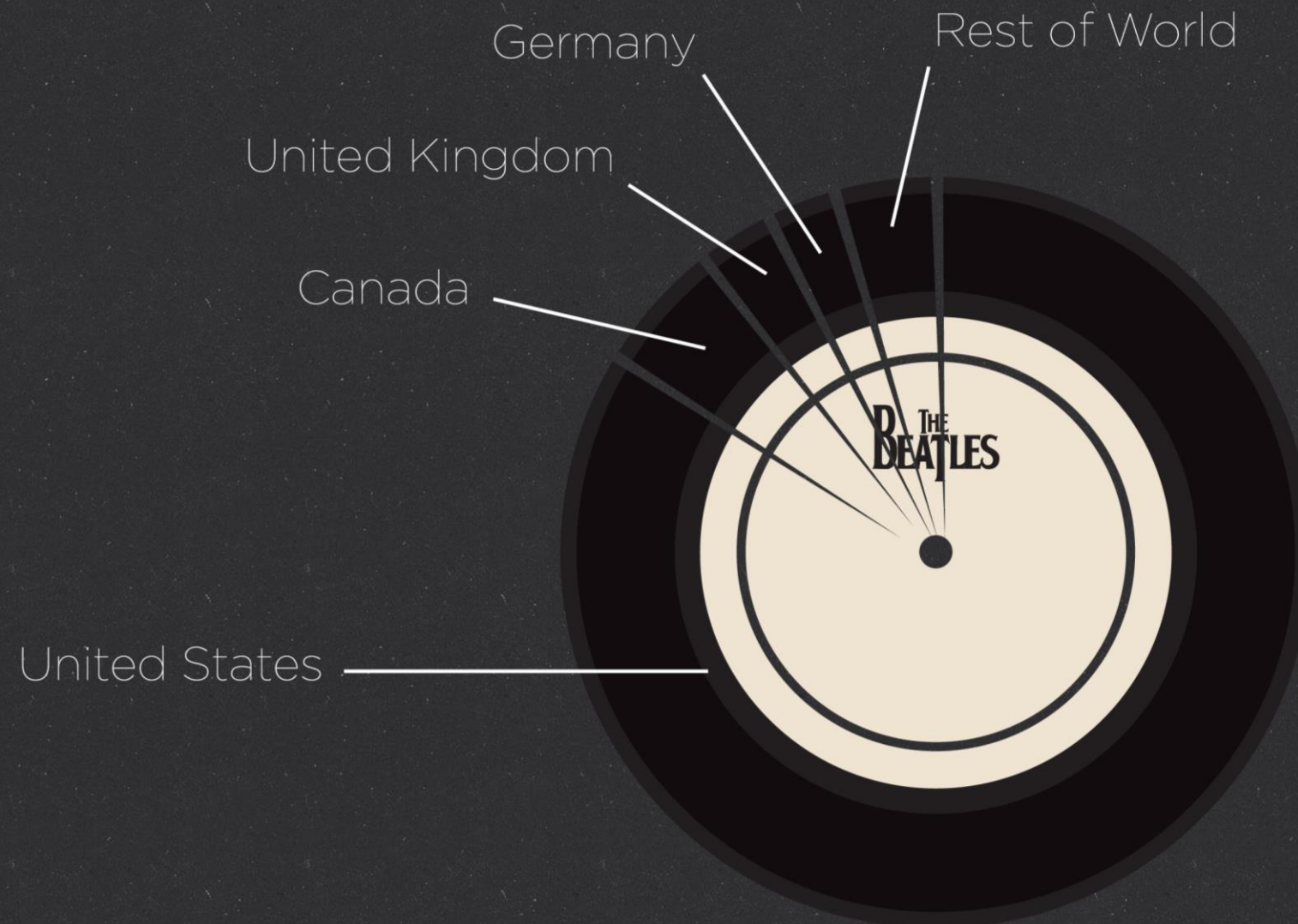


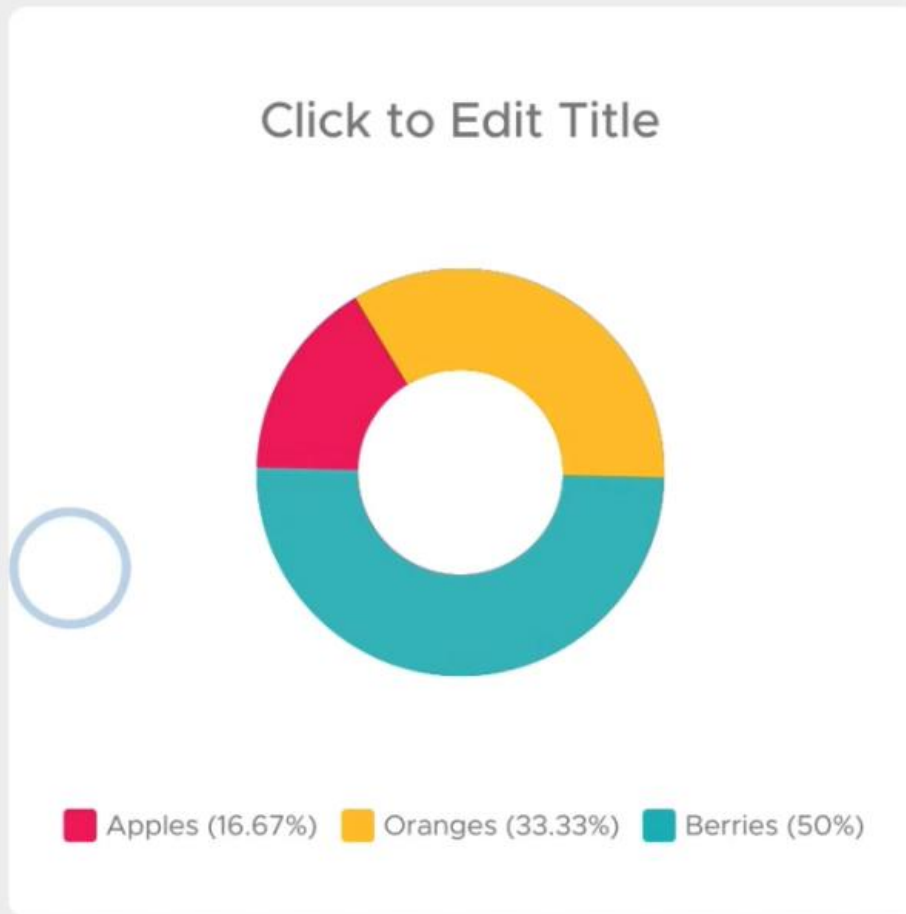
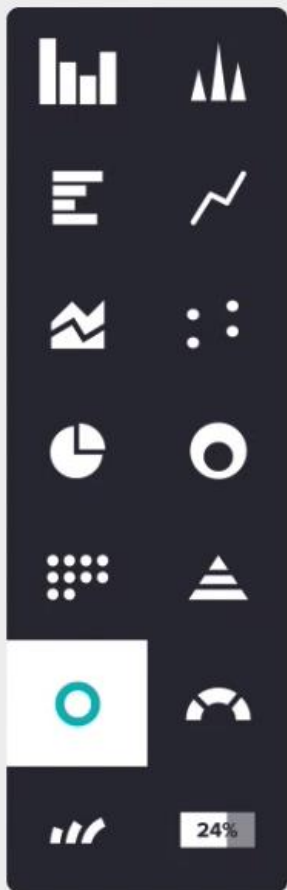
# THE BEATLES' TOTAL ALBUM SALES BY REGION



\*Numbers displayed in millions

# THE BEATLES' TOTAL ALBUM SALES BY REGION





# Resources

- <https://piktochart.com>
- <https://canva.com/create/infographics>



**Simple**

**Understandable**

**Memorable**



# Powerful Delivery



TOPIC

# 5 WAYS TO HAVE BETTER BODY LANGUAGE

INTRODUCTION

..... POWERFUL DELIVERY

# FORUM

# HOW TO BETTER PREPARE FOR PRESENTATIONS

INTRODUCTION

..... POWERFUL DELIVERY



# Follow-Up

# Things You Should Have Learned

- Content is built around a strong Big Idea, a clear call to action, and strong supporting content.
- The best presentation slides are simple, understandable, and memorable.
- Record yourself! You are your biggest critic when improving your presentation delivery style.
- NEVER deliver a presentation you wouldn't want to sit through yourself.



# Email Me In 72 Hours And You Will Get:

- Presentation Mind Map Recap
- Presentation Cheat Sheet for Resources

**kenny.n@threesixtyeight.com**



# **PRESENTING AN** *Experience*

# Questions?

**Please be sure to complete the session evaluation on the mobile app!**

# Speaker Biography



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