



PowerPoint presentations for groups

A guide to using the 'Introduction to IAM RoadSmart' and 'Introduction to Advance Driving/Riding' PowerPoint files

Introduction

In supporting our marketing activity across the UK, IAM RoadSmart provides groups with a suite of promotional assets to help spread the word about our mission, brand and courses. These tools are designed to help you engage with potential and new associates and other community groups in your location.

To build on these resources, we have uploaded a new portfolio of PowerPoint decks for you to use. These are designed to either help you introduce IAM RoadSmart's courses and objectives to people who want to find to more about us, or – in a separate set of presentations - to explain Advance Driving and Riding in more detail.

We hope these resources will be a really useful tool for you as you promote and explain our courses in your local area.

The PowerPoint files include modern images and updated text, and a series of videos to help bring the IAM RoadSmart experience to life. They also include a number of areas where you can add in local information and detail, so that the information being given can be targeted specifically, and therefore appeal, to the people with whom you are talking.

While we hope the files are intuitive and easy-to-use, the following document provides a simple 'how-to' guide which can be used in support of the PowerPoint documents themselves.

If you do encounter difficulties in using the files, however, and require support, please do contact marketing@iam.org.uk and we will be happy to provide more detailed guidance.

We hope you enjoy using the presentations.

The IAM RoadSmart Marketing Team

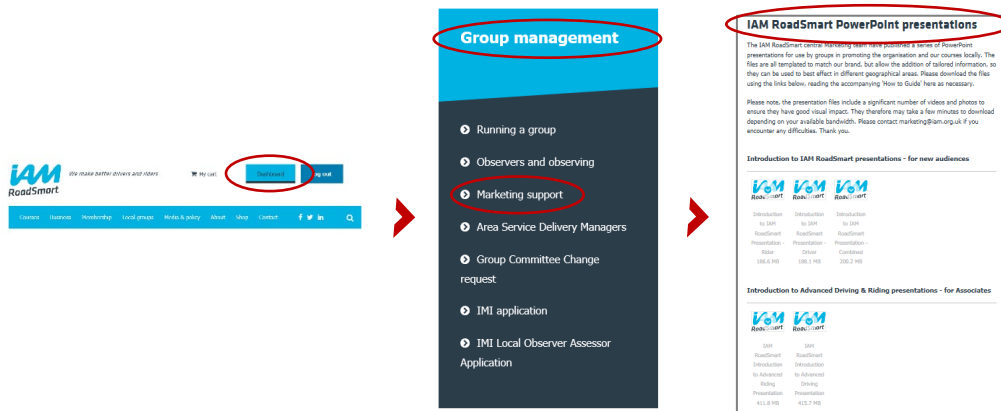
Please note: We believe the Microsoft PowerPoint system is now widely used and understood in the UK and that most of the basic functions in the various PPT files will therefore be easy for groups to apply (moving between slides, adding in text into unlocked areas etc). The guidance provided in this document is consequently specific to our files – it does not provide tips on how to use PowerPoint generally.

If you feel you would benefit from an introduction to using PowerPoint overall, there are many online tutorials and guides available, including videos on YouTube etc. Microsoft itself also provides advice [here](#).

How to access the files

All our PowerPoint files for groups to use are available to download via the group support area in the dashboard of our website. You can login to this area using this page:

www.iamroadsmart.com/login. If you have relevant permissions (i.e. are a volunteer or official who is actively involved in group activities), you should follow the following path to locate them:



The PowerPoint presentation decks are available in five different files, with content in each set slightly changed to suit combined, car or bike groups. The version is defined in the file name (see list following), so please choose the one that is most relevant to your group and the audience whom you are talking:

For new audiences:

- Introduction to IAM RoadSmart Presentation - Combined.pptx
- Introduction to IAM RoadSmart Presentation - Driver.pptx
- Introduction to IAM RoadSmart Presentation - Rider.pptx

For associates:

- IAM RoadSmart Introduction to Advanced Driving Presentation.pptx
- IAM RoadSmart Introduction to Advanced Riding Presentation.pptx

You can download the file to your own laptop/PC/tablet/system by clicking on the relevant thumbnail for the presentation deck you want to use.

Please note: Due to the volume and quality of images included in the presentations, the file size of each is quite large (c.190 - 415MB). It therefore may take some time to download onto your system, depending on the bandwidth of your available network. We have tested them in home environments however, and they do download effectively, although it can take a number of minutes for the file transfer to be completed. If you do however have issues downloading the files, please contact marketing@iam.org.uk and we will arrange for a copy of the deck you require to be sent in the post, on a USB memory stick. Please allow 7-10 days for this to be completed following receipt of request.

How to use the files

Software versions

The files have been designed to be useable in the following versions of PowerPoint:
Windows: PowerPoint 2007 or later | Mac OS X: PowerPoint 2008 or later.

If you have an older version of PowerPoint and therefore encounter difficulties in accessing or editing the documents, we strongly recommend you update your software so that you can make the most of the presentations' full functionality.

If this is not possible, however, please contact the IAM RoadSmart Marketing team at marketing@iam.org.uk and we will work with you to supply the file in a PDF format. Please note, however, that this may mean that some of the presentations' capability (video, editable text, new slides etc) may be reduced.

Video and sound

The presentations each include a number of videos to help bring IAM RoadSmart to life and help audiences engage with our courses and charitable aims. These are interspersed through the various files. When presenting to a group audience, you should therefore ideally use a high-quality screen and sound system please, to give these films the most impact.

If this is not feasible when you are presenting, however, you can use your laptop, PC or device to generate the sound. Please just ensure the sound is at a suitably high level and the device appropriately positioned to ensure your audience can all hear it effectively. Ideally, this should be tested before your audience assemble and your presentation starts.

If you are in any doubt however, and the venue you are presenting in does not have suitable AV equipment available, the video slides can be skipped over or deleted as necessary. Each is followed in the deck with a static 'recap' slide which can be used on its own instead if necessary.

Connecting a PC/Device to TVs and screens with Wi-Fi

Some venues you attend may have only basic facilities. We therefore advise you check what AV facilities are available for you to use before you arrive. If necessary, please take a projector, laptop and screen with you, so you can deliver your presentation effectively. Some groups have advised us they always take one anyway, just to be on the safe side and in case of technical issues on the day.

Some venues will however have a TV screen and relevant AV equipment for you to use. In this case, while you can always connect your PC/device to the TV screen using cables, it is often preferable – where the technology allows – to do this wirelessly, so you can operate cable-free and prevent any awkward wire positioning through and around your audience etc. If you cast to the TV from a tablet/mobile, you will also be able to move around the room freely as you talk.

Many modern TVs and screens now have wireless capability, so – where this is available, and where you have access to a WiFi network – we therefore recommend that you use it as the preferred way of linking your device, and your presentation, to the screen. You can do this a number of ways, with many different options available, depending on the type of device and screen you are using. Since there are so many possible variables, we have not been able to include guidance on how to connect wirelessly here. There are however several online resources you may find helpful, including video tutorials, that offer step-by-step instructions specific to the type of devices you are using. You can search on Google, YouTube or other search engines to find the advice best suited to your needs. The staff at your venue may also be able to provide assistance.

Where the TV you are connecting does not have WiFi capability, you can still connect wirelessly with the use of a wireless display adapter. These are commonly available from online retailers including Amazon and, when plugged into an HDMI input socket, create a wireless connection between it and your PC/device.

Widescreen (16:9) v 4:3

When you are presenting, you will either be using a widescreen screen (essentially a horizontal oblong, also known as 16:9) or 4:3 screen (almost square) to show the slides. The PowerPoint files we have created have been set up in widescreen format as this is, nowadays, by far the most commonly used format. In most instances, you will therefore not need to adjust the presentation file, or screen settings, for the slides to appear correctly, and without any of the pictures, text or logos stretched/distorted, on the screen your audience will be watching.

If, however, you are connecting to a 4:3 screen, please take the following steps to ensure the presentation appears correctly to the audience, with no distortion shown:

- Once you have connected your screen to your device, open the PowerPoint file.
- Click on 'Design' on the top menu bar.
- Go to the 'Slide Size' button on the right-hand side of the bar and click on it.
- Select 'Standard (4:3)'.
- Select 'Ensure Fit' when promoted (**not** 'Maximise').

The slides in the file will then all automatically adjust to the right screen dimension for a 4:3 presentation. The system will show some black borders on the screen to the audience, but the central, viewable area that will be their focus will not be in any way stretched/distorted. Using this approach is therefore the best option for the presentation's visual impact on a 4:3 screen.

Setting up a local, master copy

When you have downloaded the file to your system locally, we recommend you keep a 'master'/original copy on file, which you duplicate, adapt and relabel/rename (adding the date and/or audience details, for example) each time you do a presentation. This will allow you to ensure that each presentation you make is edited specifically to each audience you address, but also (if you have sufficient storage space) to keep a record of your various visits and presentations. It also ensures that the full content of the original master copy is maintained, and available content is not lost through time.

Using speaker notes and 'scripts'

We have included some notes and suggested 'scripts' in the PowerPoint files, to help you know what to say to the audience when making your presentation. You can view these by ensuring the 'Notes' button on the top menu bar is activated. You can find this using the following steps:

- Click on 'View' on the top menu bar.
- Click on the 'Notes' button in the middle of the bar. The notes are active when this button is highlighted in grey.



Please note that the 'script' included is for guidance only. Please do add your own voice and use your own phraseology as necessary, as it is important that the presentation feels as natural and authentic to the audience as possible.




Adding in local information

While much of the content in the presentations is locked to ensure a consistent brand experience for audiences across the country, there are several places where you can personalise the content, so that the details you are giving are as locally relevant – and therefore engaging - as possible.

This section details how and where you should edit/add in your own group content and adapt the files to your own requirements.

Please note, we have not included slide numbers here, but rather used screen grabs, as the slide numbers vary across each of the available presentations. We hope it is clear. If you do need support however, please contact marketing@iam.org.uk and we will provide help where necessary.

		<p>To change the text:</p> <ul style="list-style-type: none"> The text to the left of the picture is all adaptable. We have added in some suggested paragraph titles and subjects in the deck, but you can edit this as you prefer. Please note however that the text font size and colour should be left as shown please, to ensure consistency in style with the rest of the presentation (Tahoma 31, bold and IAM RoadSmart blue for subheadings / Tahoma 31, normal and black for the text itself). No other fonts, colours, sizes or styles should be added or used.
<p>Welcome to your local group (Introduction to IAM RoadSmart presentations only)</p>	<p>Welcome to your local group</p> <p>Name Group Name- replace copy</p> <p>Site Group Site- replace copy</p> <p>Area Area- select- replace copy</p> <p>History Brief History- replace copy, replace copy, replace copy, replace copy, replace copy, replace copy</p> <p>Highlights Group Highlight, provided moment, momentary, event- replace copy, replace copy, replace copy, replace copy, replace copy, replace copy</p> 	<p>This slide is included for you to introduce your local group to the audience. As the 'About me' slide above, it has been designed to allow changes to be made to the text and the pictures.</p> <p>Please follow the steps outlined above (under 'About me'), including ensuring the right fonts colour and sizes are used for your text, to make the appropriate changes to this slide for your group.</p> <p>Note: The slide has been supplied with 'generic' photos which you can for ease use if you prefer, rather than substituting local versions.</p>
<p>Introduction to key volunteers (Introduction to IAM RoadSmart presentations only)</p>	<p>Introduction to key volunteers</p>  <p>Name: Name Role as key volunteer and any other info</p> <p>Name: Name Role as key volunteer and any other info</p> <p>Name: Name Role as key volunteer and any other info</p> <p>Name: Name Role as key volunteer and any other info</p>	<p>In this slide, you are invited to add in details of other group members who you think it may be important for your audience to hear about (chairman, administrators, events contacts etc).</p> <p>As above you can make changes to the text and add in different photos as appropriate. Please follow the steps outlined above (under 'About me'), including ensuring the right fonts colour and sizes are used for your text, to make the appropriate changes to this slide for your group.</p> <p>Notes: You may choose not to use this slide, so it can easily be deleted from your presentation if it is not appropriate for your needs. If you choose this option, please however see the advice above regarding keeping an unchanged mater copy on file, so that you don't lose the option to use it in the future of you want to.</p>

<p>Our volunteers are our lifeblood (Introduction to IAM RoadSmart presentations only)</p>		<p>This slide explains to the audience how important our volunteers are to the way in which we operate. The slide has been designed to be usable as supplied, so you do not need to make changes unless you want to.</p> <p>If you do want to, you can, for example, swap in photos of your own team in place of the three images supplied. You can do this using the guidance supplied for the 'About me' slide above.</p>
<p>Forthcoming events (Introduction to IAM RoadSmart presentations only)</p>		<p>This slide allows you to introduce the audience to any group events you have coming up – both as an illustration of the sort of activities you have available in your area, and – where relevant – as an invitation to the audience to attend.</p> <p>Each 'tile' includes a text box, which you can edit by clicking into the relevant space. We have suggested a style (date, then title, then summary details) but you can adapt this within the space as required.</p> <p>Please ensure however that you use Tahoma white font in all instances and, ideally, use the suggested sizes for the 'titles', 'subheadings' and 'body copy' in each tile or box. Thank you. This will help ensure the look and feel of this slide is consistent with the rest of the presentation for the audience.</p>
<p>Keep in touch</p>		<p>The last slide of the deck includes contact details, so the audience can get in touch with you – or us – after the presentation if they so choose. The details supplied in the master file are for the team in Welwyn Garden City. But the file is supplied in a format that allows you to add in your own contact details (telephone number, web address, email address etc) if you so choose. To do this, just click in the relevant text box to edit the content.</p> <p>Please ensure you use Tahoma 31, white, not bold, for this section however, to ensure consistency with the rest of the slide's styling.</p>

Adding new slides



While we believe we have included all the necessary information that is required to successfully introduce IAM RoadSmart and/or Advanced Driving & Riding to new audiences and associates, so are confident that you will not need to make substantive changes to the deck, there may be instances where you feel additional local information is required.

So, the PowerPoint files allow you to add in additional slides if necessary. You can do this using the following steps:

- In the left-hand column of the screen where the slides are all listed vertically, click in the gap between the two slides where you want to add some new content.
- With the 'Home' menu item active in the top bar, navigate to the 'New slide' button and click **on the down arrow**. (Do not click on the top half of the button, or else not all the available functions will be shown).
- You will then see a drop-down menu of the available new slide layouts for this presentation, including different layouts of images and text etc.
- Click on the option that most suits the content you want to add.
- A blank slide is then added where required and you can add in the text and pictures needed where shown/prompted.
- All 'master' slide layouts in this function include the correct font and colours for this presentation. Please use these as standard and avoid adding and new or off-brand elements, which would undermine the consistency of the presentation's look and feel for the audience.

A note about making changes to text and colours

While there are several places where you are invited to add in local information to the presentation, we ask that you please avoid making changes to some of the standard brand elements included in the file. Brand experience and consistency is important in how we present ourselves, and in how our members and audiences feel about us. So, we would like to ensure that all groups use our core brand colours, fonts and styles, without variation.

Please therefore ensure you use only the following fonts and colours when making changes to the presentation:

Font:

Slide headings – Tahoma 52.5, bold, IAM RoadSmart blue (RGB: 0, 176, 240)

Subheadings – Tahoma 31, bold, IAM RoadSmart blue (RGB: 0, 176, 240)

Body/main text – Tahoma 31, bold, IAM RoadSmart blue (RGB: 0, 176, 240)

Colours (for shapes/lines etc):

If you add any charts or boxes in new slide addition, wherever possible please use IAM RoadSmart blue for any elements added (RGB: 0, 176, 240). The IAM RoadSmart colour palette has been included into the PowerPoint file as default, and this should be used as standard with no variation please.

Conclusion

Thank you for choosing to use the IAM RoadSmart PowerPoint presentations. We hope you find them a useful and valuable tool in the promotion of our brand, aims and courses.

Please do get in touch if you have any feedback on the presentations or require any help with using them.

Good luck with your presentations!

The IAM RoadSmart Marketing team
marketing@iam.org.uk