

Personalizing Presentations

While looking through the content on your company's Brainshark site, you come across a presentation that says exactly what you want to say. You want to share the presentation with your audience but the existing presentation has slides that reference the original author and address a specific audience that is not your own.

You shouldn't have to reinvent the wheel or recreate the presentation from scratch. The great news is that with Brainshark, you don't have to! This document will help you get started customizing and sharing content.

Get Comfortable with Brainshark Personalization

What is Presentation Personalization?

Presentation Personalization gives you the option to take an existing presentation and either add your own slides to the front, back, or both, or replace up to two other slides. All of the options related to personalization are set by the original author of the presentation, or any other Brainshark users that have authoring rights on the presentation. What this means is that you might not be able to personalize every presentation in your Brainshark site because the authors have not allowed it. You should get in contact with the presentation author if you are interested in personalizing a presentation not currently enabled for personalization.

How to Use Personalization

Personalizing a presentation with your custom slides preserves the core presentation so that its author can make the changes necessary to keep it updated and ensure those changes funnel through to your customized copy of the presentation as well. Depending on what the presentation author has enabled, you can "wrap" the presentation (add your own slides to the front and back of the presentation), or replace up to 2 slides.

1. Select the presentation you would like to customize.
2. Click **Personalize this content**.
3. If you have already uploaded the slides you will use to customize the presentation, you can select from the slides shown on the screen, or click **Find Other Slides**.
 - a. Click **Search** to locate and select presentation slides you have uploaded.
 - b. **Skip to Step 5 below**.
4. If you do not have slides uploaded to Brainshark, or would like to upload new slides which you can use to personalize presentations, click **Upload More Slides**.
 - a. Click the green **Upload a PowerPoint** button.
 - b. **Browse** for the PowerPoint file you want to use, select it and click **Open**.
 - c. Your file will start converting, click **Next** when the button appears.

- d. You'll be presented with the Add Audio window.
 - i. You can add audio now using your telephone or microphone.
 - ii. You can choose to **Skip Adding Audio** for now and add or upload audio later.
5. Select the slides you want to use. You'll see the slides you just added in the main section of the window.
6. There are two options for customization: wrapping and replacing
 - a. Wrapping
 - i. If your supplier has allowed you to "wrap" the presentation, they will determine how many, if any, slides to allow you to place before or after the core presentation.
 - ii. Starting at the core presentation and working out, drag and drop each slide you would like to add.
 - iii. As you add slides, Brainshark will tell you how many spaces are remaining, and the next spot will open up. You can add as many slides as you want, up to the limit set by the author.
 - iv. You can click **Apply** at any time during the process to save your work. If you make a mistake, drag the slide back to the slide bank to remove it.
 - v. When you are finished, click **Save** to save your changes and return to the *Presentation Properties* tab.
 - b. Replacing
 - i. The slides that may be replaced in the presentation you are customizing will be grayed out and bordered with a red dotted line.
 - ii. Drag and drop the replacement slides to their appropriate locations, one at a time.
7. If you have pre-recorded audio files to associate with your presentation slides, click the **Audio** link below each slide to upload one file per slide. Then click **Browse > Open** to select the audio file.
8. Click **Save** to save changes and end up at the *Presentation properties* tab with the *Things you can do* menu at the left.
9. If you need to change the replacement slides you selected, select **Manage personalization** on the *Things you can do* menu and repeat process steps 3 through 6.

Add Audio to a Presentation

If you didn't add audio after you uploaded your slides, or if you need **Request audio** from a Guest Author, you can do so from the **Manage audio** option on the *Things you can do* menu. If you need to upload pre-recorded audio files, you can do so from the **Manage personalization** option on the *Things you can do* menu. For detailed instructions on *Adding and Managing Audio*, please view the [tutorial](#) and [process document](#).

Update the Presenter Photo and Bio

If you have more than one speaker in your presentation, or if you are using a guest speaker and your Company Administrator has enabled this feature in your site, you can update the presentation to display the correct presenter photo for the slide or slides containing audio from that person. For detailed instructions, please see the *Adding and Managing Content* [tutorial](#) and [process document](#).

Add Attachments or URLs

You can add supportive content to your personalized presentation prior to sharing. For detailed instructions on *Adding and Managing Content*, please view the [tutorial](#) and [process document](#).

Share a Personalized Presentation

Once you have finished personalizing a presentation and are ready to send it out, you can either: choose Share and send the URL for the presentation from within Brainshark; or paste the URL for the presentation into an email and send using your email application. For other options related to sharing, please see the [Share](#) page on Help & Training.

Share from within Brainshark

1. Select **Share** from:
 - a. The *Things you can do* menu
 - b. Under the presentation preview in the Content Portal view
 - c. Next to the thumbnail in *Presentations* view
2. Enter the email address of the customer, separating multiple email addresses with a comma.
3. Modify the **Subject**, **Intro** and/or **Closing** message, as desired.
4. Select **Notify me when this is viewed** to receive *View Receipts*.
5. Click **Send**.

Share a URL using your Email Client

1. You'll need to copy ([Ctrl] + [C] to copy) the link for the presentation to share through your email. Get it from:
 - a. The *Presentation Properties* tab: **Stand-alone Player URL** or **Landing Page URL**
 - b. *Presentations* view: Click **More**, then **Get Link**
 - c. *Content Portal* view: Click **Embed/Link** under the presentation preview
2. Paste the presentation URL ([Ctrl] + [V] to paste), into an e-mail to send it through your e-mail client.
3. Compose your email, address it, and send it.
4. You will receive *View Receipts* as long as the **Notify me when this presentation is viewed** checkbox is selected on the *Presentation properties* tab.

Receive and Analyze View Receipts

After you share a presentation where *Notify me when this presentation is viewed* is selected by you or the author, and customers begin viewing the presentation, you will start receiving View Receipts in your e-mail Inbox. The View Receipts will give you information about:

- who viewed the presentation and for how long
- when the presentation was viewed
- how many slides were viewed
- answers to any questions or polls that were included

Once you get a View Receipt, you know your customer has just looked at the presentation that was sent. This is the best time to follow-up with the customer. The longer you wait, the colder the lead gets. Use the information contained in the View Receipt to prepare for your follow-up call, but it is best not to start the call with "I just saw that you watched slides 1-4 then downloaded the attachment I included" because it may turn off your customer.

You'll also begin to learn what time of the day, and day of the week your customers are watching your presentations and can begin to target future presentations to the best viewing time for your customers. In our experience, the best day and time to send the presentation is mid-morning (customer time) on Wednesday.

View Reports

Basic reports are available from the main screen of the presentation. You'll be able to see the number of total views, views by month, and views by day, for all time, year-to-date, and month-to-date. You can also see the percentage of views based on how many invitations were sent as well as where in the world the presentation was viewed.

1. If you are in *Edit* mode, click **Save** to return to the main screen.
2. Click the *My Viewing Reports* bar to expand reporting.
3. Double-click the bar on the graph to drill down.
4. Select the calendar to change the date range: *All Time, Year to Date, Month to Date*.