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Essay Title:       **Is technology critical to a live presentation? Or is technology just a crutch?**

Technology should never be the crux of a live presentation because the heart of a presentation should always be an idea. In the hands of a creative mind, technology's role is critical in conveying ideas. The most creative minds know exactly what they are trying to achieve by using it. They choose one medium over another (e.g. video over PowerPoint) because they have a specific motive or intention, and know which tool will help them advance it. Technology is only a crutch when its users exploit it as a substitute for creativity.

Any audience member can tell during a presentation whether or not they are "buying in" to the particular idea being sold, whether or not technology is being used. In a good presentation, a creative mind has a clear vision of the information he/she wants to convey to an audience. To be persuasive in a new and fresh way, a presenter might want to play into sensory details. In a presentation, it is important not only to appeal to reason or logic, but to flood the audience's sense of sight, sound, smell, taste, and touch. With advancing technology, such as HD video and sound, presenters can be more direct and precise in targeting the senses. But this is only possible if the presenter has an explicit sense of what he/she is trying to convey and with which tools of persuasion.

Technology is simply not effective when used as a crutch. Some people try to hide their own in-creativity using advanced technologies. Any person with basic computer skills can create a PowerPoint that displays certain information. But it takes a certain skill to make that presentation dynamic, to truly persuade and capture the audience's attention. Technology is a tool meant to enhance creativity, not to replace it.