



1. Preparing the presentation – When working on a presentation keep the following aspects in mind:

- Why – the specific purpose?
 - The result you want to achieve - State it in one sentence clearly & concisely
- Who – what audience?
 - Audience – who are they?
 - How many will be there?
 - Why are they coming?
 - What do they know about the subject?
 - Why are they interested in the subject?
 - What is their relationship to you?
- What – the content?
 - Think about good organisation (key cards, handouts etc..)
 - Think about an interesting beginning to capture interest, relate to the subject, give your purpose etc..
 - Have three or four main points, use signposts and summaries
 - Think about an interesting ending (summaries & your conclusion etc..),
- How – communication techniques?
 - Practice and rehearse your presentation, check timing etc.,
- Where – list: „things to take and to check“
 - List the things you need (key cards, handouts, technical equipment etc..)
 - Check the locations (room etc..)
- When – day, hours etc....

2. Introducing the presentation – The purpose is to prepare the audience to listen to your speech

Remember:

- Appearance is important: dressing, expression of your face, having eye contact etc. decides on sympathy or antipathy
- Speak slowly
- Smile at the beginning (Tip: Write „SMILE“ on your index card!)

Think about an:

- Interesting beginning (rhetorical question, story, anecdote, visuals etc.)
- Introduce yourself and the subject you have worked on – a single sentence !
- Say how long the presentation will last
- Tell the audience whether they will get any handouts and when
- Tell the audience when they will be able to ask questions

2. Body language – Tips for non-verbal communication (The DO's)

- Gestures: hands, body movements hold audience's attention Posture: Stand upright, feet slightly apart
- Hold eye contact with your audience, move your eyes around the audience)
- Hands in one palm shows a relaxed and confident position. Avoid playing with pens, pointers, and papers etc..
- Move around the room

4. Language - Points to remember

- Formal words distances the presenter from the audience. Use keywords as notes to avoid this.
- Use simple and common words.
- Imagine your presentation as a conversation
 - Use rhetorical questions
 - Use dramatic structures
 - Use signposts
 - Use check-up questions (Ex.: *"Are you still with me?"*)

5. Presentational Aids - These help the audience to follow and understand better and move easily, They be used to obtain credibility.

1. Flip charts or blackboards

- Flip charts, poster-boards or blackboards can be used to display sketches, charts graphs or diagrams, photographs or artwork.
- Use a pointer to direct the attention of your listeners.

1. Slides

- Know where you will be projecting your slides (screen or wall?).
- Make sure you can operate the projector you will be using.
- Make sure you are familiar with your notes. You may not be able to see them in the dark

2. Overhead transparencies

- Switch the projector on only when you need the transparency.
- Use a pointer, a pen (that you put directly on the projector table) or paper to cover and uncover parts of your transparencies, to direct the attention of your audience.

3. Physical objects


- Using physical objects, such as books, instruments, sports equipment, models etc. makes a speech colourful and lively.
- Make sure the object is not too big, too heavy or too hairy.
- Don't pass objects around. Your audience might start concentrating on the object more than on your speech.

2. Audio and video clips

- Sound clips (radio broadcasts, speeches, excerpts from audio books) should not longer than one minute. If you present for example a song that is longer than that, make sure your audience is provided with the song text (paper, overhead transcript)
- Video clips should not be longer than 3 minutes. Consider whether the result justifies the effort. Reading a thrilling scene from a book can be at least as exciting as showing a film clip.
- Video and sound clips should always be commented on before or afterwards.
- You can also use a silent video clip giving your own comments.

3. Computer generated images

- These are "slide shows" that are created on computer programs,
- You need a computer or laptop and a beamer.
- Do not overdo the animation.

	<p>Hint</p> <ol style="list-style-type: none"> 1. Use visual aids moderately and not all kinds at the same time. 2. Do not insist on using technology that is difficult to provide in your class. 3. Make sure the end justifies the means.
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4. Work with your visual aids, Point at them and at details on them.
Visuals are not meant to be decoration.

General Rules

- Write big and bold
- Use colours
- Wipe it off/ switch off the projector when no longer used
- Face the audience when you talk
- Making transparencies
 - Use landscape
 - Use key words
 - Max. 8 lines
 - Use pictures and colours
- Using the overhead projector
 - Use a mask to show one point at a time
 - Use a pointer

General Summary when using visuals



1. Visualisation supports a presentation and should not replace it.
2. One slide or OHT per three minutes
3. Visuals should be simple
4. The audience can't read or write at the same time: Make sure your audience is with you and listens. Wait, if not!

5. Voice - Points to remember:

- Projection: Speak up so that the voice bounces off the back wall.
- Pauses: vary the speed and get the audience thinking about individual points.
- Pace: Speed up to excite; slow down to emphasise
- Emphasis important words. Underline them in your notes (!)

Make it interesting



1. Go fast to excite
2. Go slower to show importance
3. Pause often and look to the audience
4. Give emphasis with voice and body

7. Ending the presentation (conclusion) – Bring your talk to a close, summing up your major ideas, letting the audience know what you expect of them and providing a final impact.

- A visual
- A quotation
- A story or anecdote
- A question (Ex.: “What have we learned from all this?”)
- A call for action

How to end a presentation

- Ending should be memorized to achieve maximum impact.
- Never rush through the ending – audience remembers this part more than anything else.
- Ending should include summary before the conclusion.

- Relate the ending to the beginning in order to wrap up the message neatly and completely.

**Hint**

Don't finish your talk with something like *"That's the end of my report"*, *"That's all"* or *"I guess that's it"*. Your very last line might be: *"Thanks for your attention"* or *"thanks for listening"*

8. Questions – Keep in mind

- The possibility to ask questions is a high point for most audiences
- Questions give a good feedback. Allow questions during and after the presentation
- Never criticize a member of the audience

**Last Tip**

1. Use the 80:20 % rule for eye contact!
2. When listening: 80% to him or her, 20 % to the audience.
3. When replying: 20 % to questioner, 80 % to audience.

Source: Malcom Goodale, **Professional Presentation**, Cambridge