

# Impactful Presentations

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What type of presentations are we talking about?

# Basic principles to reach your audience and to keep them engaged



## Make it relevant

- Key points
- Easy to digest
- Brief
- Targeted to the audience



## Storytelling

- Treat it like a story
- Introduce, tease, deliver
- Keep them hooked



## Keep it flowing

- No sudden changes
- Logical progressions
- Use bridges when needed

# What do you need to know?

## Who are we presenting to?

- Most senior people in an organisation
- Highly time-constrained
- Zero tolerance for "fluff"
- Easily distracted by external factors

## Communicate clearly

- Your audience is likely not technical, and can be easily
- Don't overwhelm them with technical detail that can be presented differently
- Don't hide important data either!

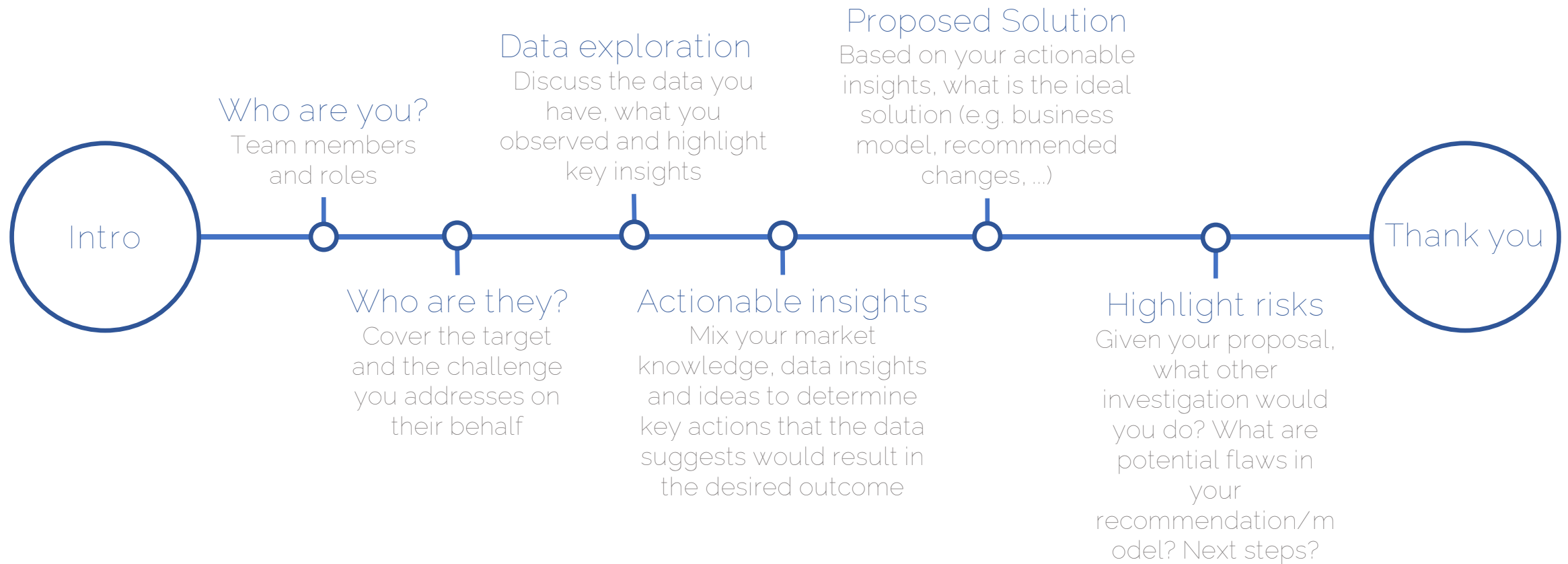
## How long do we have?

- You have 10 minutes or less to convey the results of your work
- Any content beyond 10 minutes will be ignored
- This helps maintain your audience's attention
- Also, it helps me mark the presentations on time

## How do we deliver this?

- Recorded video presentation
- One or more speakers within your group
- Professional demeanour, speaking clearly
- You can edit the video (more on this later)





STORYTELLING - A sample journey

# Delivery Channels / Slide “real estate”

## Auditive channel

- Guides the audience
- Helps interpret visual queues
- Can confuse audience if it clones the visual
- Demonstrates command of the content
- Storytelling: the [writer](#)

## Visual channel

- Precious resource, use it wisely
- Avoid overly textual screens (use Auditive)
- Infographics maximise visual real estate
- Best way to simplify complex data
- Storytelling: the [illustrator](#)



## Who should present?

You can all present by taking turns or choose a representative who likes to take the stage. If you choose to have multiple presenters, make sure you introduce / thank each other to form a bridge.

## Do I need to rehearse?

Some people need to rehearse to ensure they deliver with flow. If you can present without this, do it. Whatever feels more comfortable is what works.

## How can I improve my style?

Watch great presenters (YouTube). Practice in your head before you practice out loud. Know the material well, so that you can improvise if you lose your place.

## Is 10 minutes enough?

The highest marked presentations in previous years were all under 9 minutes. Choose your key points carefully. Use infographics to supercharge your slides.

TIPS – Maximising your chances

# Dos and Don'ts of AiB Presentations



Any questions?

