**PRESENTATION SKILLS**

* Presentation is a form of oral communication.
* It is participative, two way communication process characterized by the formal and structured presentation of a message using visual aids.

**ORAL PRESENTATION**

* Purposeful – made with a definite purpose.
* Interactive - involves both speaker as well as listeners.
* Formal – a formal situation
* Audience oriented – topic dealt from listener’s perspective.

**A GOOD PRESENTATION WILL:**

* Present ideas in a persuasive way
* Make audience interested in the presentation
* Make use of appropriate visuals
* Reflect confidence while speaking
* Begin in an effective manner
* Have ideas logically developed
* Have a memorable conclusion

**BASIC ELEMENTS TO MAKE AN EFFECTIVE PRESENTATION**

Four P’s

1. Plan
2. Prepare
3. Practice
4. Postmortem
5. **PLANNING PRESENTATION**

Remember Presentation involves conveying a lot of information in limited time. Therefore it should be planned well.

1. Define the Purpose

-To Inform: to share information

-To Persuade: to change behavior, attitude, belief, values and so on

-To Demonstrate: to help listeners know how to do something

2. Analyse the audience

-Identify audience characteristics-age, gender, social economic educational religious political background, profession, attitudes, beliefs, values

-Analyze audience needs and expectations:

-why will they listen to me?

-who asked them to listen?

-is their presence compulsory?

-what are their interests?

-what ideas I have that can interest them?

-what are their needs, expectations?

-how do my objectives meet audience needs?

-Recognize factors for getting and maintaining audience attention:

-how can I relate my presentation to the needs and expectations of my audience

-what should I do to ensure that my audience remembers my main points

-have I incorporated ways of encouraging my listeners to give feedback and share information that will make my presentation more effective

-how will I handle hostile listeners or those who are disruptive

3. Analyze the occasion

-analyze the occasion in order to understand the nature of the event or communication situation, several aspects of the event like its background, the people involved, the organizations or associations linked to the event

-seminar with a theme

-sponsors, other speakers, venue, duration of presentation

4. Choose a suitable Title

-Title should be appropriate and convey the essence of the message

-not vague, misleading or confusing

-make a list of topics then select a clear, complete, specific and focused title

**2. PREPARING THE PRESENTATION:**

- Preparing well is the key to success.

-Being prepared will help presenter

-Deal with speech anxiety, develop confidence

-Seek precise and relevant examples and illustrations

-Check for accuracy, redundancies, and clichés

**Steps to Prepare: Organize the basic parts.**

1. INTRODUCTION:

a. Get Audience Attention

-starting statements/statistics: say something surprising or unexpected or give statistics that surprises the audience.

-Anecdote: Tell a short entertaining account of an event, a short story

-Questions: Ask some interesting questions. The question should be rhetorical with an obvious answer

-Quotations: Start with a relevant quotation that throws light on the central idea

-Humor: Start the presentation with a humorous reference.

b. Introduce the subject: a statement of the central idea should be included in the introduction

c. Give the audience a reason to listen: draw audience attention to the topic of the presentation by showing them how the topic affects them directly

d. Establish Credibility –by being well prepared, appear confident and strike a rapport with the audience by narrating personal experience relevant to the topic.

e. Preview the Main Ideas: Tell the audience what they are going to listen to. Mention the main points.

2. BODY:

a. Developing the Central Idea:

Central Idea:

-restates presentation topic

-is a simple audience-centered idea

-is a one sentence summary of the presentation

-focuses on the content of the speech

-uses specific language

b. Developing Main Ideas:

Main Ideas:

-are logical division of the central idea

-establish reasons for the idea being true

-support the central idea with a series of steps:

-problem and solution

-contrast and comparison

-sequential

-general to specific

-more important to less important

-less important to more important

-categorical

c. Gathering Supporting Material

-from own thoughts, subject knowledge and experience

-Internet, Library, personal interviews, discussions with experts, colleagues, special interest groups

d. Planning Visual Aids

-choose relevant visual aids

-be familiar with visual aids and rehearse with them

\*\*IMPORTANCE OF VISUAL AIDS

For presenter-(a) serve as speech notes as they emphasize and clarify main points

(b) Give clarity and precision to the presenter

(c) Give confidence to presenter - can refresh memory

For audience - (a) Help focus on the theme of presentation

(b) Central ideas get highlighted, systematic flow of thought

(c) Increases audience interest – even demotivated audience will pay attention

\*TYPES OF VISUAL AIDS:

-Three dimensional

Egs. Objects, models, people

-Two dimensional

Egs. Drawings, photographs, slides, maps, graphs-bar pie line picture, chalk board, charts, overhead transparencies, and computer generated presentation

3. CONCLUSION:

Should accomplish the following 4 specific objectives

1. Summarize your presentation-repeat the main ideas
2. Re-Emphasize the central idea in a memorable way
3. Focus on a goal-i.e. what you want your audience to do, think, change, remember and so on
4. Motivate the audience to respond – to give feedback ,encourage to ask question
5. Provide closure-appropriate words should be used as ‘in conclusion ’, lastly, finally as my last point.

**3. PRACTICE**

Handling Stage Fright

-Concentrate on the 3ps- planning, preparation, practice

-set realistic goals

-avoid negative thoughts

-begin the Presentation with a pause

-speak slowly

-learn and practice stress reduction techniques

**4) POSTMORTEM**

-Keep on practicing / reviewing your presentation thoroughly.

-Do a complete analysis of your strengths & weaknesses.

**\*\*CHECK LIST FOR MAKING AN ORAL PRESENTATION**

-start with confidence

-be organized

-stay relaxed

-pay attention to body language

-use appropriate visual aids

-pay attention to all details

-close in a memorable way.