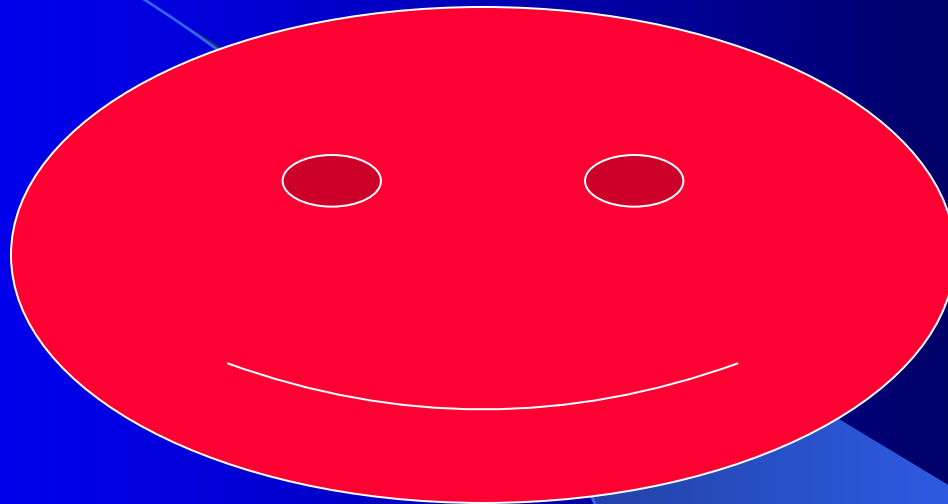


Presentations



Preliminaries

Good presentations:

- ❑ Communicate the main point straight away
- ❑ Are short and to the point
- ❑ Are easy to understand
- ❑ Are easy to follow
- ❑ Sound good if presented orally

Preliminaries - continued

Good presentations are:

- ❑ A good “story” with a definite beginning, middle, end
- ❑ Simple
- ❑ To the point
- ❑ Easy to remember

Preliminaries - continued

Presentations require:

- ❑ Planning
- ❑ Structuring
- ❑ Writing
- ❑ Editing
- ❑ Rehearsing

Planning

- ❑ Who is your audience?
- ❑ Why are you giving the presentation?
- ❑ (objective)
- ❑ What is the most important message ?
- ❑ Where will the presentation take place?
- ❑ When will it be given?
- ❑ How will it be presented?

Structuring

❑ Introduction

Set context , state main message

❑ Main body

Support what you have said in the main body

❑ Summary

Next steps to be taken

Structuring and sequencing

- **Tell them what you're going to tell them**

(introduction)

- **Tell them**

(key message and supporting data)

- **Tell them what you've told them(conclusion)**

Introduction - continued

!!! A strong opening is crucial = grab the audience's attention

Establish yourself as a credible and authoritative figure (who you are, why you are speaking)

Address audience directly

Outline presentation format

Let audience know about timing
(how long, if breaks)

Introduction

Introduction

State the situation

- answer wh- questions

- present facts

Outline the complication(what changed situation)

- complication should raise a question

Pose the question (the right question)

Answer the question (relevant, action-oriented)

Presentation Body

Body

Support main (key) message(s) with facts
(about 5 reasons)

Present all key messages on 1 slide

+ 1 – 2 supporting slide for each one

Don't overload slides with information

Tip : people have come to hear you, not to read slides

Body - continued

Tell a logical “story”

present points in sequence stated at opening

point out what each slide shows

relate each section to the big picture

Keep language simple (sentences short)

Correct yourself if you make a mistake and go on

Watch the audience’s reaction

Bring presentation alive

Ending

- ❑ Make obvious you have reached the ending
- ❑ Round off with summary
- ❑ Draw concrete conclusions or recommendations
- ❑ Suggest next steps
- ❑ Thank audience for listening
- ❑ Open the floor to questions

Summary

Summarize : put main message and major points on a slide

!!! No new information

Gather momentum for what is to happen next
(= action programme)

Answering questions

- ❑ Listen to the questions
 - ✓ give full attention
 - ✓ note down points if long/complex questions
 - ✓ wait till question finished
- ❑ Make sure you have understood the questions
 - ✓ paraphrase to ensure you have understood correctly
- ❑ Pause to think about answer
- ❑ Answer (relate ? to main message, give concise answer, make sure questioner is satisfied with response)