

Presentation Skills

Dr. Wedad Hussein

Information Systems Department

wedad.hussein@fcis.asu.edu.eg

General Tips

- Preparation and knowledge are the prerequisites for a successful presentation.
- Passion is a very powerful component in any successful presentation.
- Good presenting is about entertaining as well as conveying information.

- **Strategic Planning**
- **Business Planning**
- **Financial Planning**
- **Marketing Planning**

Planning

Consider

- Who are the audience?
- What points do I want to deliver?
- How much time have I got?
- What visual aids are available? (You do not have to use them)

Questions to Ask Yourself

- What is the aim?
- What is my title?
- Who am I speaking to?
 - ◆ What are the benefits to the audience of my product/report/speech?
 - ◆ Are these people the decision makers?
 - ◆ What do they know of the subject?
 - ◆ What sort of questions will they ask me?

Questions to Ask Yourself (cont.)

- What are the main points I want to make?
- What do I want the audience to do after listening to my presentation?

Preparation

- Write out your main argument or conclusion.
- Write out the main points as headings and bullet points on a series of index cards or on a sheet of paper.
- Visit the room and try out the technology.
- Time yourself making the presentation.



Structuring a Presentation

Presentation Progress

Tell them what you will tell them
(introduction), tell them
(development), tell them what you
told them (conclusion)"

Starting a Presentation

- Get people's attention.
- Welcome them.
- Introduce yourself.
- State the purpose of your presentation.
- State how you want to deal with questions.

Signposting

- Used to mark different stages of your presentation.
- Examples:
 - ◆ When you want to make your next point.
 - ◆ When you want to change to a completely different topic.
 - ◆ When you want to give more details about a topic
 - ◆ When you want to refer back to an earlier point.
 - ◆ To repeat the main points of what you have said.
 - ◆ For your final remarks.

Exercise 1 (starting a presentation)

Match

- | | |
|--|--|
| <ol style="list-style-type: none">1. Welcome them2. Introduce yourself3. State the purpose of your presentation4. State how you want to deal with questions | <ol style="list-style-type: none">a. Perhaps we can leave any questions you have until the end.b. Today I would like to discuss our failures in the Japanese market and suggest a new approachc. Good morning Ladies and Gentlemend. Feel free to ask any questionse. I am responsible for travel arrangementsf. This morning I would like to present our new professor.g. Thank you for coming today. |
|--|--|

Exercise 2 (signposting)

Match

- | | |
|---------------------------------------|--|
| 1. I'd like to move on | a. on this problem in Chicago |
| 2. Let's turn now | b. points of my presentation |
| 3. I'd like to expand more | c. to the next point |
| 4. Going back to something | d. by leaving you with this thought... |
| 5. If I could just summarize | e. to our plans for next year |
| 6. I'd like to quickly recap the main | f. a few points from John's report |
| 7. I'd like to conclude | g. I said earlier |

Exercise 1 (Solution)

Match

Welcome them	Good morning Ladies and Gentlemen Thank you for coming today.
Introduce yourself	I am responsible for travel arrangements
State the purpose of your presentation	Today I would like to discuss our failures in the Japanese market and suggest a new approach This morning I would like to present our new professor.
State how you want to deal with questions	Perhaps we can leave any questions you have until the end. Feel free to ask any questions

Exercise 2 (Solution)

Match

I'd like to move on	to the next point
Let's turn now	to our plans for next year
I'd like to expand more	on this problem in Chicago
Going back to something	I said earlier
If I could just summarize	a few points from John's report
I'd like to quickly recap the main	points of my presentation
I'd like to conclude	by leaving you with this thought...

Presentation Body

- Content:
 - ◆ What information should you give in your speech?
 - ◆ All your information should support your purpose.
- Quantity:
 - ◆ How much information should you give?
- Sequencing your ideas:
 - ◆ Logical
 - ◆ Chronological (ordered by time)
 - ◆ Known to unknown.
 - ◆ Problem / solution.

Concluding

- Briefly summarize your main points.
- Thank the audience for listening.
- The end should be on a strong or positive note



Capturing Attention

Engaging the Audience

- Capture listeners' interest from the beginning.
- In the introduction show how your subject or what you are going to say affects or may affect their lives.

Make it personal.

Attention Span

- The average attention span of an average listener is 5-10 minutes for any single unbroken subject.
- Break up the content so that no single item takes longer than a few minutes.
- So don't just speak at people. Give them a variety of content, and different methods of delivery - and activities too if possible.

Tips for Capturing Attention

- Use silence to emphasize points.
- Eye contact is crucial to holding the attention of your audience.
- Involve your audience by asking them a question.
- Don't read out your talk.
- Build variety into the talk.

Tips for Capturing Attention

- Give an unusual fact or statistic.
- Use words like *you, we, us, our*.
- Illustrate with a real life story.
- Ask the audience to do something.
"Raise your hands if you know."
- Ask the audience direct or rhetorical questions.

Rhetorical Questions

- A question that you ask without expecting it to be answered.
- In using such a question the speaker appears to be having a dialogue with the listeners.
- Examples:
 - ◆ How can we explain this?
 - ◆ What does that mean?
 - ◆ What can be done about that?

Body Language (Positive)

- Eye contact to keep audiences' attention.
- Facial expressions should be natural and friendly.
- Posture – stand straight but relaxed.
- Movement - to indicate a change of focus.

Body Language (Negative)

- Loss of eye contact.
- Don't stare, or look blankly into people's eyes.
- Swaying back and forth.
- Back turned to the audience.
- Nervous ticks.
- Hands in pockets.



Handling Pressure

Fear of Public Speaking

- Everyone feels fearful of presenting and public speaking to one degree or another.

"Many are ready to even die in battle, but few can face an assembly without nerves."

Handling Your Fear

- Preparation and rehearsal.
 - ◆ Presentations which do not work well usually do so because they have not been properly prepared and rehearsed.
- Experience
 - ◆ Seek opportunities for public speaking.
- Don't get hung up about being nervous.

Friendly Faces

- Look at your audience as individuals.
- Identify friendly faces.
- Avoid challenges audience.
- Whenever you're nervous get back to the friendly face.

Handling Questions

- Good Question?
 - ◆ Thank the person and answer it.
- Irrelevant?
 - ◆ Say so and get another question.
- Repetitive?
 - ◆ Repeat the answer briefly and get the next question.
- Don't have an answer?
 - ◆ Say so and offer to find the information or ask the person asking the question what they think.

Group Presentations

- Appoint a group coordinator and plan a timetable together.
- Rehearse together and get the timing right.
- Organize how you are going to answer questions between you.
- Don't allow a strong personality to make all the decisions.
- Introduce everyone at the start of the presentation.
- Don't sell out your team members.

Presenting Your Work

- Be enthusiastic.
- Be clear and confident.
- Be honest.

- Do's and Don'ts
- Do's
- Don'ts
- Do's and Don'ts

Do's and Don'ts

Do

- Know your audience
- Plan your presentation
- Rehearse... Rehearse...Rehearse
- Check the English
- Use graphs and charts instead of words whenever possible
- Speak clearly, firmly and confidently
- Smile

Don't

- Say you did something that you didn't.
- Put anything in a presentation that you don't fully understand.
- Listen to respond.
- Overuse humor.
- Use Slang.
- Exceed the allotted time for your talk.

Next Lecture

- Prepare a presentation on a topic of your choice (or your project)
- Length: 6-10 slides.
- Time: 5-7 minutes.
- Prepared in groups.
- Presented in the lecture.
- Send the presentation in an email before the lecture.

• 2010年12月22日，
“中国首条”
“世界最长”
“世界最大”
“世界最宽”
“世界最高”
“世界最厚”
“世界最重”
“世界最美”
“世界最贵”
“世界最奇”
“世界最怪”
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Thank you