

# Presentation Skills



Plan-Prepare-Practice-Present



# Topics to be Discussed

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Process of Presentation

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Components of Presentation

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Principles of Visual Presentation

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Effective Presentation Skills

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Methods of Speaking

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Audience Analysis

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Uses and Importance of Visual Presentation

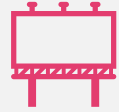
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Why Use Visual Gadgets?

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# Process of Presentation



**Plan** (Audience, Resources, Venue, Time, Objective, etc.)



**Prepare** (Information Packaging, Organizing Content, Tools, etc.)



**Practice** (Simulation or Rehearse the Presentation to Time it.)



**Present** (The Real)



# Components of Presentation

Audience

Content

Presenter





CHUNK  
INFORMATION



ORGANIZE THE  
CONTENT



RELEVANCE



IMPORTANCE



APPROPRIATENESS



VISUAL  
EFFECTIVENESS

# Principles of Visual Presentation



# Principles of Visual Presentation

Chunk	Chunk Information: put similar material together in manageable, sensible chunks.
Organize	Organize the content: use the basic principles such as simple to complex, known to unknown, knowledge to application. Include any image as close to the relevant content as is possible
Be	Relevance: be sure that the information or visual that you are using is relevant to the topic.
Place	Importance: place the most important information early in your slides or visuals. Call attention to it in some way.
Consider	Appropriateness: consider the audience receiving the information, the material being presented and medium you are using
Keep	Visual effectiveness: keep your visuals simple so that they have the most impact



# Effective Presentation Skills

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SPEAKING FROM MANUSCRIPT



SPEAKING FROM MEMORY



IMPROMPTU DELIVERY



EXTEMPORANEOUS DELIVERY

# Methods of Speaking





# Speaking from Manuscript

Reading your speech directly from a manuscript

Common in radio and television speeches

Manuscript is helpful for the speaker who would like his speech to be circulated to the audience

## Advantages:

- It puts no strain on the memory
- Is written well in advance of the speech situation, enables you to be selective and meticulous in style and choice of material

## Disadvantages:

- Speaker loses sight of importance of communication
- Rapport building is difficult as speaker is most of the time reading his remarks (No eye contact)
- Manuscript becomes more important than audience, and sense of spontaneity is forgotten



# Speaking from Memory

Is carefully worked out and worded  
speech



Every word is committed to memory, thus  
frees the speaker from manuscript



## Disadvantages:

Often leads to  
mechanical delivery

Presentation often  
appears to be a  
'canned' speech

One is apt to forget  
the entire speech

Difficult to recall the  
exact wording

If the speaker  
forgets one word,  
he may forget the  
entire speech



# Impromptu Delivery



Speaking on the spur of moment without advance notice or time for preparation



Day-to-day conversation is nothing but short, impromptu talk only



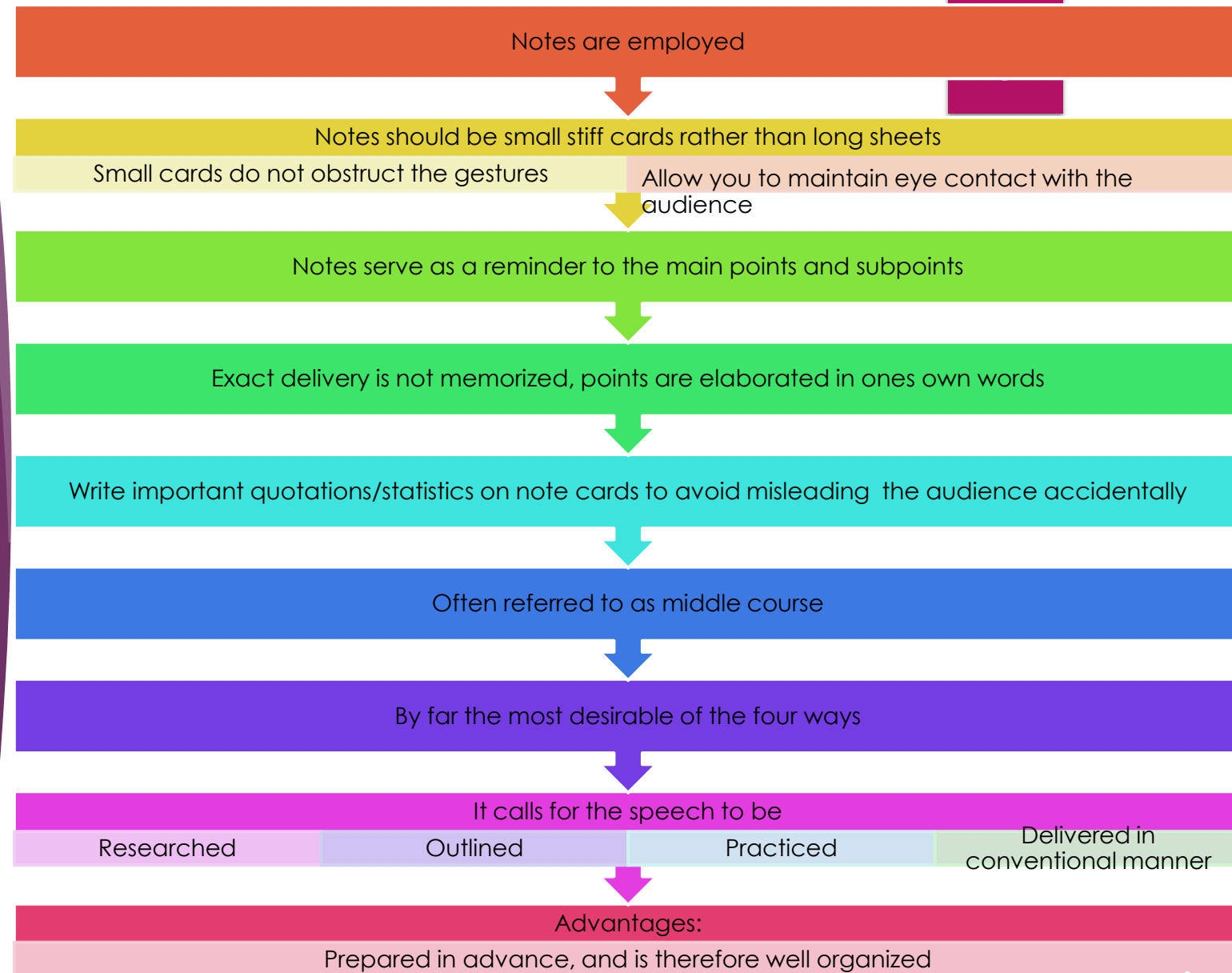
Speaker must tie together all his thoughts in a few seconds or minutes



Best way to prepare for impromptu speech is being well informed



# Extemporaneous Delivery



# Audience Analysis

Age of the listeners

Occupation of the listeners

Gender of your listeners

Intelligence and educational level of listeners

Social, professional and religious groups listeners belong to

Influence of geographical experiences

Helps in preparing answers to the questions like:

- What does the audience already know about me?
- What is the audience's attitude toward me?
- What does the audience know about the subject?
- What is the audience's opinion about my subject?
- What brings the audience together?



# Uses and Importance of Visual Presentation

Way of attracting audience towards your views and arguments

Combines audio and video both, making it easier to understand for audience

Inclusion of different types of charts, images, clip-arts, other graphical structures, makes the presentation eye catchy

Can be customized for individual needs

Cost effective





## Why use Visual Gadgets?

- ▶ People Remember:
  - ❖ 10 percent of what they read
  - ❖ 20 percent of what they hear
  - ❖ 30 percent of what they see
  - ❖ 70 percent of what they see and hear

