

DELIVERING EFFECTIVE PRESENTATIONS

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Objectives

- Identify the steps for planning and preparing a presentation
- Identify effective presentation delivery skills

Voice

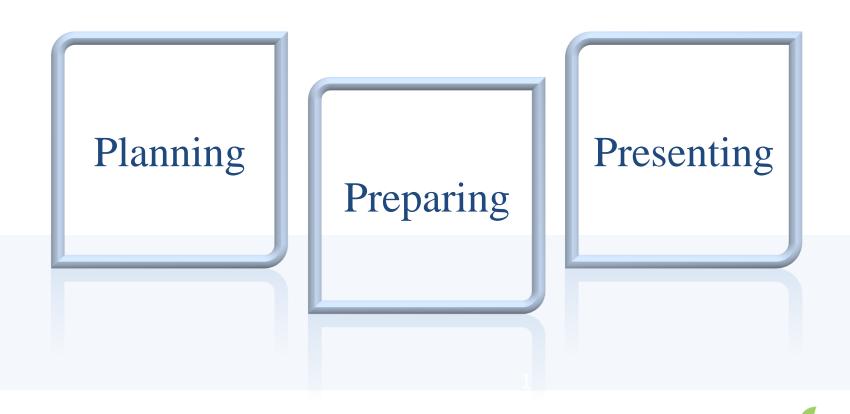
Eye contact

Gestures

Posture & movement

Effective Use of Presentation Tools

Presentation Process





Ask yourself the basic questions



Why are you giving the presentation?

Planning

- To explain?
- To persuade?
- To give information?





What will you present?

Create a skeleton of your presentation

Opening

Use a sensible introduction

Body

Use resources and use yourself as the best resource

Closing

Emphasize important points



To whom will you be presenting?

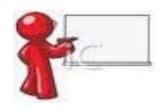
Presenting is communicating with the audience.

- Understand who your audience are.
- Affect your audience's attitude.
- Maintain interactivity with your audience.





How will you present?



What do you believe to be characteristic & practices of good presenters?

Planning

How will you present?





Voice



Gestures



Posture & movement



Where will you be presenting?



- What will be the setting?
- What about space to move around?
- Will you be standing or sitting at a table?
- What about the lighting?

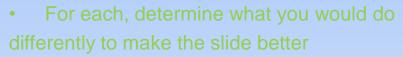


Effective Use of Presentation Tools



Preparing

 Remember those puzzles in the newspape where you had to try to find what was wrong with the picture? Try that here. Note all the aspects of this slide that make it not ideal for use during a training presentation



 Think of a time when you were in the audience at a presentation that used slides like this







- What was your reaction?
- Because Power Point has so many
- different features and options, we have
- to remind ourselves of the old adage:
- "Just because you can, doesn't mean
- **you should**" @



Power point Layout

- Headings, subheadings, and logos
- Margins, fonts, font size, and colors
- Lines, boxes, borders, and open space



- Limit each slide to one idea
- Use bullet points to cover components of each idea
- Limit the bullets in a screen to 6, 4.





Use the Same **Background** on Each Slide

Changing the style is distracting



Use the Same Background on Each Slide

Changing the style is distracting



Dark text on a dark background doesn't work well!

Dark text on a dark background doesn't work well!

Light text on a light background doesn't work well!
Light text on a light background





- No more than seven lines per slide
- No more than seven words per line
- No more than seven lines per slide
- No more than seven words per line
- No more than seven lines per slide



No matter how be interesting or important your content may be, too much text on one slide is not effective! No matter how interesting or important your content may be, too much text on one slide is **not effective!** No matter how interesting or important your content may be, too much text on one slide is **not effective!** No matter how interesting or important your content may be, too much text on one slide is not effective No matter how interesting or important may be, too much text on one slide is not matter how interesting or important your con be, too much text on one slide is not effective! No matter how interesting or important your content may be, too much text on one slide is



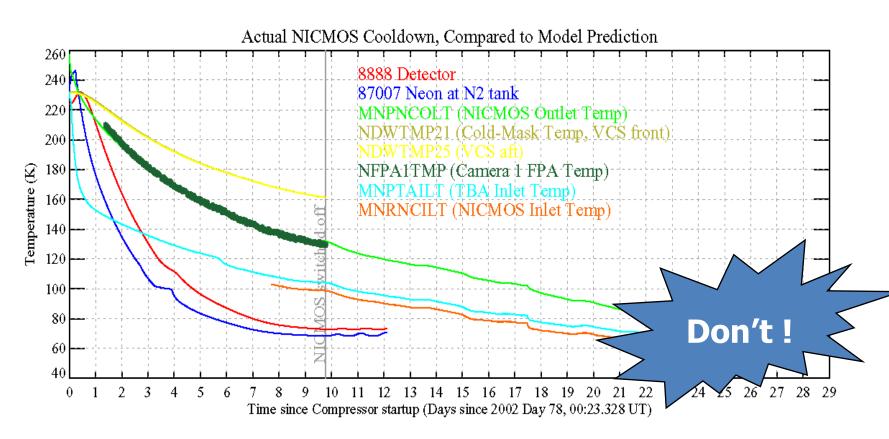
Fonts

Recommended fonts: Arial, Tahoma, Veranda

- This is a good title size
 Verdana 40 point
- A good subtitle or bullet point size Verdana 32 point
- Content text should be no smaller than Verdana 24 point









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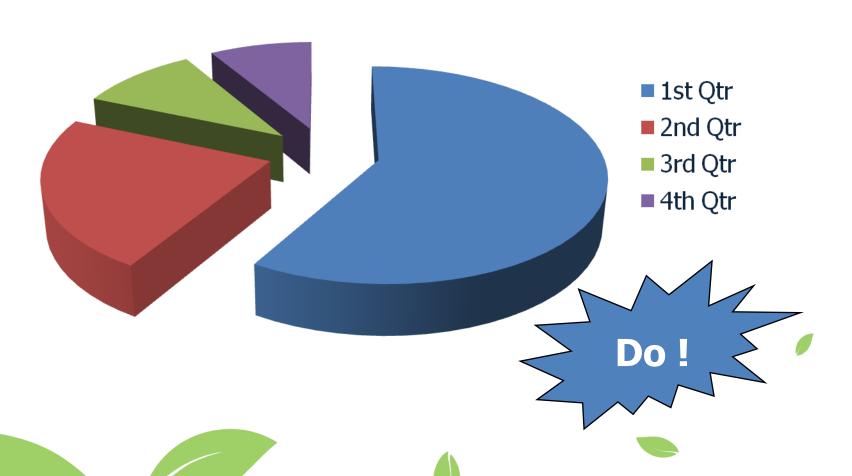


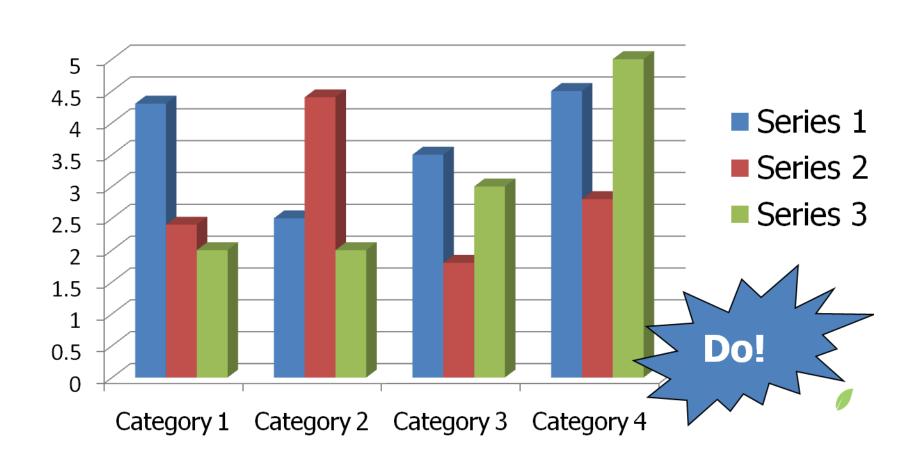
These are examples of good graphs, with nice line widths and good colors.





Sales







Text Animation

The organization and quality of the presentation content is more important.

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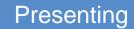


Presentation Delivery

Opening

- Give your rehearsed opening statement.
- Catch the interest and attention of the audience.
- State the problem or topic.
- Summarize your main theme for an idea solution.





Presentation Delivery

Conclusion

- Concisely summarize key concepts and the main ideas
- End your talk with the summary statement or question.
- Consider alternatives to "Questions?" for your closing slide.



Presentation Delivery

Participant Questions

- Hear all of the question
- Repeat the question to the whole group
- Be willing to say "I don't know"
- Check to see if you answered the question sufficiently





Summary

Presentation Key points:

- Use Power point as a support
- Don't read the slides
- Put minimal content on the slide
- If you want interaction, don't turn off lights
- Rehearse before presenting



Thank you