

Presentations

A **presentation** conveys information from a speaker to an **audience**. Presentations are typically demonstrations, introduction, **lecture**, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product.^[1] Presentations usually require preparation, **organization**, **event planning**, **writing**, use of visual aids, dealing with stress, and answering questions.^[2] “The key elements of a presentation consists of presenter, audience, message, reaction and method to deliver speech for organizational success in an effective manner.”^[3] Presentations are widely used in tertiary work settings such as accountants giving a detailed report of a company's financials or an entrepreneur pitching their venture idea to investors.^{[4][5]} The term can also be used for a formal or ritualized introduction or offering, as with the presentation of a **debutante**.^[6] Presentations in certain formats are also known as **keynote**^[7] address. Interactive presentations, in which the audience is involved, are also represented more and more frequently. Instead of a monologue, this creates a dialogue between the speaker and the audience. The advantages of an **interactive** presentation is for example, that it attracts more attention from the audience and that the interaction creates a sense of community

An effective presentation

To be effective, presenters must make the best use of their relationship with their audience. It is crucial to know the audience members well, including their needs, if you want to capture their interest and develop their understanding and cooperation.

The *University of Leicester* **says the following about effective** presenters:

“An effective **presentation makes the best use of the relationship between the presenter and the audience**. It takes full consideration of the audience’s needs in order to capture their interest, develop their understanding, inspire their confidence and achieve the presenter’s objectives.”

FEATURE OF AN EFFECTIVE PRESENTATION

PURPOSE OF PRESETATION

It is useful to make sure the exact purpose of the presentation. A presentation usually has 4 basic functions:

1. To inform
2. To encourage
3. To persuade
4. To entertain

Audience research

Every communication must be in form and style which suits the audience. The tone and the matter of the speech depend upon the nature of the audience. In analysing

the audience, age group is very important factor. Different age group respond differently to the presentation.

High school children like to be treated as adults they can appreciate sincerity and are not very critical. Visual aids are effective

Children love to listen to stories and they appreciate dramatic presentation emotions of joys and sorrows can be aroused through stories.

Preparation of the text of the presentation

In any presentation the subject matter of the presentation is very primary concern because the subject and the matter is very important for any presentation without the matter of the presentation any presentation can't be successful.

Structuring the subject matter

A presentation has 3 parts the introduction, the main body and the conclusion.

Structuring of the text helps the presentation in following ways:

- Establishing the relationship among ideas
- Developing the complete arguments
- Tightening the text as per the time constraints
- Providing the audience a grip on the subject matter
- Emphasizing the significant ideas of the theme
- Stimulating the audience to learn what he or she thinks
- Registering the important concept with the audience

Language and style

The style of the oral presentation is different from the written presentation in any language the difference must be kept in mind while drafting a presentation the style of the presentation must be simple and direct as the conversation.

Timing for speech in an oral presentation

The efficient speaker arranges the text of his speech in such a way that till the end of the presentation the listener do not get restless. Also the time of day affects the audience. The afternoon hours hardly make any listener interested to listen to a presentation. But yet an efficient speaker may try to make that session interesting. For keeping to time an efficient speaker takes care of the concentration problem that the audience has with regards to time.

Presentation skills are the abilities one needs in order to deliver compelling, engaging, informative, transformative, educational, enlightening, and/or instructive

presentations. Central to effective presentation skills are public speaking, tone of voice, body language, creativity, and delivery.

That said, there are several types of presentations:

Here are the best ways to improve presentation skills:

1. Prepare Your Presentation in Advance

There are various methods of preparing for a presentation, and they're all very similar to preparing for a job interview.

Run lines with a mock audience or friend, like actors and actresses auditioning for movie and stage roles. Give yourself plenty of time to prepare for an upcoming presentation or speech, especially when you are less experienced.

And, the last part of preparation—always be prepared with answers to follow-up questions once your presentation is over.

2. Practice Your Presentation As Much As Possible

As with anything, practice makes perfect.

Hopefully it doesn't come down to Gladwell's "10,000 hour rule," but practice of some length is always required to hone your presentation skills.

Practice alone. Then, practice with a friend or family member. Then, always use each live presentation opportunity as a practice round for the next presentation.

3. Learn How to Skip Around

Poor presentation skills for most people involve a monotonous, robotic delivery.

And, sure, that isn't so compelling.

However, what's equally lackluster is a presenter who is unable to be dynamic and find real-time solutions to questions asked during the presentation. If an interruption or news update mid-presentation throws you off, then you need to practice and learn how to handle them.

Likewise, imagine giving a breaking news update to the public. If an advisor comes up to your podium to whisper in your ear, you have to take this *new* news into consideration, altering your presentation to fit.

Like improv sketches, knowing how to handle changes is an important part of a performance.

4. Speak Passionately About Your Topic

When you are passionate about the topic of your presentation, the audience senses it. It leaks through your pores and reflects from your eyes.

Show passion. Show enthusiasm. Be slightly crazy—

Or learn how to fake it.

Audience members who feel it on a visceral level, rather than only intellectually, are much more inclined to pay attention and find agreement with you.

And, bonus: they tend to fall asleep less!

5. Tell Stories in Your Presentations

Storytelling is one of the most effective presentation skills.

Crowds love stories. They give great examples of what the presenter is talking about, and they earn that rapt attention which any presenter aims for much more easily.

6. Understand What You Should And Shouldn't Do

On your first presentation, you'd be forgiven for having a coffee to clear the fog from your mind. If and when it increases any pre-PowerPoint jitters, you know never to drink coffee prior again.

Same goes for the way you breathe, and the food you consume beforehand. You don't need the added discomfort of a gassy stomach, so know what foods, if any, cause that for you.

On the opposite side, exercise, for most people, is a great way to relieve any built up tension the night prior.

As you practice, practice, practice, you'll get signals from your environment, audience, and body as to what does and doesn't work for you.

7. Know Your Audience

This one requires research in advance (remember: prepare!).

Let's say you were hired to deliver several motivational speeches to various members of a large company. You nail your first presentation delivered to an audience of interns.

Do you give exactly the same performance to the senior-level executives, your next stop?

You wouldn't, hopefully.

Executives will need to be spoken to in a different language, almost, with different vocabulary. Research your audience to deliver a presentation that speaks directly to them, not some other crowd, even if it was successful before.

8. Film Yourself

Try filming yourself delivering the presentation and playing it back. You can learn a lot just by seeing your own mistakes and working to improve them.

Later, give that same video to a friend and ask for further feedback and criticism. They are likely to spot something you might have missed, because, you know, two heads are better than one and all that.

9. Connect With the Audience's Emotions & Inspire Action

Connect with the crowd on a gut level. The audience has to *feel* that what you're saying is important, actionable, and true.

Here's what the awesome social motivator, [Simon Sinek](#), has to say: