# Final Presentation

Planning, developing, and delivering a presentation is a core component of this course.  There can be many reasons why you would give a presentation and there are any number of audiences to whom you would deliver a presentation. You must know your audience and the purpose or intent of the presentation in order to guide your planning and development.

The main purpose of a presentation is to provide information to an audience. You cannot just copy and paste your written information into a presentation… nope, that does not work. You need to appeal to the visual and auditory senses of your audience. You want to excite them, not put them to sleep. Remember to engage your audience throughout your presentation; ask questions, do a quick show of hands survey, something that gets your audience involved.

Throughout this course you have been building upon a single problem and a solution. You’ve done the research and found a solid solution. In your first presentation you pitched/presented your idea to your manager, a client, or any number of people, but it was just that, presenting your idea to get approval to move forward.

For this presentation you are providing your audience with a lot more. Depending on your audience, the information you present and how you present it will vary. For instance, this time instead of your manager, you could be presenting to the entire senior management and providing them an overview of the problem, telling them what options you explored, presenting your chosen solution and explaining why you chose it, and what the next steps could be. Or perhaps you are presenting to the client again, but this time, you are telling them what has been going on since they first heard your proposal, describing your solution, and providing a high-level picture of the benefit of your solution, and any implementation plans.

This means you delivering a full on, engaging and informative professional presentation. Yes, this means you have to dress appropriately. Three-piece suit or formal gown is optional, but you should consider business casual. Clean and presentable clothes that you would wear to meet someone important. No hats, sunglasses, pants around your knees, etc., …

You must use some form of visual presentation tool, such as PowerPoint, Prezi, Keynote, etc. Depending on the mode of course delivery, this could also mean using online delivery tools, such as MS Teams, Panopto, Zoom, etc. Your instructor will advise you.

At the start of your presentation you should tell us, the people watching your presentation, who we are. Well, we know who we are, but who are we that are listening to your presentation? Are we clients? Managers? Public Officials? For us to give you useful feedback, we need to know through what lenses we are viewing you. It’s important… trust me on that.

**In Preparation:**

1. This is a precisely targeted presentation. You will have **5 minutes** to deliver the information you believe is most important to your audience. You will also have a couple of minutes after your presentation to respond to questions.
2. Write a script. You would be surprised just how valuable this is. Don’t try and “wing it”, you will come across as very unprepared. You do not necessarily have to memorize the script, nor do you have to read it verbatim, but you should have one so you can keep on task and time and not ad-lib your way to a dismal presentation. Cue cards, Smartphones / Tablets may be OK, but check with your instructor for individual preferences.
3. Practice, time, revise and finalize.
4. After your presentation, reflect on how you did. Review any feedback you got from your peers and instructor.
5. Review the document call Presentation Requirements, it contains a lot of useful information.
6. Make sure you have reviewed all the tips of great presentations posted in Moodle.
7. Review the Grading Rubric so you know what you are being marked on.

Some of the issues that could result in deductions:

1. Reading off notes or cue cards. Glancing at them is OK, but don’t read them.
2. Slides with too much text. Too much text will force people to read instead of listen to your words.
3. Fidgeting
4. Lots of “ah…” , “um”, “like”, “you know”
5. Going too long or short (+-30 seconds allowed)
6. Monotonous voice
7. Distracting body language (stand tall, be proud, don’t slouch or hang your head)
8. Lack of eye contact with audience
9. Inconsistency from topic to topic