



Professional Presentation

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Oral Presentation

- **“The human brain is a wonderful organ. It starts to work as soon as you are born and doesn’t stop until you get up to deliver a speech.”**
- **Successful and inspiring speakers are remembered as their messages and ideas caused a change in their audience’s actions, attitudes, lives or made the purpose clear to them.**

Preparing for Professional Presentation

- Planning: Occasion, purpose, audience, thesis and material
- Outlining and Structuring: Introduction, main body and conclusion
- Choosing the mode of delivery
- Guidelines for effective delivery
- Body Language and voice
- Visual Aids

Planning

- Preparing and planning are important steps towards effective presentation. They enable one to answer all the questions and doubts about the speech even before they arise.
- The content of the speech and the way it is delivered are based on five important factors:
 1. Occasion
 2. Purpose
 3. Audience
 4. Thesis
 5. Material

Occasion

- Occasion refers to the factors such as facilities available for presentation, time and context of the presentation.
- Facilities include the venue or locale along with the projection equipment, lighting, seating, ventilation etc.
- Time refers to both the time of the day of presentation and the duration of the talk.
- Context refers to the events surrounding a presentation. E.g. number of team members in a presentation, the recent development in the company where the presentation is taking place and so on.

Purpose

- The purpose of a presentation not only decides the content and style but also affects the amount of audience interaction.
1. **To inform or analyze**: When the purpose is to inform or analyze a situation, the interaction with the audience is limited. E.g. Presentation at the new employee orientation program or an explanation of a project status

Purpose (Contd.)

1. **To persuade or collaborate**: Here the interaction is more. The presentation begins with providing facts and figures to increase audience's understanding of the subject. Then it moves on to arguments in defense of certain conclusions and recommendations. The audience is finally invited to participate by expressing their needs, suggesting solutions and formulating recommendations and conclusions. E.g. Sales presentations
2. **To motivate or entertain**: It involves light interaction with the audience as the presenter cheer and gear them up for the upcoming session. E.g. Awards Dinner

Audience

- Never forget who you are talking to.
- Find out what they want to hear
 - each person has a different perception
 - knowledge level of average audience
 - familiarity with the subject matter
 - what do they expect from you

Creating an impact on the Audience

- Before beginning, look at all the sections of the audience.
- Begin with a smile and greet them.
- Give the impression that you are not lecturing but sharing your views with them.
- Modify your tone/material according to the reaction of your audience.
- Choose examples that are familiar to the major section of the audience.

Thesis Statement

- It is the central idea of a presentation.
- It spells out the subject and establishes its impact among the audience.
- What is the main idea, or theme, that you want to convey to the audience?
- Look for a one-sentence generalization that links your subject and purpose to the audience's frame of reference. E.g.
 1. **The benefits of new promotion policy**
 2. **Opening of new manufacturing unit**



Material

- Once the thesis is formulated , the information needs to be developed and elaborated. For this, materials are collected and incorporated from various sources.
- For professional presentation, sources can be as varied as library, internet, magazine, newspapers, organizational records, statistics and publications.
- Sometimes, information can be collected through surveys or interviews.
- Collected materials are then organized and assembled properly for presentation to the audience.

Outlining and Structuring

- Structuring or organizing the material is vital for effective presentation.
- A well-organized presentation can make our messages more comprehensible, create the desired effect on our audience and boost our image as a speaker.
- A presentation should have the following format:
 1. Introduction
 2. Main Body
 3. Conclusion

Introduction: Some Aspects

- It is like a preface to a book. It catches the attention of the audience and tells them the topic and purpose, builds up the credibility of the speaker and gives them a preview of what they can expect in the course of the presentation.
- 1. Greeting: Begin with a greeting that makes the audience connected to the presenter.
- 2. Attention Grabber: It catches the attention of the audience; can be a question, a quotation, a startling statement, an anecdote, or a video or an audio clip.

Introduction (Contd.)

1. Topic and Thesis Statement
2. Building Credibility: By stating the presenter's interest in the topic and informing the audience about the background research the presenter has done.
3. Preview: Telling the audience about what is coming ahead in the presentation
4. Rules for question and answer session: Whether the audience can ask questions during or after the presentation.

Main Body

- The main body is basically the discussion of the presentation. It can be done in any of the following ways:
 1. Chronological: When the points can be organized sequentially in the order in which the events occurred or appeared before the presenter. E.g. History of Sports, Changing face of Earth
 2. Categorical: When the points can be organized into various topics and subtopics on the basis of subordination and coordination. E.g. Role of Advertisement, Environmental Protection

Main Body (Contd.)

1. Cause and Effect: This method can be adopted whenever a cause-and-effect relationship exists. The presenter has to illustrate and explain the causes of situation and then focus on the effects. E.g. Impact of cinema on children, global warming
2. Problem-Solution: The presentation is divided into two parts – description and analysis of a problem, and, suggestion or proposal of a solution to the given problem. E.g. Population explosion, Addiction to gaming

Main Body: Supporting Materials

- They help the audience to notice, understand and accept a presentation. They can be of various types:
 1. **Definitions:** Explain difficult terms with the help of simple terms to clarify.
 2. **Example:** Give a brief reference that illustrates a point to clarify and add interest.
 3. **Statistics:** Quantify the main point to clarify and prove.
 4. **Analogy:** Show how one idea resembles another to clarify and prove.
 5. **Testimony:** Use expert opinions to add interest and prove.

Conclusion

- It sums up the entire presentation by reviewing the main points.
- While concluding, the audience is reminded about the purpose of presentation which could be either to persuade them or to inform them.

Modes of Delivery

- Extemporaneous
- Manuscript
- Impromptu
- Memorization

Extemporaneous

- Most widely used method. There is time to prepare beforehand and the presenter is most comfortable in presenting the theme in the best possible structured way.
- Thorough preparation boosts the presenter's confidence and supporting materials help to present the points clearly.
- Delivery sounds natural and spontaneous to the audience as there is no need to learn every word and line by rote.

Manuscript Mode

Advantages

- Here, material is written out and the presenter is supposed to read it aloud verbatim. Hence it is more of a permanent and accurate record of whatever is being presented.
- Language gets polished because a presenter can write and rewrite the material to be delivered.

Disadvantages

- Less eye contact with the audience thereby losing much of the non-verbal communication.
- Since it is written, there is little or no scope for adaptation according to the audience's response.

Impromptu Mode

Advantages

- Here, the presenter has to present an informal speech without preparation. Hence it is spontaneous.
- The presenter can deliver his/her thoughts without any hindrance, irrespective of what others think or say about that particular topic.

Disadvantages

- The presentation lacks organized development due to lack of preparation.
- There is no supplementary material like data, statistics, illustrations to substantiate the presenter's views.

Memorization Mode

- Most difficult method of presentation and hence seldom used.
- This type of delivery is somewhere between extemporaneous and manuscript presentation. Speech is written out beforehand, then committed to memory, and finally delivered from memory.
- No flexibility or adaptation is possible during the speech.
- Memory can fail sometimes and hence cause a lot of stress to the presenter.

Strategies for reducing stage fright

- **Strategies in advance of presentation**

1. Develop an interest in the topic of your presentation.
2. Reserve adequate time for preparation.
3. Anticipate easy as well as hard questions and try to work out your answer.
4. Rehearse your entire presentation at least twice.

Strategies for reducing stage fright (Contd.)

- Strategies just before the presentation

1. Arrive early; check the arrangements, equipment and your PowerPoint slides.
2. Mingle with the audience a little bit if possible to familiarize yourself.
3. Concentrate on your ideas.
4. Relax yourself by taking deep, even, and slow breaths.

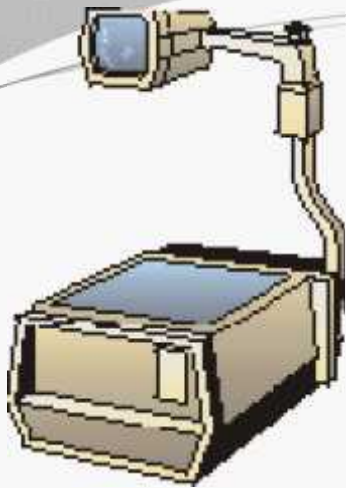
Strategies for reducing stage fright (Contd.)

- Strategies when the presentation begins

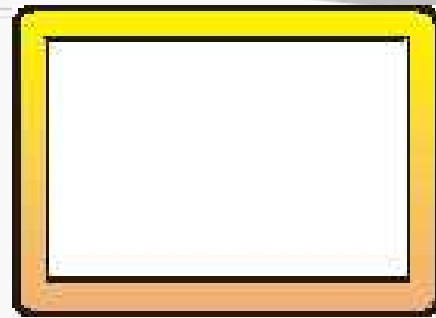
1. Feel good about your presentation and walk up to the dais.
2. Do not begin immediately. Make eye contact with the audience and smile.
3. Never comment on your nervousness, even if you are feeling nervous.
4. Do not show explicit signals of nervousness such as clearing throats, drinking full glass of water, wiping forehead etc.

Visual Aids and their importance

- Increase audience interest
- Illustrate key points
- Signal transition from one part of the presentation to the next
- Increase impact of message
- Help listeners retain information
- Help present ideas without depending on notes



OHP



Whiteboard



Duster



Laptop



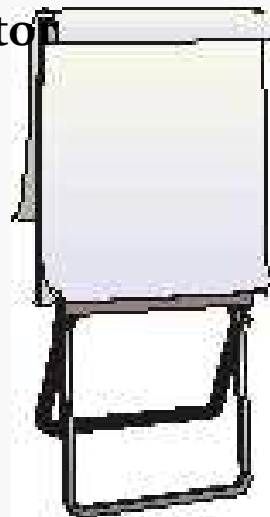
Markers



Slide projector



Handouts



Flipchart

Types of Visual Aids used in Presentations

- Overhead Transparencies
- PowerPoint Presentations
- Blackboard or Whiteboard
- Flip charts

Tips to use Overhead Transparencies

- Use larger fonts and avoid decorative fonts.
- Separate the transparencies using sheet of paper.
- Keep transparencies uncluttered.
- Show only the required information.
- Do not add multiple colors or exciting backdrops to your slides.
- Familiarize yourself with the operation of the overhead projector.
- Be ready with your notes in case of power failure.

Tips to use PowerPoint Presentations

- Familiarize yourself with the operation of the slides.
- Rehearse your presentation along with the slide show.
- Do the design and layout of the slides based on the occasion and purpose of the presentation.
- Use same set of fonts for all the slides.
- Be careful in using graphs, drawings, diagrams, photos etc.
- Decide on the number of slides based on presentation time.
- Keep a printed copy of slides in case of computer failure.

Tips to use Blackboard or Whiteboard

- Check the conditions of markers before beginning.
- Write in large letters.
- Stand to the side as you write.
- Do not face the board while talking to the audience.

Tips to use Flip charts

- Divide the board into columns and write legibly.
- Use different colored markers.
- Write in large letters.
- Use only one side of the chart.
- Wait for the audience to grasp the contents before turning pages.

Guidelines to make effective use of Visual Aids

- Organize the visual aids as part of the presentation. Fit them into the plan.
- Emphasize the visual aids. Point to them with bodily action and with words.
- Talk to the audience and not to the visual aids. Look at the visual aids only when the audience should look at them.
- Refrain from removing the aid before the audience has an opportunity to absorb the material.
- Use enough visual aids to make your points clear, but do not overdo them.

Delivering the Speech

- Prepare more material than necessary.
- Think positively about your audience.
- Be realistic about stage fright.
- Don't rush the opening.
- Maintain an attitude of alertness
- Be flexible in style
- Keep track of Time
- Pace/Speed
- Avoid mannerisms

Body Language

- Eye contact
- Posture
- Facial expressions
- Gestures
- Vocal Quality
 - Speak in your own natural style.
 - Don't ramble and use meaningless filler words like *um*, *you know*, *okay*, and *like*.



THANK YOU!