PREPARING PRESENTATION

TIPS TO PREPARE POWERPOINT PRESENTATION
OUTLINING THE CONTENT
PASSING THE ELEVATOR TEST

INTRODUCTION

A presentation is generally defined as a speech or a talk given in which a new idea, product, or a piece of work is shown and explained to an audience. This requires a special set of skills that can be used to impress the audience. This skillset can be acquired by planning each step of the process, starting with the preparation of a presentation.

A presentation exhibited to an audience is a spectrum of colours that keep them engaged to the content that presenter provides them. Some of them can be good and some of them need help in improving these skills. This improvement starts when each step of the process is understood with utmost clarity. The first step of having good presentation skills is to prepare a good presentation. Let us see how a normal presentation can be made into an attention-grabbing presentation.

TIPS TO PREPARE POWERPOINT PRESENTATION

WHAT IS A POWERPOINT PRESENTATION?

A PowerPoint presentation is an effective tool used during presentations. This helps to create a collection of individual slides containing information on a particular topic.

PowerPoint presentations are generally used in business meetings to exhibit the statistical analysis with many other necessary data. It is also used in schools and colleges and training programmes to educate students about a topic with pictorial representations instead of writing in board.

There are two possibilities in creating a presentation: a good presentation that can be helpful to the presenter and also to the audience and a not-so-good presentation that may help only the presenter and not the audience. Moving forward, we will see how to make a good presentation that can be helpful to both presenter and audience.

10 TIPS TO PREPARE A PRESENTATION

Nowadays, presentations are mainly used for professional purposes like discussing about company's statistics and the growth rate of an organization, pitching an idea to investors or to government organizations for a project approval and many more. In these occasions, a presentation needs to have a certain quality so that it does not create an aversion in the audience towards the presenter. So there are a few general tips that can be used to develop presentation skills, starting with how to prepare for a presentation.

Carefully Compose Your Slides

A presentation needs to look consistent. This will keep the audience focused on essentials; your speech and facts that are highlighted in the slide.

Pick an easy to read font face.

PowerPoint comes with a selection of templates. You can stick to a single font face and limit yourself to play safe with colors and font sizes, unless you are a designer.

Select font size for text carefully.

You don't want to create a wall of text and lose the audience's attention. On the other, you do want your audience to be able to read the text that you consider key. So make your fonts large enough. Leave room for highlights.

Decorate scarcely but well.

If you have good content, you won't need decoration. Your template will be decoratively enough.

Use Consistency

Consistently use font face and sizes on all slides. This one reflects back from using a template. If you choose a professional template, the designer will take care of this aspect. It is necessary to stick to it.

Match the colors.

If there are going to be charts or graphs inserted in the presentation, take time to match the chart with the design of the presentation used. This will make the presentation look consistent and not funky.

Use Contrast Colors

Black text on a white background will always be the best, but also the most boring choice. You're allowed to use colors! But use them responsibly. Keep it easy on the eyes and always keep good contrast in mind.

Apply Brilliance

Carefully use color to highlight your message.

Colors can make numbers stand out or your Take Home Message pop. Using too many colors in too many instances will weaken the color effect. The special effect only works if used scarcely. Try to limit pop colors to one per slide.

Make a brilliant choice: match colors for design and good contrast to highlight your message. Use a professional color palette, to find which color will work best with your theme.

KISS

Keep It Straight and Simple.

This means a few things in specific: No full sentences in slides, only **keywords** have to be **in the slides**, and the most important of all is to **NOT to read the slide**. Your slides are only there to support, not to replace your talk. You have to tell a story, describe your data or explain circumstances, and only give keys through your slides.

Take Home Message

Always summarize your key point in a Take Home Message.

Ask yourself, if your audience should learn or remember one single **thing** from your presentation, what would it be? That's your Take Home Message.

The Take Home Message is your **key message**, a summary of your data or story. If you're giving an hour long presentation, you might actually have several Take Home Messages. Make sure that what you think is key, really matters to your audience. Make your Take Home Message **memorable**. It's your responsibility that your audience takes home something valuable. Help them **"get it"** by making your Take Home Message stand out, either **visually** or through how you frame it **verbally**.

Images

Images are key elements of every presentation. Your audience has ears and eyes, they want to see what you're talking about, and a good visual cue will help them understand your message much better. Have more images in your slides than text. Visuals can **illustrate** your points and **support** your **message** but do not use images to **decorate**. That serves just a **distraction**. Images can reinforce or complement your message. So use images to visualize or explain your story.

Animations & Media

In animations, there is a fine line between a comic and a professional impression.

Animations can be powerful tools to visualize and explain complicated matters. A good animation can not only improve understanding, but also can make the **message stick** with your audience. Sparingly use animations and media.

Two cases where animation can used are:

• To draw **attention**, for example to your Take Home Message.
• Or to **clarify** a model or **emphasize** and effect.

Target & Content

Your target audience defines the content of your presentation. For example, you cannot teach school kids about the complicated matters of economy, but you may be able to explain to them what economy is in the first place and why it is important. When you compile your presentation, ask yourself these questions:

- What does my audience know?
- What do I need to tell them?
- What do they expect?
- What will be interesting to them?
- What can I teach them?
- What will keep them focused?

Answer these questions and boil your slides down to the very essentials. In your talk, describe the essentials colorfully and use your weapons: text, images, and animations wisely.

Practice

An enthusiastic and well-practiced talk will help you convince your audience and keep their attention. Here are some key points that define a good talk:

- Know your slides inside out.
- Speak freely.
- Speak with confidence – loud and clear.
- Don't speak too fast.
- Keep eye contact with your audience.

These 10 presentation tips in preparing a presentation can help you in giving a professional presentation.

Now that we have seen a few tips about how to prepare a presentation, the next step of improving the skill lies in presenting a good presentation.

A good presenter knows what he speaks, understands what he has to tell, and how to phrase them. An important requirement to know what is in the presentation, he/she

must have an idea about the topic. Moving forward, let us see how to organize a speech in a presentable format.

OUTLINING THE CONTENT

WHAT IS OUTLINING?

Outlining can be defined as a method of briefing the **logically** arranged **key** points of a topic instead of giving in depth explanation in **short time**. Outlining helps in remembering the main ideas of the presentation and organizing the presentation based on certain logical order.

HOW DOES IT HELP?

Having an outline of content can be of great help to the presenter. Some of them are as mentioned below.

• Outline helps to group the ideas into main points and see their logical connections.
• It is important to create an outline before delivering the speech as it will act as a guide to effectively sequence your information and ensure to touch on all main points.
• Outlining allows to ensure the speech flows smoothly.
• Using outline as a tool for delivery of extemporaneous speaking can help in rendering a free flow of speech.

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HOW TO CREATE AN OUTLINE?

There are various methods of organizing ideas based on certain logic. Any one of those methods can be used to create an outline.

Known to Unknown
The presenter can arrange the order of the facts based on the popularity. The universal facts which are known to everyone can be told first and then they can be followed by the "Did You Know" facts which are mostly unknown to the common crowd. This is one method of organizing the ideas.

IMPORTANT

Causes to Effects

This method of organizing ideas involves two parts. The first part is where the causes of a certain events are listed down and the second part lists down the facts about the effect of that certain event and its aftermath or the chain of events caused due to the prime event.

Large to Small

In this method of organizing the ideas, the facts can be arranged based on the scale of events. Big scale events can be prioritized as the highest and then gradually reduce in the priorities. This can also be used in a reverse order in certain periods for specific topics where it is necessary to start with small scale events. For example, the growth of an industry which started from a small shop or a garage. Here starting from small events can fit it easily.

Old to New

This is the most widely used order of organizing events, facts and many more. The chronological order of arrangement where the facts are arranged based on the time of the event's occurrence. This can be seen in the launch of some products where the presenter recalls the launch of the first version or variant of that specific product and then retraces the steps back to the new product to be launched.

These are the methods that can help a presenter to create an outline of any topic.

Outlining gives the speaker a gist/key points to remember and ca be used as prompters during the speech/presentation. When the presenter can give an entire speech about a topic, he/she must also be capable of presenting it in the shortest possible time, therefore leaving us at elevator test.

PASSING THE ELEVATOR TEST

WHAT IS THE ELEVATOR TEST?

An elevator pitch, elevator speech, or elevator statement is a **short description** of an idea or some topic of interest that explains it in a way such that any listener can understand in a **short period of time**, say 30 seconds or the time consumed by a **ride in the elevator**. Hence, the name Elevator test. This description generally consists of the **main points** covered in a presentation or a topic like the **purpose** of the idea, **where** can it be **applied**, the **process** behind the idea.

HOW DOES IT HELP?

The elevator test helps you to know the core message of your presentation. When a person is clear about the main message that is being emphasized in the presentation, he/she can rephrase the same to some other person who had not attended the presentation. In the end, the people are going to **remember** only the **main message** of the presentation. So giving that message as strong as possible is what a presenter's achievement.

HOW TO PASS ELEVATOR TEST?

A person can pass the elevator test only when he/she is clear with the main idea of the presentation. This involves in depth knowledge about the topic of the presentation. The content that is to be shared has to be organized in such a way that it is easy to understand by everyone. These are the few things that can help in the primary steps of preparation. Imagining a scenario with the least time limit and trying

to explain the essence of that topic within that time limit can also help in improving this skill. For example, you can try to write down the main message of your presentation behind a business card. This can help you to know how much are you able to compress the content and **deliver** the **most important message** to the audience.

Often a great deal of work and craftsmanship goes into making something look or sound simple. It's easy to waffle on, but takes focus to distil and refine your content into something **persuasive** and **memorable**.

Thus, we have seen about three things that can help in preparing a good presentation and how to prepare the presenter. We know that images, clippings, animations can be used in a presentation but the limitations? A presentation has slides, as mentioned before. These slides are expected to be in an organized manner. How are those materials organized? Move on to the next topic to know more about how to organize materials to your benefit.

MAKE SURE YOU REVISE

In this module, we have looked into

- Necessity of good presentation skills:
- Tips to create a good presentation
  - o Design
  - o Colors
  - o Text
  - o Images, Animations
  - o Target and Content
- Creating an outline
  - o Methods of creating outline
- Elevator test

IMPORTANT