

UPEI

Effective Presentations

Marking Rubric

Content and Organization	Language	Delivery
<p>Level of preparation –</p> <ul style="list-style-type: none"> Has evidently prepared all notes and supporting material. Good balance between academic content and practical implications 	<p>Language and voice proficiency-</p> <ul style="list-style-type: none"> Uses a wide range of vocabulary Fluent and natural (any pauses are consistent with natural speech) Consistently uses an appropriate tone for this topic Able to express ideas with precision 	<p>Connection –</p> <ul style="list-style-type: none"> Effective well mannered techniques used to involve the audience Relaxed and confident Visual aids effectively integrated into the presentation Visual aids are clear and easy to understand
<p>Structure of presentation -</p> <ul style="list-style-type: none"> Introduction very clearly lays out the objectives of the presentation The outline (agenda) of the presentation is introduced Body of the presentation is well structured Conclusion very clearly summarises and rounds off the presentation 	<p>Body language-</p> <ul style="list-style-type: none"> Appropriate dress and mannerisms Eye contact and body language used with good effect 	<p>Interest and appeal-</p> <ul style="list-style-type: none"> Uses topic that is relevant to the audience Focused and clear discussion
<p>Ability to answer questions -</p> <ul style="list-style-type: none"> Presenters are able to answer questions Demonstrate expertise of the topic introduced 	<p>Enthusiasm-</p> <ul style="list-style-type: none"> Presenters are able to continually demonstrate enthusiasm for topic 	<p>Timing –</p> <ul style="list-style-type: none"> Timing and pacing well managed and has been well rehearsed Within 2 minutes of required time

Presentations

“Presentation skills are worthy of extreme obsessive study.” Tom Peters

https://www.youtube.com/watch?v=RHX-xnP_G5s

Effective Presentations –What Makes Them Successful

Table top Activity

- Think about the best presentation you have ever witnessed; what stands out as significant, meaningful, empowering or particularly successful? Share you story with your table.
- Based on your conversations, develop a list about what it takes to deliver an effective presentation.

Effective Presentations

- Powerful Introduction (Agenda, Objectives, and Introduce your team)
- Defined Purpose
- Analyzed Audience
- Organized Content (Introduction, Body and Conclusion)
- Visual Aids
- Audience Engagement
- Positive Verbal and Non Verbal Language
- Inspired Conclusion

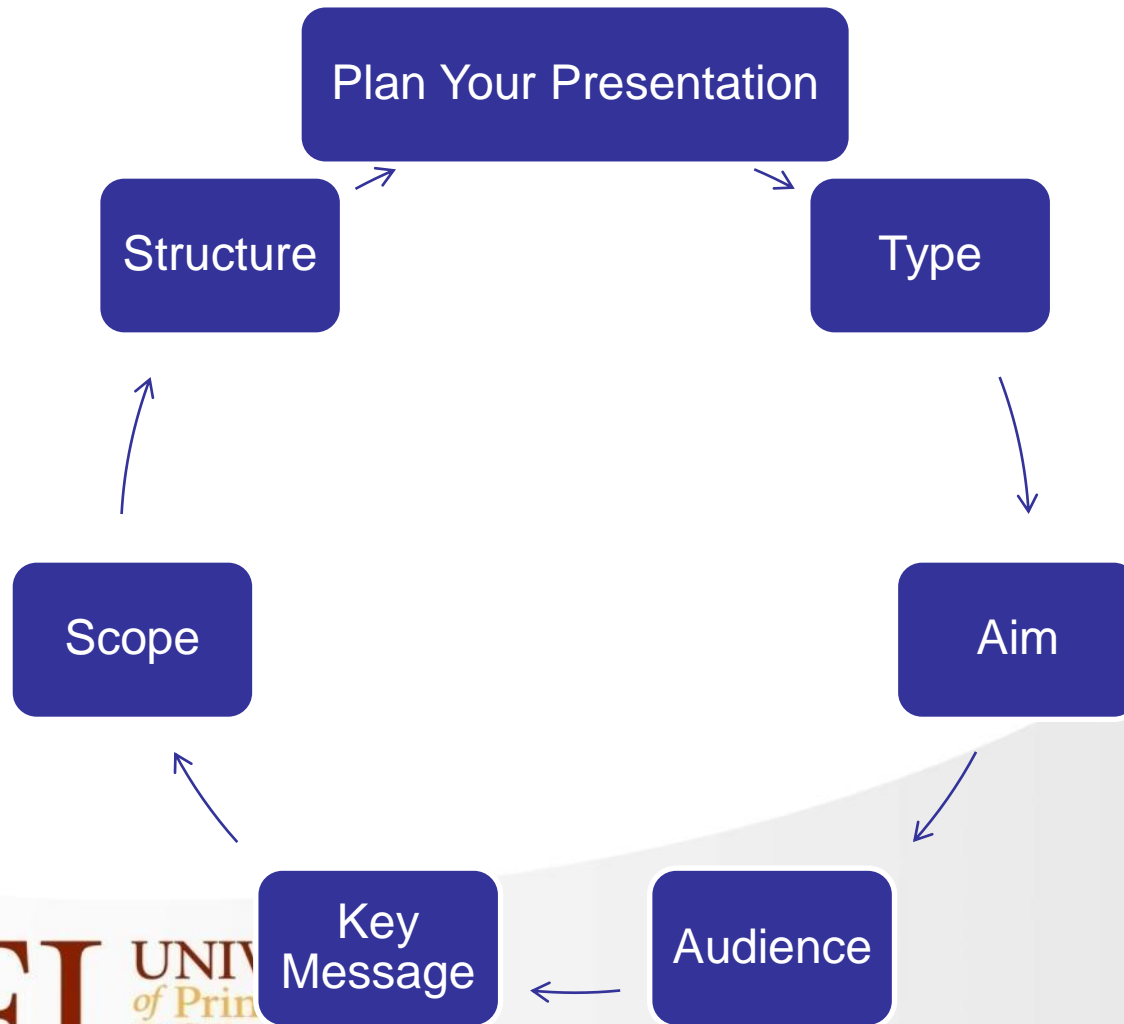
4 p's of Effective Presentations

Agenda

The 4 +P's of Effective Presentations



Planning



1) What Type of Presentation is This?

Types of Presentations



2) What is Your Aim?



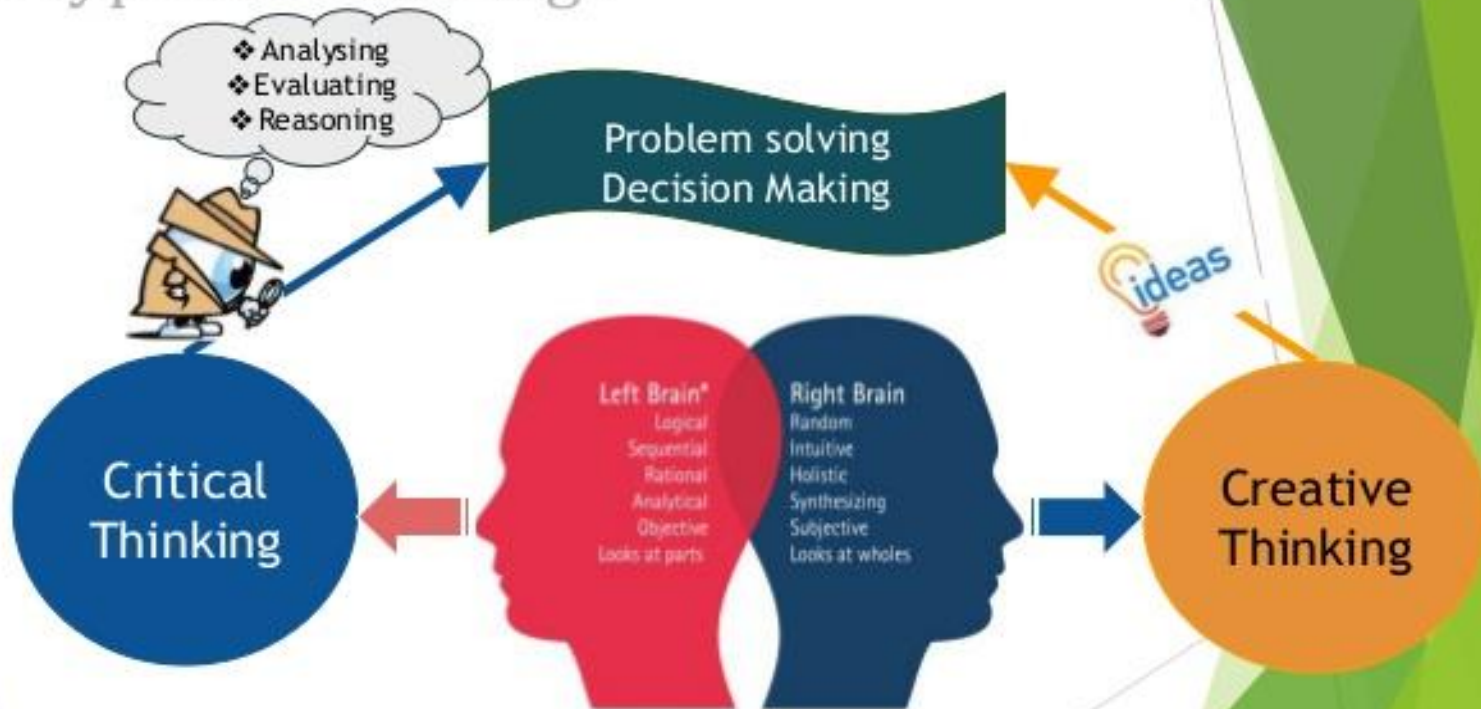
3) Who is Your Audience?



*Who am I trying
to reach?*

How your Audience Thinks:

2. Types of thinking?



4) What is your Key Message?

Define your key message

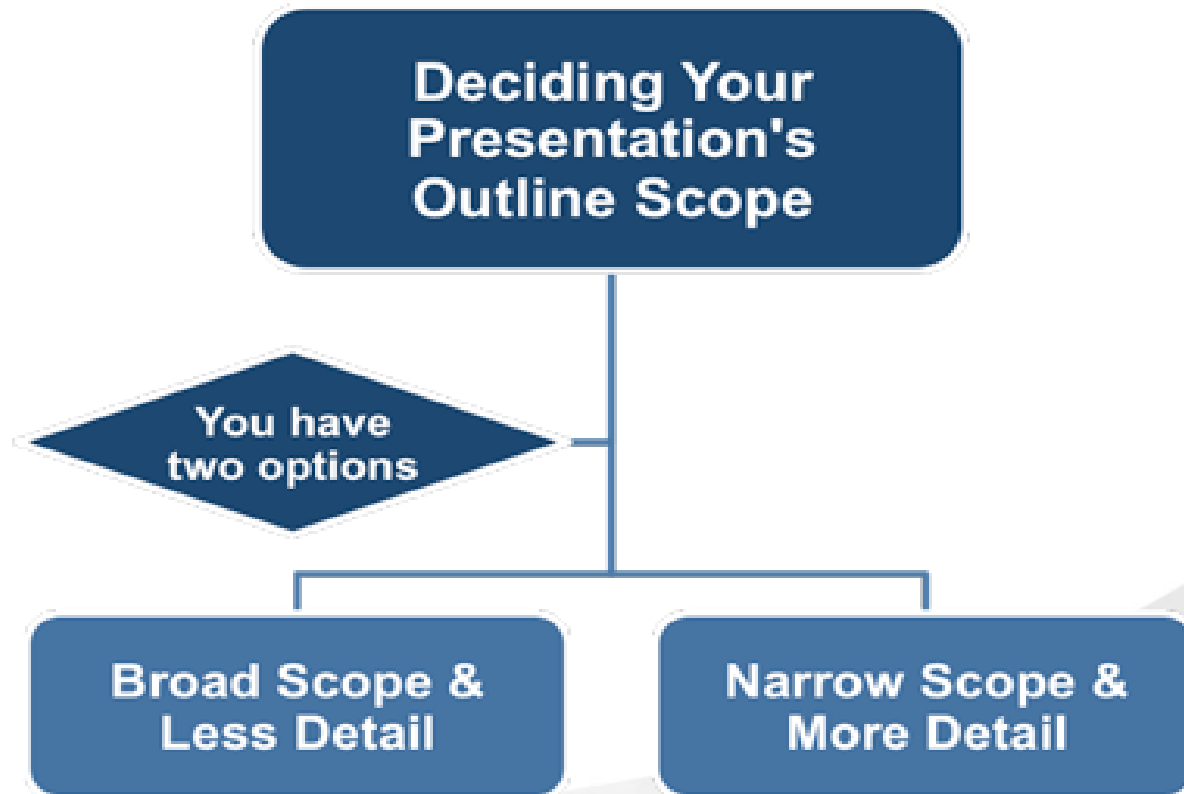
- In as few words as possible ask yourself:

What do you want to say ?

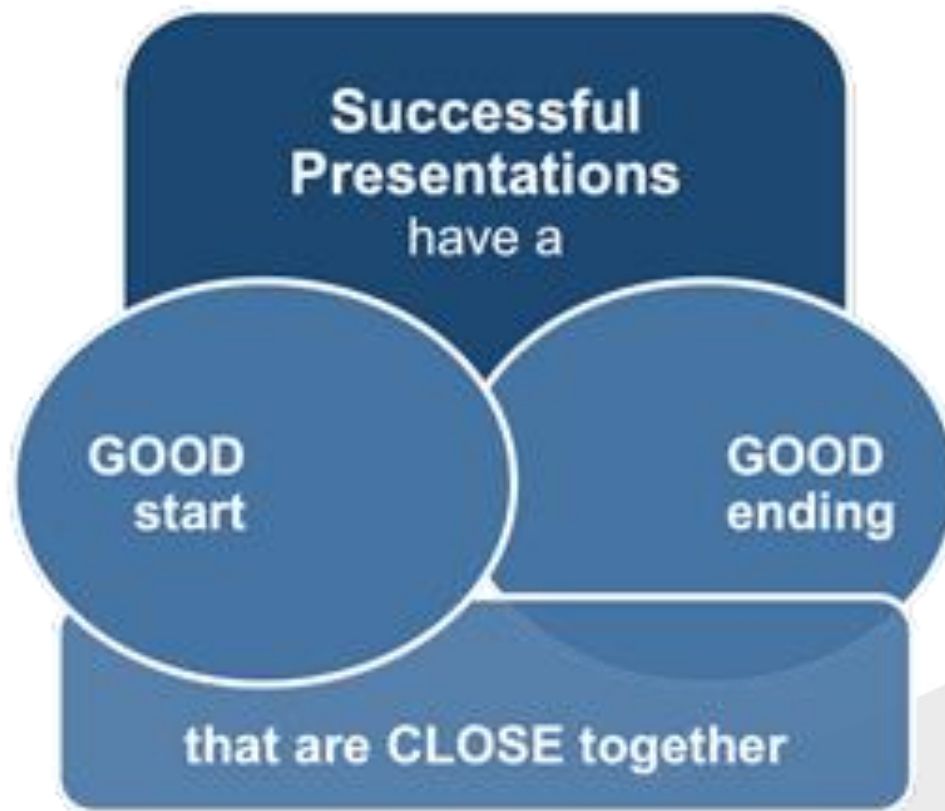
Suppose you had :30 seconds to say what you most want to communicate. (That's 70 words or less for most people.)

Write it out. Don't worry about style at this point.

5) Outline your Scope:



6) Create your Structure:



Importance of a Good Start

<https://www.youtube.com/watch?v=NyE1Kz0e--0>

Preparing your Presentation:

The **PREPARATION** *phase*

Research

Thinking about audience's needs

Brainstorming ideas

Organizing ideas

Critique on ideas/message

Storyboarding, outlining, structuring presentation

Building slides

Critique on slides

Rehearsing

Critique on delivery

Storytelling

<https://www.youtube.com/watch?v=Nj-hdQMa3uA>

Storytelling

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Attention

We don't pay attention to boring things!

Practice

Here are five ways in which you can practice your presentation skills.

Rehearse in front of a crowd. Standing in front of a group of people, giving your speech and seeing their reactions is a great way to boost your confidence in your material and delivery. ...

Take notes. ...

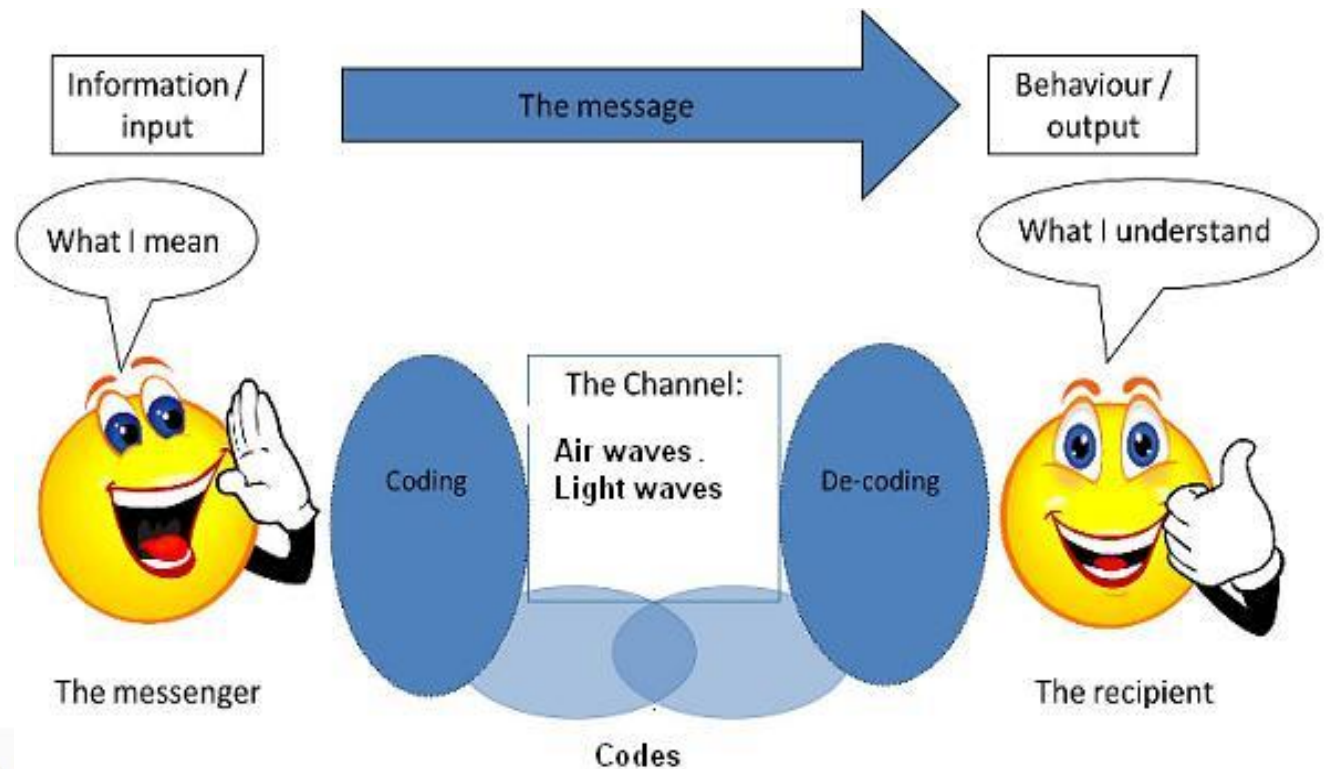
Experiment. ...

Time yourself. ...

Record yourself.

Delivery

- Communication Channel



How We Communicate

Verbal

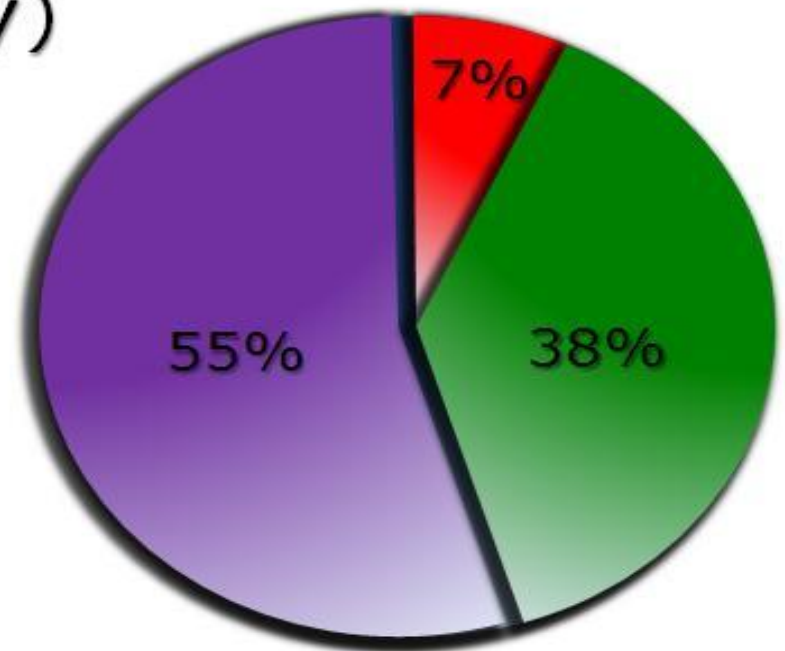
Words – (What we say)

Para-verbal

Tone (How we say it)

Non-verbal

Our Expressions and actions



Connection to Audience

- 1. Talk to people before your presentation begins.**
- 2. Have your audience's best interests at heart.**
- 3. Establish eye contact.**
- 4. Speak simply and with conviction.**
- 5. Approach your presentation from your audience's perspective.**
- 6. Dress appropriately.**
- 7. Avoid offensive humor or language.**
- 8. Use evidence they will find credible.**
- 9. Open Body Language**

Present

<https://www.youtube.com/watch?v=3lE3UwLjHnk>

<https://www.youtube.com/watch?v=k8GvTgWtR7o>