

# Week \_\_ Tutorial **Presentation Skills**







### **Objectives**

- Introduction
- Purpose of Presentation
- Factors Affecting Presentation
- Tips for a good Presentation





### Introduction

- Presentation is an art of conveying information from speaker to audience.
- There are multiple presentation types: Teaching a skill, Reporting progress, Selling a product/service, Providing information, and so on.



**Effective Presentation Skills** 





# **Purpose of Presentation**

#### To Inform

 Presentations are one way for businesses/individuals to update their audience about new plans, items, or ideas. The purpose is to educate the new employee on the organization's policies and processes.



#### To Persuade

 Presentations are also given to persuade the audience to take the intended action.

#### To build goodwill

They can also help in building a good reputation







# **Factors Affecting Presentation**

#### Audience Analysis

 An effective presentation is the outcome of the speaker conducting background research on the audience in the right way. However, a presentation won't be effective if the audience analysis is weak.



• It matters a lot how the speaker comes across to the audience. A person can easily persuade an audience through communication if they are well-groomed, wearing few accessories, and appear professional.

#### Use of Visuals

 The visuals are the icing on the cake. It improves the effectiveness of the presentation. It should be better prepared if the presenters employ visual aids. They also give out a more convincing, credible, and engaging impression to the audience.











### Factors Affecting Presentation(Contd.)

#### Voice Quality

The audience is influenced by the presenter's voice as well.
An audience's attention can be quickly captured by a powerful voice.

#### Body Language

 When a speaker makes eye contact with the audience while speaking, the audience pays attention. It demonstrates the speaker's competence, kindness, and experience.

#### Answering Questions

 Whether the speaker is able to respond to questions politely raised by the audience after the presentation. It aids in making an audience impression.









## Tips for a good presentation

#### Early Preparation

 The higher your performance, the more time you have to conduct research, plan your presentation, and practice.

#### Practice Presentation

 The secret is to plan. Researching, creating the slides, and creating the text are vital, but so is practicing the entire presentation in front of a mirror or a roommate.

#### Pictures & Videos

 Use a variety of materials to quickly and clearly communicate your message.









# Tips for a good presentation(Contd.)

#### Confident Appearance

 During the presentation, you are the expert and you should behave like one. Remember: Everybody is nervous!

#### • Eye contact with audience

 Everyone will pay attention when you look at your audience and allow your sight to drift through them.

#### Conscious (breathe) pauses

 Taking breaks for breathing, emphasis, and thought not only helps your voice, breathing, and nerves, but it also gives your audience a chance to absorb what you're saying.

#### Smile

 Smiling calms your nerves, creates a positive atmosphere and shows that you are enjoying yourself.

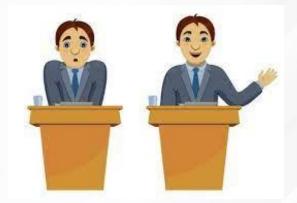








# Which one is you?









# Thank You





