

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.



- **Personal Appearance**

- 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