Ask yourself: “what is the problem that I want to address? Why is it a problem? What smaller factors make up this problem? Possible solutions to these factors? Problems with these solutions? Future questions to be addressed by research to resolve the new problem?

Effective presentations take full **consideration of the audience’s needs.**

**Structure:**

1. Informative introduction
2. A coherent series of main points presented in a logical sequence
3. A clear and purposeful conclusion

**Introduction**:

Explains the content and purpose of the presentation. Includes:

* A positive start: “Good afternoon, my name is Akis and…” (Intro slide)
* A statement of what will be discussed, based on what you want to achieve: “I am going to explore… in hope that I will make you think of bio-banding more critically” (Contents/objectives slide)
* A statement of the treatment to be applied to the topic (e.g. compare, contrast, evaluate, describe, or reviewing the supporting literature): “I will be comparing the four main principles of…” (contents/objectives slide)
* A statement of what the audience will need to do (e.g. when they can ask questions or whether or not they will need to take notes):” I will pass round a handout that summarises my presentation before taking questions at the end”.

Communicate energy and enthusiasm for your topic. Give your audience a moment to absorb this information before moving on.

**Main points**

Produce a list of the main points that you would like to make. Ask yourself: “What am I really telling them? What should they be learning here?”. Build an argument by moving from background information to precise points of detail or explain a process by describing its purpose and then taking the audience through its stages sequentially.

Try presenting no more that 3 main points in a 10 min presentation. Always build on the previous point and avoid large jumps in sequence. Ask yourself:

* What are the main points you wish to make?
* Are these points structured in a logical, coherent way?
* Do these main points reflect your own objectives and take account of the needs of your audience?

Supporting information:

* What will add clarity to your argument (explaining complex terms, reminding your audience of any supporting theories)?
* What will ad authority to your argument (making connections with other people’s work, quoting experts, offering evidence from your own research)?
* What will add colour to your argument (showing a video clip or a slide, using a practical example or a vibrant analogy)?

Develop a liner flow of your presentation:

* “The next stage in our project was to…”
* “Another important issue of consideration was…”
* “By following this argument, we can now see that…”

**Conclusion** (summarising points slide)

Offer an overview and make a lasting impact (e.g. we talked about these… this doesn’t mean that you should not use bio-banding but consider the issues that we talked about before using it). Includes:

* A review of the title and purpose of the presentation: “In this presentation I wanted to explore…”
* A statement of your main points or recommendation to be drawn from your work: “I hope to have been able to show that the effect of…”
* A summary of the process you have been through: “By looking at X we have found that Y…”
* An indication of the next stages (what might be done to take this work further?): “This does of course highlight the need for further research in the area of…”
* A parting statement to stimulate your audience’s thoughts (this might be a question or bold comment)
* Thank you for listening and questions

Address the audience directly during your conclusion to consolidate the impression of a useful presentation.

**Tips for the audience**:

The audience will have a variety of different experiences, interests and levels of knowledge. Acknowledge these and respond to them. Ask yourself:

How much will they already know about the topic? (Mostly from lecture-analyse it)

How can you link new material to things they might already understand? (Break down things to deeper levels and present any links between things they already know and dont)

Will you need to win them over to a particular point of view? (Kinda)

**Reviewing your presentation:**

* Does the presentation meet your objectives?
* Is it logically structured?
* Have you targeted the material at the right level for your audience?
* Is the presentation too long or too short?

References:

<https://www2.le.ac.uk/offices/ld/resources/presentations/planning-presentation>