

### **Unit 3: Professional Presentations**

- Presentation does not only mean to speak about a particular topic with the help of a projector and PPT. It has a much larger and general meaning.
- In reality, the moment we come in touch with another person, our presentation begins.
- Therefore, ***presentation simply means presenting ourselves in front of anyone, anytime, anywhere; be it in formal or informal manner.***
- Friends talking with friends, parents giving guidance to their children, teachers giving lectures, politicians giving speeches, accountants presenting reports - all are forms of presentation.
- ***A great presentation does not just happen. It is planned, rehearsed and delivered with flair. A good presenter learns the skills of presentation.***

#### **IMPORTANCE OF PRESENTATIONS**

Presentations are inevitable in the life of a professional. In today's world, it is hard to conceive of a profession that does not require its employees/workers to prepare and give presentations to their fellow professionals, seniors, moderators, or evaluators.

Professional presentations are prepared mainly to perform the following jobs/activities:

- Inform the audience about some procedure, plan, and phenomenon.
- Analyze situations, trends, and results.
- Evaluate performance, progress, and growth.
- Suggest modifications and improvements in the existing practices.

#### **Important Tips for Preparing Presentations**

- Collect appropriate information/data.
- Organize your information clearly and effectively.

- Prepare slides with crisp, useful, and logical information.
- Transform nervousness into enthusiasm.
- Learn from others' presentations.
- Adjust to your surroundings such as the setting or acoustics of the venue.
- Use visualization for making a positive impact on the audience.
- Use 10-20-30 rule: have 10 slides for a 20 minute presentation with the size of fonts at least 30 pt.
- Follow the 6 x 6 rule: limit text to 6 words per line and 6 lines per slide.
- Number your slides and arrange them in order.
- Keep your slides simple, uncluttered, and lucidly composed.
- Time your slides to perfection but never read from them during presentations.
- Avoid last-minute glitches by reaching the presentation area much before the audience and adjust material on the laptop or pen drive well before you speak.
- While displaying a slide, avoid standing or walking in front of the LCD lens.
- Make your slides attractive, but avoid unnecessary frills.
- Practice conscientiously to give a good, effective presentation.

## **Parts of Presentations**

- This is the most crucial step of the presentation. In order to deliver a presentation in an effective and memorable manner, one needs to prepare a proper outline of the content. First, gather as much information as possible and think about all the possible aspects of the given topic and arrange them as below:

1. Introduction
2. Main Body
3. Conclusion

**1. Introduction:** The first section in your presentation should be an introduction. It should set the tone for your entire presentation and explain to the audience what they can expect from your presentation. Talk about the relevance of the topic to the audience.

Here are some of the slides you may want to add in the introduction section:

- The title of the presentation
- The objective(s) of the presentation

- A table of contents

2. **Main Body:** The main part of the presentation; include your data here.

One can arrange the main body by using some common patterns.

Break down your content into bite-sized points, arrange them in a logical order, and then present all the information you would like to share with your audience, in order to support each of your points.

3. **Conclusion:** Provide the final summary of the topic. Review the main points you've discussed. Call your audience to action. Finally, thank the audience for viewing your presentations.

