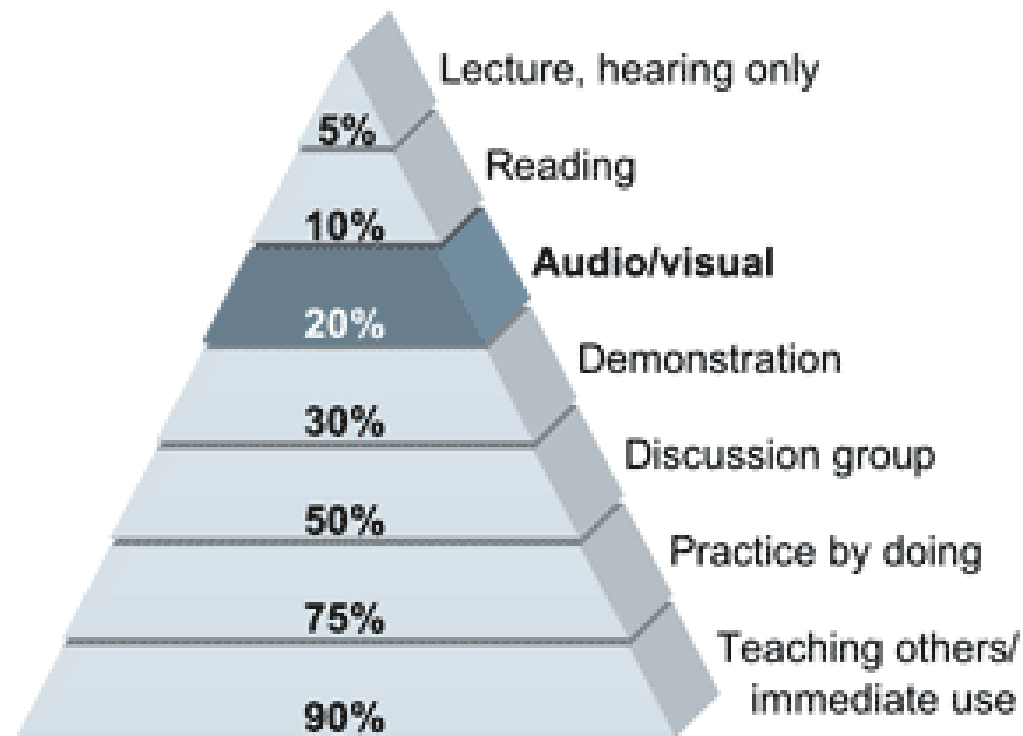




# Making presentations

# A simple fact!

- You will not remember more than about 20% of what I tell you today!



# Some questions to ask yourself

- What is the *goal* of your presentation?
  - Information  $\leftrightarrow$  discussion?
  - The key points
  - What should everyone remember when they leave?
  - Make your 5-20% count!
- Who is your audience? How much do they already know?
- What medium (media) should I use?
- How much time do I have?
- How do (should) they perceive me?

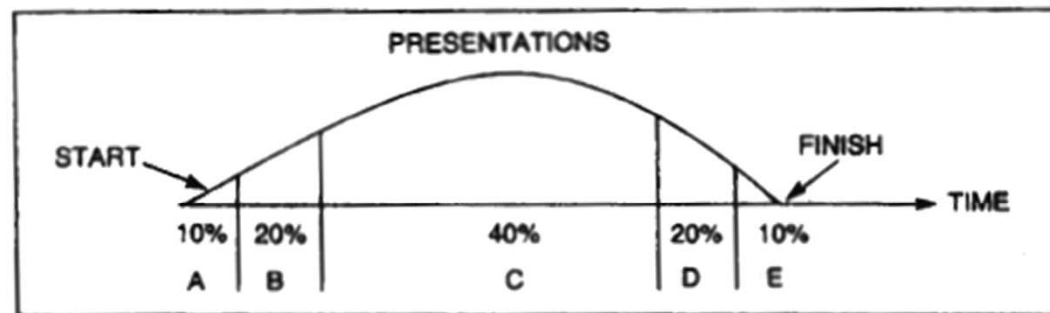
# You're in control – stay in control!

- Define the dialog at the beginning
  - What suits your needs?
  - When can the audience ask questions, give comments, etc.?
- Do not let the discussion get out of hand
  - “Can we defer that question to after the presentation?”
  - “Let me get back to you on that”
  - Or, eventually: “All right, let’s move on”

# Planning the presentation – the sandwich technique



- Intro and forecast
- Main presentation
- Summary and finish (wrap-up)



**Figure 3.1** Structuring a presentation

# KISS (K eep It Simple Stupid)

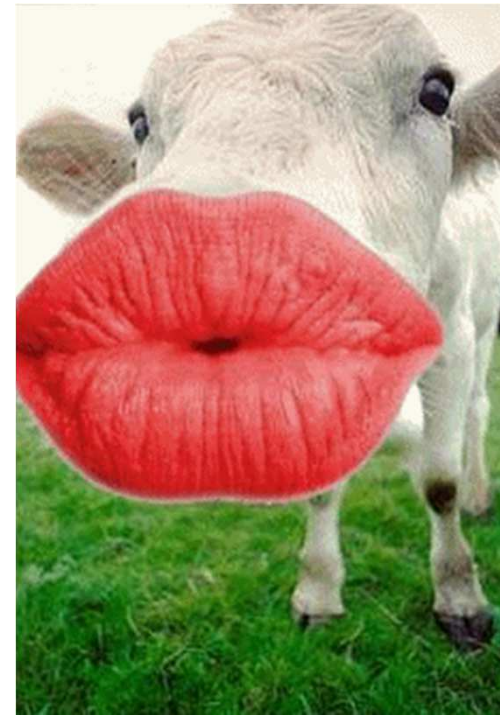
**Prepare!**

**Focus on key points:**

- One to three key points - no more!

**Repetition = retention:**

1. Tell them what you're going to tell them (intro)
2. Tell them
3. Tell them what you told them (summary).



# Body language in communication

- A thought experiment: How would you better judge me as a presenter?
  - By *watching* me without *hearing* me?
  - By *hearing* me without *watching* me?
- Fact: About 60% of communication is conveyed through body language
  - Eyes and face
  - Gesture and posture
  - Dressing

# Oral Presentation Exercise

- Prepare an oral presentation (8 minutes max) on a favourite topic (hobby, sport etc.).
- Present it to the class and get feed-back. You should focus on the *presentation*, not the *subject*
- The audience gives feedback on your performance