

## UNIT - 9

# Presentations

### ① Introduction:

Presentation is the practice of showing and explaining the visual content of a topic to the audience or listener. It contains texts, charts, graphics, and images such as photographs or other objects. Presentation normally takes place in formal setting such as classroom, meeting, seminar, workshop, conferences and public speaking. However the modern day presentation may take an extra assistance from various presentation programs such as Zoom, Team, Interactive Whiteboards, etc. to make it simple, easy and attractive to audience.

### ② Getting Started on Presentation:

We may have the best new product idea for our company. However, for our idea to become a reality, we must communicate it to the management team and convince the team members to try the product. So, this chapter explains how to plan, organize, compose, prepare and present oral reports effectively.

The higher up the corporate ladder you move, the more likely you are to give oral presentations. The audience, formality, and purpose may vary. We may give presentations to internal audiences (listeners in the presenter's organization) or we may also give presentations to external audiences (listeners outside the speaker's organization).

### ③ Planning:

The planning stage is essential in the creation of presentations. This is the stage in which we analyze our audience, develop a topic, create effective graphic aids, plan time etc. Some methods of planning our presentation are as follows:

**1. Audience:** Analyzing audience is important in order to connect with them. We should begin audience analysis by asking

Why you are making the presentation and what you want to achieve. We must understand the goal of we want to reach it. There are three types of audience. They are:

- i) High-tech audience: The audiences who have high quality, education and do work sincerely are known as high-tech audience.
- ii) Low-tech audience: In this type of audience, the members of the organization are involved. They have low education and knowledge compared to high-tech audience.
- iii) Lay audience: In this type of audience, there are the general public who come to get some information from the senior personalities and experts.

The audience analysis can be done in two ways:

- i) Preliminary Analysis: It refers to analyzing the audience prior to the presentation. We need to make possible picture of audience in mind and study their characteristics to decide what and how we are going to present.
- ii) Analysis during presentation: This type of audience analysis is done during our presentation session. We need to analyze our audience while we are speaking and adapting to the situation according to the feedback we receive for them.

2) Topic: Sometimes speakers choose their own topics. In business, managers often ask employees to prepare a written document such as a progress report, a solution to a problem, or an incident report. After submitting the written report, the employee may be asked to make an oral presentation. After getting topic we need to collect related materials and review on them.

3) Graphic Aids: The graphics can increase interest and readability of documents as well as motivate the audience positively. We can use graphic software programs to create graphics and insert them into desired place throughout the document. The suitable graphics make our speech more understandable.

4) Location: Presenters also should plan for the presentation's location, which can be very important. For example, if we will be making a union presentation to a construction crew at an outdoor job site, using a projector and screen probably is not an option. If we are using a small conference room to make a presentation about new soccer league rules, demonstrating an illegal shot block could be difficult.

5) Time: Presenters should plan to meet the time expectations of the audience. If we are invited to present, the person who invites us should let us know how much time we have to speak. If the host does not give us a time, ask. Speakers who ignore audience expectations often lose the audience's attention.

6) Stage Fright: Fear is indispensable in every human affair. It paralyses the spring of any action. Stage fright is not something to eliminate but we can overcome it if we are prepared well enough about our subject matter, have done extensive audience analysis, if we do lots of homework and literature review. Allocate proper time to every action of our presentation. Know your presentation role. When making speech try to relax. Speak slowly and clearly.

### ④ Organizing and Composing:

When we are making a presentation, it is very important to organize and compose our presentation following a particular format. We should compose presentation in such a way that the audience will not get any confusion during presentation. For organizing we should select an organizational plan and preview organization.

Selecting an organizational plan: The organization of our presentation must be clear and well-planned. For most presentations, we will probably use the direct approach. With the direct approach, we state the main idea first and then explain and support that

idea with details. Stating the main idea first lets our listeners know what our subject is, what points we will make, and how we will proceed.

If we know that our audience opposes the point then, we consider using indirect approach. With an indirect approach, we gradually build our evidence, convincing the audience of our point, which we state at the end of our presentation.

Previewing Organization: Regardless of organizational strategy, give the audience a preview so they know what plan we are following. The preview is like a map showing a driver where to turn and how far to go. Our preview explains the order of our ideas.

Composing: Listeners typically recall the first and last points they hear. Therefore, plan for a strong introduction and conclusion. Depending on audience and purpose, we can try one of several introductions:

- A direct quotation, usually from a well-known source.
- A question for which the speaker expects no answer.
- A startling fact or statistic to grab a listener's attention.
- A statement you then disprove.

Composing the Body: Following guidelines will help to compose the body of an oral presentation:

- Use words the audience will know. Define unfamiliar terms.
- Use simpler sentences than we use when writing.
- Emphasize main points.
- Answer questions that audience is likely to ask.
- Stay within time limit.

Composing the Conclusion: Conclusions are important because they are the last point or topic the audience will hear. Therefore, they require as much planning as introductions do. An effective conclusion should hold the audience's attention, summarize key points, and call for action if requested.

## Preparing:

After we complete planning process, we need to prepare notes and our image. Doing so will help ensure that we deliver an effective presentation. Risks are huge if we neglect our preparation. Without notes, we are left with only our memory, which sometimes fails under stress.

Outlines and Notes: A practiced performance with an outline or notes yields an informal, conversational style. With an outline or notes on index cards or paper, we will be able to talk to our audience, not read to them. For oral presentation we should avoid extended writing, we must just write key points. If we are writing a report then we can build paragraphs, and create a document. An outline or notes should show each main point of our presentation. When preparing outlines or notes, we should remember these important points:

- Do not write notes as complete sentences or long phrases.
- Prepare neat notes that are surrounded by adequate white space.
- Structure notes uniformly: use numbered lists, bulleted lists, or outline form.
- If we are using cards then write only one idea on each card.
- Number notes or cards from beginning to end.

Personal Appearance: When we select clothing for a presentation, consider the audience's expectations and the situation in which we will be speaking. If we feel good about the way we look, we will speak with confidence. Whatever you wear, make sure you are comfortable in the outfit.

Rehearsing: We must rehearse if we want to give a successful presentation. Practicing helps us develop a conversational style. Using our note cards and graphic aids, we should practice our speech. When we first rehearse, we can identify parts we like and dislike. During second rehearse, we can change we do not like. When we are comfortable with our delivery, we have rehearsed enough.

Speakers practice their speeches in different ways, including using an audio recorder, a mirror, a video camera, or a live audience. With experience, we will decide which methods work best for us.

② Presenting: After making all necessary preparation, we need to select the presentation method. There are three types of presentation method as memorizing, reading and extemporaneous methods. The memorizing and reading are not suitable for technical presentation. The extemporaneous presentation method is regarded as the best way of presenting public speech. In this method, the speaker first should have rehearsal practice and then use a small guided note and/or PowerPoint slides to follow the speech organization and the flow of information effectively. Once we have finalized the presentation method, check the environment to ensure the best situation and present with confident.

③ Checking the Room: Arrive early for the presentation. During that time, make sure listeners will be comfortable and can see clearly and hear well. Consider seating, lighting, temperature, equipment, and graphic aids.

④ Delivering the Message: We should consider following points to deliver an effective message:

- Use appropriate facial expressions.
- Maintain eye contact, which shows your interest and concern.
- Explain every graphic.
- Consult your notes, but do not read from them.
- Continue to talk even when something goes wrong.
- Give your audience an opportunity to ask questions if the program and time allows.

## ④ Organizing a Group Presentation:

Presenting with others requires special consideration. Group presentations require careful planning if they are to be effective. Collaborators must act as a team and plan for developing a topic, setting time limits, moving between speakers, providing graphic aids and handouts, answering questions and managing the presentation.

Dividing the Topic: When collaborating on a presentation, speakers must plan roles and responsibilities. One important issue to discuss is who will be responsible for presenting what information.

Setting time limits: The same way individual speakers must stay within a time limit when making a presentation, group presenters also have an obligation to stay within a time frame. After the group determines the length of the entire presentation, the members should decide the time allocated each member, keeping in mind the material each member will cover and its relative significance.

Moving between speakers: In group presentation, the speakers may choose to have another person introduce them or to introduce themselves at the beginning of the session. Another option is for each presenter to be introduced right before he or she begins to speak.

Providing Graphic Aids and Handouts: Group presenters should discuss the use of graphic aids and handouts when planning their presentation. Coordinating the appearance of slides, transparencies, and handouts adds to the professionalism of a group presentation.

Answering Questions: In some presentations, the group may allow each speaker to take questions when the speaker ends his or her portion. Other groups will answer questions only after all presenters have completed their speeches. Presenters also should know whether a moderator will assign each question to a particular presenter or whether the presenters will select questions.