



Some cheap (but useful) tricks when making a presentation

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Purpose and plan of talk

Some basic tricks and truths

Contents and structure

Delivery



Some basic tricks and truths

„Business-type“ short presentation – an **industry standard**

Will I look silly if I stick to the standard?

Will I look sillier if I do not stick to the standard?

Other contexts require variations (esp. the long lecture)

What is the standard?

An opening – a „seduction“

Agenda

The contents – always follows the agenda

Summary

An opening

Greeting, brief personal info (if needed)

The „hook“ – „seduction“ (W.I.I.F.M. – “what’s in it for me” – i.e. for the person in the audience)

Goal: win the audience emotionally

You have 45 to 90 seconds max!

Humour? Yes, but the joke must work

The agenda

Gives a clearly structured plan of the talk

Usually kept to max. 3 topics or issues

Goal: win the audience intellectually

Gives the audience a mental map of the talk

The contents

It actually matters

But far less than most people (esp. academics) tend to think

It will not matter at all if it is not structured / delivered well

The contents (*ctd.*)

Know your audience

Assume **maximum** intelligence, **minimum** information

Parcel contents and follow the agenda

Plan contents according to time slot assigned and **stick to the time limit**

Summary

Always recap main points at the end

Never introduce new ideas at this stage

Will leave the audience with the most important things, not the last that were mentioned

Delivery

Allegedly accounts for 70 (or more) % of the audience's impression

Voice – volume, speed, tone, pauses, language (written different from spoken)

The body – legs, hands, eyes (eye contact)

Facial expressions – smile is engaging

Delivery (*ctd.*)

Powerpoint slides – blessing or curse?

What about hand-outs?

Watch out for unwanted side effects

Feedback evergreens

- monotonous voice
- voice not loud enough (esp. female speakers)
- poor eye-contact (talking to the screen)

Dealing with questions

Thank for the question.

Repeat / rephrase.

Answer to ALL.

Check back with person who asked.

Thank again.

If you do not know the answer, take question down and promise to come back.

Summary

Three key points:

→ Delivery

→ Delivery

→ Delivery

Questions?



Thank you for your attention.



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