

Effective Presentations

Goals

- A presentation is a reflection of you and your work. You want to make the best possible impression in the short amount of time given you.
- This session will cover:
 - How to prepare for a presentation.
 - Guidelines for creating effective slides.

Guiding Principles

- Make it simple.
- Make it clear.
- Don't let the technology dominate the presentation. You want the audience to remember the quality of your research, not your PowerPoint wizardry.

Preparation

- What are the key points you want to make?
- Who is your audience? What are they interested in hearing and how familiar are they with your topic? Do they expect data or concepts?
- Remember: A presentation is different than a paper. Don't try to cover everything.

Logistics

- ☐ How big is the hall where you will be speaking?
- ☐ How much time will you be given?
- ☐ What time of day is your talk?
- ☐ Carefully consider if you will depend on anyone else for producing your presentation—allow plenty of lead time.

Equipment Needs

- Ask what you will be given and what you must bring with you.
- Consider all equipment you will need—
 - Internet connection
 - Computer
 - Microphone
 - Software

Disaster Planning

- ❑ Consider what could go wrong and plan accordingly.
- ❑ Always have a backup.
- ❑ Bring a handout that covers all of your slides. Make sure they are legible.

Organize the Material

- ☐ Time to sell your idea or research
- ☐ Answer the question, “Why should I listen to you?”
- ☐ Establish your personal credibility

General Format Rules

- Stick to a maximum of two READABLE typefaces.
- Limit the use of color.
- Pick a style and stick with it.
- Keep it short, especially titles.
- Leave empty space.

Presenting Data

- Make data/results the focus of your presentation.
- Don't try to include all data—use handouts for detailed information or refer audience to a Web site.
- Use color or special effects sparingly and consistently.

Final Steps

- Practice! Recruit a friendly and constructively critical audience.
- Recruit a grammar expert.
- Show your presentation to someone who knows nothing about your field. Do they get what you want to say?

Design Tips

Fonts:

- Use upper and lower case lettering compared to all caps.
- Lines and rules should be thick or bold.
- Use font sizes large enough to view from anywhere in the room.
- Try not to use fonts smaller than 28pt (anything less than 18pt will be illegible to an audience).

Group Activities

- Games
- Simulations
- Role-playing,
- Team-building exercises
- Brainstorming

Dealing with difficult situations

- ☐ The group remains silent.
- ☐ Things are moving too fast.
- ☐ Things are moving too slowly.
- ☐ A talkative participant.
- ☐ A silent participant.
- ☐ The typical know-all.
- ☐ Sessions getting sidetracked.

Contact Information

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