**UNIT-II PUBLIC SPEECH & PRESENTATION**

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**1.1 OBJECTIVES**

The objectives of this lesson are as follows:

1. To understand the characteristics of a Good Speech

To study the guidelines for preparing a Speech

To study the profile of a Good Speaker

**1.2 INTRODUCTION**

The spoken word wields great power. The key to the success of many a political leader, industrialist, businessman, salesman lies in his capability of making an effective speech.

It the commercial world, a sales man has to make dozens of mini speeches a day to persuade his customers to buy certain goods. The greater his speech-making ability, the better salesman he will be. It needs considerable skill to prepare a speech and make it effectively before a gathering. Our major purpose in this lesson is to spell out these principles and to illustrate them through speeches actually made before certain things.

**1.3 PRESENTATION OF CONTENT**

Speeches occur in a wide variety of interpersonal, group and public communication situations for accomplishing an equally wide variety of business and professional goals. These include: to win approval or acceptance, to gather, disseminate, and exchange information, to exercise influence over the organizational process. There are different types of speeches ad their success depends on the ability of the presenter or speaker to assemble and collect and put forward different aspects of the subject in order to persuade the audience.

**1.3.1 CHARACTERSTICS OF A GOOD SPEECH**

The following are the characteristics of a good speech:

* **It is clear**: Clarity is the first major characteristic of a good speech. Your speech, should be eminently successful in conveying to the audience the ideas or emotions, facts or arguments, you want to express. If your audience does not instantaneously grasp your point, you have failed as a speaker.
* **It is like an informal talk:** A good speech is closer to a personal and informal chat between two intimate friends. When you speak, there should be a perfect rapport between you and your audience.
* **It is vivid and concrete:** Abstractions kill a speech. So make your speech vivid. Include in it concrete facts easy to comprehend and visualize.
* **It is brief:** The concentrationan average audience does not last more than fifteen to twenty minutes. Ideally, your speech should not be longer than this, unless the audience is motivated to know more. To achieve brevity, it is desirable to include only a few points in your speech and to elaborate them at some length.
* **It is interesting:** Quotations, anecdotes and humorous touches often make a speech interesting. Quotations should be only from accepted authorities. They should be familiar but not worn out. Anecdotes should be new, brief and in good taste. Humor should be spontaneous and gentle.
* **It is audience-oriented**: A good speech is always tuned to the wavelength of the audience. Consider few points like are the audience general or specialized, how large is the audience, their age group, their social, religious, political and economic view of the listeners.

**1.3.2 GUIDELINES FOR PREPARING A SPEECH**

The following guidelines should be kept in mind while preparing a speech:

1. **Take care of the six cardinal questions**:

Given below are the cardinal questions that give rise to many implied questions:

**What** do I wish to communicate? Have I thought about the content of the message? What facts and figures should I put forth?

**Why** should the audienceto you? Why have you chosen to speak to them?

**When?** Have you taken care of the timing of the speech? When are the listeners most likely to be interested? At what point of time should you saythey really would be interested in?

**How** can you best convey your message? Have you taken care to couch the message in the most persuasive language? Have you planned the beginning, middle and end of the speech? Do you need any audio visual aids to make the speech effective?

**Where** have you to speak? Or, in other words, what is the physical context of the communication? Will the audience be comfortable at the venue announced? Is the hall/room well lighted and fitted with adequate sound system?

**Who** are you going to speak? Do you have to speak to an individual, or several persons, or a large audience? What are the interests and expectations of the audience?

1. **Be clear and organized**

Once the questions and their implications stated above have been taken care of, the speech will automatically turn out to be clear and effective. Clarity is the very life of all speech and writing. Moreover, it is also to be always kept in mind that no listener/reader likes to be caught up in a jumble of confused thinking.

1. **Be simple**

Simplicity emerges from clarity of thought. If the language is simple, the appeal will be greater. A really effective speaker is one who can explain the most difficult or complex matter in the simplest language to a layman. No audience likes to listen to jargon. They can be patient only with the simplest language. Otherwise they are likely to be bored and distracted.

1. **Furnish concrete details**

An effective speaker makes his speech vivid by furnishing details and actual experiences to capture the attention of the audience. It is very important for a speaker to make his speech lively and brilliant with eye-catching details, humorous anecdotes, relevant examples and enthusiastic eye-to-eye contact with the audience.

1. **Enrich yourself mentally**

Every effective speaker is a learned and well informed person. It is important to be familiar with all kinds of information, facts, figures, and general awareness, readings in literature and philosophy, current affairs, economic and political developments. Having right kind of information for the right moment is an essential condition of speaking effectively.

1. **Be brief**

Having lot of information does not mean that one can be a good speaker. One should not only have a quantity of information but also the quality information. All that is superfluous must be cut off in order to make the speech concise. Every word we speak is valuable, and there are no words to waste.

1. **Be informal**

The occasion may be formal but the speaker must strive to give his speech a personal touch. That is the only way to establish rapport with the audience and to create an impression that will last. Informality lasts creates nearness.

1. **Be enthusiastic**

Making an effective speech is not just a matter of doing a duty or performing a ritual. One has to get into the spirit of the occasion with enthusiasm and keen interest. Only then will the speaker and the audience be able to empathize with each other. No one likes to listen to a dull or monotonous speaker. But an enthusiastic speaker gets an immediate response.

1. **Mind you non-verbal language**

Effective use of gestures is a necessary component of speech whether prepared or impromptu. An eye-contact is indispensable. Para language is an important component of effective speech. Anybody aspiring to be a good speaker must, therefore, keep training himself in voice modulation, and use of proper word stress.

**10.) Remember that facts and figures are not enough**

Everybody can access to the facts and figures, as speeches are not about this only. The orator needs to add blood to the skeletal facts and figures. So one needs to be imaginative and make effective use of language.

**11.) Control your emotions, but make an emotional appeal**

What comes from the heart goes to the heart. Every human being is full of emotions. But an effective speaker cannot afford to be carried away by his own emotions. On the other hand, while exercising poise and maintaining composure, he can stir up his audience to action. His job is not just to inform but also to convince and influence his audience.

**12.) Share your significant experiences with your listeners**

It will only give a personal touch to the speech, but also confidence to the speaker and comfort to the listeners. It will make the audience feel important to the speaker.

**1.3.3 PROFILE OF A GOOD SPEAKER**

The speaker should have the below mentioned qualities**:**

A good speaker is lively, interested, and enthusiastic, vital.

A good speaker is earnest.

A good speaker has a sense of responsibility towards others.

A good speaker has a sense of responsibility to his subject.

A good speaker has a sense of leadership; he stands up tall, he talks eye to eye, speaks responsibly and with authority, as a leader should.

A good speaker tries to be balanced and same.

A good speaker keeps his sense of humor.

**1.3.4 PLANNING TO SPEAK**

* A good speech appears to be spontaneous and effortless. But it needs a lot of planning and labor. Preparations should always start well in advance.
* Research your topic thoroughly. Don’t include many points for discussion. Clearly spell out your points and decide what you have to say about them.
* Plan your speech in three parts:
* The beginning should arouse the interest of the audience.
* The middle should be devoted to the discussion.
* The conclusion should summarize the main points. If some action is to be taken, it should clearly tell the audience what they are required to do.
* Time your speech to make sure it is neither too long nor too short
* Look for some suitable quotations or anecdotes, if possible.
* Arrange your points in such a way that strong points are kept at the beginning.
* Tailor your speech to the intellectual level and general taste of the audience.
* Make sure that your delivery is going to be good. It is always desirable to rehearse the speech.

**1.4 DEFINITION OF PRESENTATION**

Presentation means speaking before people on some formal occasion. According to Adair, a presentation means “ A formal or set-piece occasion with two usual hallmarks: the use of audio-visual aids and team work”.

**1.5 Distinction between Presentation and Speech**

|  |  |
| --- | --- |
| **PRESENTATION** | **PUBLIC SPEECH** |
| 1. Audience for presentation is compact and small.  2. The occasion is formal and purposeful.  3. Generally homogeneous audience.  4. Complete details about the topic.  5.The purpose is to inform, persuade and explain.  6. Followed by questions. | Audience for a speech is usually diverse and large.  The occasion is generally informal.  Mostly heterogeneous.  Do not expect a lot of details.  The purpose is to congratulate, entertain etc.  Not followed by questions. |

**1.6 NEED FOR PRESENTATIONS**

Oral presentations play a vital role in modern business. Successful oral presentations can boost the career of an employee while failure to present well can block career progress.

Need for oral presentation may arise on several occasions, some of which are as follows:

a.) Presenting a new business plan.

b.) Launching a new product/service.

1. Making a new sales proposal.

d.) Participating in a conference/seminar

e.) Negotiating a business deal.

Hard work alone does not take a manger up the corporate ladder. Ability to make good presentations is essential. Well-made presentations keep the name of the speaker in the minds of people and provides more credit than is due. Therefor, it is necessary to invest time and effort in mastering the art of making good presentations. No other skill of communication has perhaps a greater impact on career in business than the skill in making presentations.

**1.7 STAGES IN PRESENTATIONS**

There are eight stages in successful presentation.

**1. Know Your Objective** : Be sure about the purpose of your presentation. Define what you want to achieve from it. The purpose of an oral presentation may be to inform, to persuade or to entertain. The purpose will govern the content and style of your presentation.

**2. Know your Audience**: A key element in oral presentations is to understand your audience in terms of their number, composition, knowledge, level of understanding, interests and likely reactions. Gear the content and style of your presentation to the size, background, attitudes and interests of your audience.

**3. Organize the Contents** : Once you have defined your purpose and analyzed the audience, collect necessary materials and organize logically. Your presentation should consist of the following sections:

**a.) Introduction:** Design your introduction to arouse interest. You can capture attention through several methods e.g. a formal definition of the topic, a poem, some current event, quotes, humor and so on. Prove your credibility and convince the audience of your right to speak.

After capturing attention and establishing yourself, give a preview of what is to come. Summarize the main idea of your presentation. Help your audience understand the structure and content of your message.

b.) Body: The body of your presentation should contain all the details. Explain the what, why , where, when, how and who your subject. Keep your speech simple and logical. Use clear transitions between paragraphs.

c.) Conclusion : In conclusion, sum up your talk and end on positive note.

**4. Use Visuals:** Visual messages support and clarify spoken words. Popular visuals include graphics, overhead transparencies, flip charts, slides, film strips, video tapes, white/black boards. Visual aids can improve the quality and impact of your presentation by creating interest. These help to illustrate points that are difficult to explain in words alone. But prepare your visuals carefully and keep simple. Be prepared to deal with equipment break down, power failure and incorrect set up.

**5. Rehearse/Practice:** Practice your delivery to make your presentation effective. Time your speech to ensure that it is clear that it is neither too long nor too short. Overcome your fear and gain confidence. In order to project a positive image you may work on the following:

a.) Dress: Make sure that your dress coveys a professional image. Dress and groom up comfortably. Wat ever you wear must be neat, tidy and clean.

b.) Mood: You must be in a sincere and happy mood while making a presentation. A distracted person cannot make an effective presentation.

c.) Expertise: Do your home work and become thoroughly familiar with the topic. Read books and articles on the subject.

d.) Voice: Adapt the soundness of your voice to the size of the audience and the room. Use expressive voice and avoid speaking in a monotone. Your talk should vary in tone and pitch according to the nature and flow of your message. Pause at the end of thought units and not in the middle. Avoid cliches such as “you see”, “ you know”, and the like. Effective use of voice requires control over volume, pitch, rate and pauses.

**6.) Methods of Delivery :** How you say is as important as what you say. You can make an oral presentation in any of the following ways:

a.) Reading: Reading continuously from a carefully prepared manuscript may be appropriate in certain cases. Delivering a speech from a manuscript requires great skill. Some speakers falter for words, pause in the many places, read too quickly or too slowly, speak in monotone, and march through the speech without ever glancing at the audience. They read rather than talk to them. While reading your speech maintain eye-contact with your audience.

b.) Memorizing: Reciting a fully memorized speech is not recommended. A quotation, an opening paragraph may be memorized to gain confidence and strengthen delivery.

c.) Speak Impromptu: Little or no immediate preparation is needed for an impromptu speech. An extremely good public speaker can use for this method.

d.) Speaking from Notes: This is generally the best method of Delivery Notes contain major idea or key points. But these will keep you on track and prompt your memory when you have rehearsed the presentation thoroughly.

**7.) Body Language:** Appropriate use of positives, eye contact and gestures helps to maintain audience's attention and conveys an aura of mastery. Your gestures should be appear natural ans spontaneous. These must be suited to your audience and the occasion. A strong and sure walk to the speaker's stand communicates confidence. Stand tall with your weight on both feet and your shoulders back. Let your eyes roam and never fix on an individual or group. Eye contact with the listeners establishes a bond with them.

**8.) Answer Questions:** The question answer period is an important stage in an oral presentation. Anticipate the most likely questions, prepare answers to them and practice delivering these answers. Listen carefully to the questions, approach them positively and respond to them briefly. Divert your answer to the entire audience rather than to the questioner alone.

When , the time alloted for your presentation is over, call a stop to the question answer session even if more people want to ask. Prepare the audience for the end saying,” our time is almost up. Let's have one more question”. After making your reply, summarize the main idea of your talk and thank the audience for their attention.

**1.8 HOW TO MAKE PRESENTATIONS EFFECTIVE**

Adequate presentation and proper delivery are essential for an effective presentation. Some guidelines for planning and making presentations are given below:

**1. Prepare: T**he first step in making a successful presentation is to prepare. Think carefully the materials to be covered and rank the different topics in order of priority. Anticipate the questions that may be asked and prepare their answers, keep in mind the knowledge level expectations, size, etc. of the people before whom the presentation is to be made.

**Structure:** Once the contents of the presentation are decided, develop a structure so that you can speak coherently. Your presentation maybe structured as follows:

a.) Introduction: Your introduction, opening courtesies, purpose and outline of the presentation.

b.) Main Body: Main points in a logical and supporting facts.

c.) Conclusion: Summarize the main points and thank the audience.

d.) Question: Answer the questions if any:

A suggested break up in terms of time is as follows:

*Introduction ( opening) : 10-20 percent.*

***Main Body* : 60-80 percent**

***Closing ( Conclusion and Question)* : 10-20 percent.**

1. **Visual Aids:** Visual Aids make a presentation interesting and impressive. But the must be relevant to the subject. A careless design or use of a slide can obstruct the presentations . Keep it short and simple. Five lines per visual aids and five words per line may be good. Some of the visual aids often used in presentations are as follows:

a.) Overhead Projector Transparencies

b.) 35mm slides

c.) Video and Films

d.) Computer Projection – Power point applications

e.) Flip chart or blackboard

1. **Making the Presentation:** In order to make a really effective presentation, a lively and enthusiastic talk is necessary. Clear speech, logical order of points, timely use of visuals and timely closing are helpful.

The person making the presentation has to develop various skills. Essentially he should be a good speaker. He should be able to express himself clearly and forcefully. Second, he needs to be well versed in using various types of audio visual aids. Third, he should synchronize his narration with the visual message. Fourth, the presentation material should be tailored to suit the requirements of the particular group to whom the presentation is made.

The time allocated for the presentation should be adhered to. The person making the presentation should be alive to the response from the audience and the interest must be sustained.

In order to make oral presentations effective, planning, preparation and practice are necessary:

**1.) Planning**

a.) Know the purpose

b.) Know your audience

c.) Understand your message- note down the ideas, arrange them in order.

d.) Consider the time alloted for the presentation.

e.) Structure your presentation – introduction, text and conclusion.

f.) Make notes- key words and phrases that can remind you of points you want to make, use cue words, mind maps or ordinary notes.

1. **Preparation**

a.) Make sure visual aids are available.

b.) Make yourself familiarize with the equipment.

c.) Check your venue and familiarize yourself with it if possible.

**3.) Practice**

a.) Practice your presentation loud out, either in your own or in front of friends who can give you useful feedback.

b.) Use a tape recorder, so you can listen to yourself. This will read variations in the tone of your voice, the emphasis you want to make the enthusiasm you convey.

c.) Practice in front of the mirror to judge your gestures or mannerisms.

d.) Practice smiling to convey the message that you are pleased to speak to your audience. This makes the audience feel comfortable and help you to relate to your audience

**1.9 FEATURES OF A GOOD PRESENTATION**

Excellence in making presentation requires continuous practice. But the practice must be in the right direction and right manner. The first step towards mastering the art of making oral presentations is to know the essentials of a good presentation. The main features of a good presentation are as follows:

**1.) Right Contents** : The ideas in a good presentation are appropriate to the audience. The presentation will fail if the ideas are too difficult or too simple. The audience should not feel that the ideas are irrelevant or boring.

**2.) Appropriate Language**: The language of a good presentation must match the audience. The language should not be technical if the audience is non-technical. Concrete and graphic language can help the audience draw pictures in the mind.

**3.) Preparation and Mastery**: The audience will perceive the presenter as credible and knowledgeable if the displays signs of preparation and mastery of the subject. Preparation is reflected in external signs such as statistical information, illustrations and visual aids. Smooth and confident delivery indicated mastery of the subject. Any signs of casualness on the part of the presenter can put of the audience.

**4.) Brevity**: A good presentation should be brief. The actual length of a presentation would, however, depend upon the subject-matter, the audience, the objective and the circumstances of the presentation.

**5.) Logical Sequence**: The audience presentation can understand and accept the presentation easily when the ideas are presented in a smooth sequence. In a presentation, the listeners cannot go back and forth to connect ideas as the reader of an article can do.

**6.) Lively Delivery**: In a lively presentation, the presenter is convinced about the message and, therefore, there is passion in his voice. His face is lively, his voice is modulated and his gestures are appropriate. The dress and gestures of the presenter should draw attention to the presentation rather than to him. The presenter needs to maintain eye-contact with the whole audience. He should appear to be confident and relaxed.

**7.) Right Humor**: Humor can easily overcome resistance and gain acceptance. But the humor used in the presentation must be appropriate and in good taste. The presenter should be able to laugh himself and make people laugh.

**1.10 COMBATING STAGE FRIGHT**

Most of us are scared of a situation in which we have to stand up in front of our audience to say something. This fear is quite widespread. It is possible to overcome stage fright. Here are few suggestions which can help you overcome this fear:

a.) Recognize your nervousness. Don't run away from the task of accepting that you feel nervous when you speak in formal situations.

b.) Understand what happens to you physically when you feel nervous. Actually, nervousness is a type of chemical movement which caused by a sudden rush of adrenaline in your body.

c.) Recognize the fact that the flow of adrenaline in the body only gives you more glucose, which actually provides your body with greater energy.

d.) Regard your nervousness, therefore, as a positive phenomenon and a form of energy which you can turn to your advantage.

e.) Since nervousness makes you feel more energetic, you are not likely to feel timid when you experience it.

f.) Nervousness is a normal feeling with most people who have to perform in professional situations. Not just the speakers, but even other professionals experience it from time to time.

g.) Regard nervousness as a positive, healthy sign, which rather than spoiling your performance can actually improve it.

h.) Visualize yourself giving a good and strong presentation. Positive imagination infuses freshness and confidence.

i.) Work hard on your content. If you are well prepared, you will feel excited about sharing what you know with others.

j.) Work hard on your opening lines and the rest of the introduction. Use humor and wit if possible. Nervousness is most disquieting during the initial part of a presentation. Once we are able to put a couple of opening sentences in the right place, we start feeling better almost instantly.

k.) Rather than bothering about your nervousness., focus on what you have to speak to your listeners. Once you are caught up in the task of telling the audience what you know., nervousness starts leaving you.

l.) Rehearse your presentation in front of your friends, parents, or siblings. Rehearsed and practice not only polishes your performance, but also makes you feel confident and assured of yourself.

m.) Look at your audience, maintaining eye contact with them helps you feel rooted and related to them.

n.) Start your presentation with a smile and warmth you feel when you do things you like doing.

**1.11 FIVE STAR STRATEGY OF A PRESENTATION**

Planning in a presentation is not simply a matter of collecting as much data as possible and converting them into OHP, transparencies or colorful power point slides. Every presentation involves telling to sell something- a product, a service or an idea. The Five Star Strategy given below can be helpful:

**1. Why :** The speaker must be clear in his mind about the purpose of the presentation. The purpose may be to inform the audience of some development or to persuade people to do something or to sell them something. It is necessary to understand the real reason for making the presentation and to know how the audience could benefit from it. Presentation would vary depending on its purpose:

a.) **To inform**: Facts and figures may be used to provide information.

b.) **To Persuade**: Politeness tactics such as “please”, “thank you”, etc. may be effective for this purpose.

c.) **To Influence**: Use of position or power can be helpful in exercising influence over the audience.

d.) **To Educate**: All aspects of the issue may be discussed to facilitate understanding.

e.) **To Empathize**: Expressing concerns verbally, putting an arm around the shoulder etc. will indicate that you share feelings of the audience.

f.) **To Entertain**: Humor, anecdotes, short quizzes can elevate the mood of the audience.

**2.) Who**: The best speaker is the one who understands his audience and shapes the message to suit the audience. Information about the number, age, sex, education, knowledge level, personality and status of the listener are helpful in deciding the format, tone and manner of presentation**.**

1. **Where** : The place of presentation could be the workplace, the client's place or a neutral place. The format and tone of presentation should be consistent with the place. The place should be large enough to accommodate the audience. It should have reliable electricity supply and necessary equipment .

**When:** The time pf presentation is also important in shaping a presentation. If the presentation is in the morning or it is the only presentation and is being made at the audience's instance, you make take up a little extra time. But when the presentation is to be made at the end of the day or it is one of several presentations, it is better to be brief and lively. If it is to be delivered after lunch, presentation should be light and humorous. The presenter should be able to shrink or expand his presentation as per the situation. This can be achieved by dividing the contents of the presentation into three categories-must, ought and may be.

**What** : The contents of the presentation can be decided by studying the profile of the audience. The message needs to be of interest to the listeners. It is also necessary to decide the visual aids for the presentation.

**1.12 IMPORTANCE OF VISUAL AIDS**

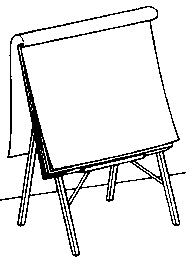
Visual aids help your presentation make things happen. Visual aids help you reach your objectives by providing emphasis to whatever is being said. Clear pictures multiply the audience's level of understanding of the material presented, and they should be used to reinforce your message, clarify points, and create excitement.  
  
Visual aids involve your audience and require a change from one activity to another: from hearing to seeing. When you use visual aids, their use tends to encourage gestures and movement on your part.

Visual aids add impact and interest to a presentation. They enable you to appeal to more than one sense at the same time, thereby increasing the audience's understanding and retention level. With pictures, the concepts or ideas you present are no longer simply words - but words plus images. The chart below cites the effectiveness of visual aids on audience retention.

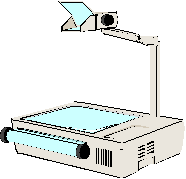
**Tips on Preparing Visual Aids**

* **Start with at least a rough outline of the goal** and major points of the presentation before selecting the visual aid(s). Do not proceed too far without first determining what you want to accomplish, what your audience wants to gain, and what the physical setting requires.
* **Each element** of an audio-visual product - a single slide or a page of a flip chart presentation, for example, - **must be simple** and contain only one message. Placing more than one message on a single image confuses the audience and diminishes the potential impact of visual media. **Keep visual aids BRIEF**.
* Determine the **difference between what you will say and what the visual aid will show**. Do not read straight from your visuals.
* **Ask the audience to read or listen, not both**; visual aids should not provide reading material while you talk. Rather, use them to illustrate or highlight your points.
* **Give participants paper copies** of various graphic aids used in your presentation. They will be able to write on the paper copies and have them for future reference.
* **Assess your cost constraints**. An overhead transparency presentation can always be used in a formal environment if 35 mm slides are too expensive.
* **Use** **local photographs** and **examples** when discussing general problems and issues.
* Use **charts** and **graphs** to support the presentation of numerical information.
* Develop **sketches** and **drawings** to convey various designs and plans.
* When preparing graphics, **make sure they are not too crowded in detail**. Do not over-use color. See that line detail, letters, and symbols are bold enough to be seen from the back of the room.
* **Do not use visual aids for persuasive statements**, qualifying remarks, emotional appeals, or any type of rhetorical statement.
* **If you have handouts, don't let them become a distraction** during the presentation. Consider giving them out after the presentation, unless the audience will use them during the presentation or will need to review them in advance of the presentation.
* **Practice presenting the full program** using graphic materials so you are familiar with their use and order. If you use audio-visual materials, practice working with them and the equipment to get the timing down right.
* **Seek feedback on the clarity of your visuals** and do so early enough to allow yourself time to make needed adjustments.

**Flip Charts**

* **Flip charts are quick, inexpensive visual aids** for briefing small groups. The charts, felt-tip markers and graphic materials are readily available, and with a modest ability at lettering, the presenters can compose the desired visual aid in-house.  
    
  **Limitations:**
* May require the use of graphics talent
* **Are not suitable for use in a large audience setting**
* May be difficult to transport

**Overhead Transparencies**

**Overhead transparencies** are useful for audience settings of 20 to 50 people and **can be produced quickly, easily, and inexpensively**. Any camera-ready artwork, whether word charts, illustrations, or diagrams can be made into transparencies using standard office paper copiers.

**Limitations:**

* **The projected image size is sometimes too small** to be seen from the back of a large room.
* Often, the image does not sit square on the screen, as the head of the projector is tilted to increase the size of the image.
* It is difficult to write on the transparency while it is on the projector.
* Sometimes the projector head gets in the audience's way.

**Posters**

**Posters are prepared graphic devices** that can be made of a variety of materials and media - photographs, diagrams, graphs, word messages, or a combination of these. Posters work best in smaller audience sizes.

* Posters are **permanent** and **portable**.
* Posters can be **simple** or very **elaborate**.
* Posters can be used **alone** or **in a series** to tell a story.

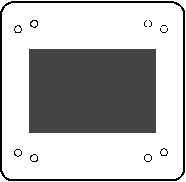
**Limitations:**

* Posters tend to contain too much detail.
* Transporting them can be difficult.
* The more elaborate posters require extensive preparation and can be quite costly.

**When preparing posters:**

* **Each poster should contain one message** or theme.
* Words, charts, diagrams, and other symbols must be penned in a large enough size to be seen by everyone in the room.
* **Use all capital letters**, and do not slant or italicize letters.
* **Use and vary the color.** Also, check from a distance to make sure the color works well and is not distracting.

**35 Millimeter Slides**

**35 mm slides enliven a presentation** for virtually any size audience. They can project a professional image, are relatively inexpensive to produce, and if necessary, can be produced quickly.

**Limitations:**

* Slides cannot be made using a photocopying machine. Therefore, they require more time and money to produce than overhead transparencies.
* The lights must be dimmed more for slides than for overhead transparencies.
* Slides require a great deal of preparation and rehearsal.

**White or black board**

* White or black boards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation . Rather than expecting the audience to follow your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes. However, once you have written something on the board you will either have to leave it there or rub it off - both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off - there is nothing more frustrating than not being given enough time! Avoid leaving out of date material from an earlier point of your presentation on the board as this might confuse your audience. If you do need to write 'live', check that your audience can read your writing.

**Paper handouts**

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your findings. Consider the merits of passing round your handouts at the beginning, middle and end of a presentation. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One powerful way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps.

**PowerPoint (or equivalent)**

Microsoft PowerPoint is probably now the most commonly used form of visual aid. Used well, it can really help you in your presentation; used badly, however, it can have the opposite effect. The general principles are:

|  |  |
| --- | --- |
| **Do** | **Don't** |
| use a big enough font (minimum 20pt) | make it so small you can't read it |
| keep the background simple | use a fussy background image |
| use animations *when appropriate* | but don't over-do the animation - it gets distracting |
| make things visual | use endless slides of bulleted lists that all look the same |