

Effective Presentations - Dilek Tokay, SU 2004

Presentations play an important role in both your education and career at all levels. Presentations include the integration of all skills -- reading, writing, listening, speaking, and research -- to make oral and visual communication serve an aim. In education, the aim can be to give new or cumulative information, and in the business world, to introduce new products or services and/ or revamp existing ones.

High-level presentation skills assist you to deliver a speech to inform, lead, and influence your audience in a confident, credible, and persuasive manner with effective language and expressive body language as well as audio-visual aids.

The key questions are: *What? Why? Whom? Where? When? With which tools? HOW?*

Presentations consist of three phases:

- Preparation/ Planning
- Exploitation/ Delivery/ Interaction
- Round-up/ Feedback



Preparation/ Planning Strategies

Plan your presentation carefully. This will make your transfer of information more effective, so the audience can thoroughly grasp your message. Good preparation will also make you more confident when you are presenting information.



Focusing on Objective, Content, and Organization of the Material to be Presented

Deciding for Content [Please attend the workshop for detailed information.]

After brainstorming on a given or chosen topic, set your thesis. Decide how your thesis/ claim can be presented in the most relevant and appropriate manner to your audience and carry out research for collecting accurate data.

Be selective! Don't forget, information to be presented has to be accurate, precise, and in an easy-to-follow format.

Setting Objectives

Think about what you want to achieve. Are you aiming to inform or persuade your audience?

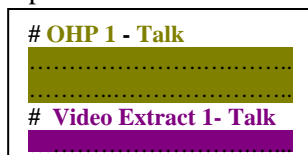
Organization [Please attend the workshop for detailed information.]

- Presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic, outline the structure of your talk, and pinpoint the questions you will raise.
- In the body of your presentation, support your topic/ claim with examples.
- In your conclusion, summarize the main points of your presentation, thank the audience for their attention, and invite questions. For closer involvement of the audience, you can invite questions at the end of the parts/ main sections of the body of your presentation or you can ask questions.

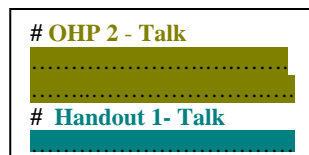
To present the information in an organized manner the following steps are recommended:

- Doing research on a topic - Collecting information
- Outlining the presentation
- Wording the presentation
- Using cards for the speech, instead of A4 size paper
- Highlighting key words and using signs/ color-coding on the cards for different activities during the exploitation

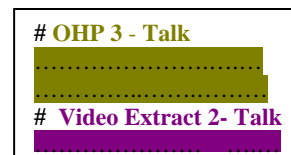
Example: Card 1



Card 2



Card 3





Supporting the Main Points with Audio-Visual Aids, [PowerPoint]

[Please attend the workshop for detailed information on choice of Audio -Visual Aids]

What makes a presentation different from a speech is the use of audio-visuals and illustrations/ explanations/ demonstrations related to them.

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs on screen/ overhead projector. Using PowerPoint slides is an excellent way to present clear and precise information. Audio-visual aids can make a presentation more interesting and easier to understand with color, action, and sound; but make sure they serve a function and go parallel to your speech. Don't try to put too much information on each slide. Don't choose music, which is irrelevant for your content.

The following can be used to support and enrich the power of the spoken word:

- Diagrams
- Charts/ Maps
- Statistics
- Pictures
- Posters/ Flashcards
- Film Extracts/ Music
- Objects for demonstration



Considering the Physical Surroundings/ Technological Facilities

[Please attend the workshop for detailed information on facilities]

To make effective presentations, your physical surroundings are extremely important. You have to check the following at least three days in advance to make the necessary changes:

- Room
- Lights
- Space for action
- Seating arrangements
- Apparatus
- Technology
- Acoustics



Considering the Human Element - Audience

Try to find specific answers to the following questions before you design the layout of your presentation:

- Whom will you be addressing?
 - Age/ Gender
 - Size of the group
- What does your audience need to know? What do they already know?
- What will your audience expect in terms of content and approach?
 - Familiarity with the subject matter - Threshold for acquisition
 - Interests/ Expertise/ Background



Planning the Delivery of the Presentation with Interaction

Your approach determines how you present your talk.

Try to develop your key points in a logical way with relevant, interesting, and varied examples, facts, and figures for support. You might also like to include one or two icebreakers for additional variety.

Remember, when you are on stage, your audience will be focusing on only YOU!

Prepare yourself for the following:

- Control of verbal and nonverbal communication
- Control of emotion and appearance
- Keeping the audience alert
- Giving the message in a clear/ assertive/ pleasant manner
- Timing all the activities
- Involving the audience in the content as active participants

You can design interactive activities using the following:

- Questions/ Questionnaires
- Puzzles/ Checklists for Problem Shooting
- Brainstorming/ Mind mapping/ Sequencing/ Categorizing
- Pair/ Group work



Setting Strategies after Finding Explicit Answers to the Following Questions:

TOPIC: Assigned by instructor/ consultant/ specialist or chosen by presenter?

KIND OF PRESENTATION: A 30-minute Individual Presentation, or a 50-minute Group Presentation?

OBJECTIVE: Presenting information on a survey topic or presenting an issue/ question for analysis?

PRESENTATION PLAN: To be submitted to specialist/ participants before or after presentation?

MODEL WRITTEN PLAN			
<u>ACTIVITIES</u>		<u>AIDS USED</u>	<u>TIME ALOTTED</u>
Warm-up	Oral/ Visual	Pictures/ slides/ posters/ realia	App. 1 min.
Introduction/ General Frame	Oral/ Visual/ Written	Same as above	App. 2 mins.
.....			
Body/ Support Argument	Oral/ Visual/ Written	Slides Question-Answer	App. 20 mins.
.....			
Conclusion/ Round-up/feedback	Oral & Written	Slides Question-Answer	App. 6 mins.
.....			
Supplementation	Oral:Instructions Written: Activity Sheet	Hard copies	App. 1 min.



Designing Written Material on PowerPoint [Please attend the workshop for samples.]

- Choose the most appropriate font. Arial/ Times New Roman
- Use the most appropriate font style. Regular/ Bold - Avoid *Italics* unless it is a need.
- Choose the right font size. Headings/ Titles: 36 - 44 Text: 20 -32
- Choose the most appropriate case. Title Case - Avoid UPPER CASE other than for attention.
- Use shadow for legibility if you are using soft colors.
- Use KEY WORDS.
- Use phrases/ fragments – Avoid long sentences.
- Use BULLETS or SYMBOLS for organization, not for decoration.
- Check for GROUPING & SPACING.
- Check for MARGINS. Left-Right/ Top-Bottom minimum 1 cm.
- Don't fill in each slide with loaded writing. Standard is 6-10 lines. Avoid more than 14 lines.
- Stick to maximum 4 different colors used as a code.



Choosing Audio-Visuals [Please attend the workshop for samples.]

- Choose pictures according to aims. Don't overload PP slides with visuals.
- Don't put complicated charts/ graphs/ maps on slides. Give them as handouts.
- Don't put in material that you won't mention orally.
- Control harmony of colors and action to serve for clarity of meaning.
- Choose musical elements/ effects for variety.



Arrangement of the Room [Please attend the workshop for models.]

- Employ a round model seating arrangement with where everybody can see one another.
The horse shoe model is the best for logistics.
- Set the apparatus BEFORE the presentation.
- Check the screen and projector and the suitability of musical effects.
- Check the lights and the curtains.
- Check heating and air conditioning for the audience's comfort. This will affect concentration.



Preparing YOURSELF! [Please attend the workshop for more details.]

- Rehearse in front of a mirror to see your gestures and body language. Allow time to practice your presentation. This will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any subject-specific terminology correctly and confidently.
- Pay attention to your grooming. Choose appropriate attire as an indication of your respect to the audience.
- Prepare numbered PRESENTATION CARDS to insure fluency of the speech.
- Prepare your GENERAL FRAME to be put on your speaker's desk for a quick look during the delivery.



Presentation/ Exploitation

Implement everything you have planned. Now that you are on stage, the focus of attention is YOU!

- **Mood:** You will probably be nervous at the beginning of your presentation. Don't worry, most people are nervous in this situation. Start with a warm and assertive voice. Don't forget, the first impressions are very important and the opening is the time you establish your rapport with the audience.
- **Eye Contact:** Look at your audience as you speak to see if they are following your talk. Eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can use recap or shorten some parts of your presentation.
- **Voice Quality and Modulation - Pauses/ Recaps:** You must be clearly audible at all times. Don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.
- **Simplicity and Clarity of Language:** Use short words and sentences that you are comfortable with. There is no benefit in using difficult language. Active verbs are much easier to understand than passive verbs. Avoid jargon unless you are sure all your audience will understand it.
- **Smooth Transitions/ Signaling:** Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking. [Please attend the workshop for a list of *Signal Words/ Attention Pointers.*]
- **Body Language:** Stand with a good posture and try to be aware of any repetitive hand gestures or awkward motions that might irritate your audience. Show extra care for your body language and gestures when you receive comments or questions. Never turn your back to the audience for the use of the board or for reading the material on the screen.
- **Location - Closeness/ Distance to the Audience:** Stand at a central location, at an approximately equal distance from the front row. Move slowly to the screen, back to the main desk or closer to the audience, but never closer than one meter.
- **Use of Audio-Visual Aids:** Use your visual aids confidently, making sure you allow your audience time to absorb information from slides/ transparencies. If you use audio or video cassettes, because your topic needs that kind of variety for introduction, body, or conclusion, watch out not to lose time due to the apparatus settings.
- **Interactive Strategies/ Audience rapport:** Try to be enthusiastic. Your interest in the subject matter will transmit to your audience. Show that you are really sharing this experience with the audience. Keep the audience interested with intelligent recap questions asked in a dynamic tone. Make the audience active participants with short but meaningful pair/ group work.



Round-up & Feedback Techniques [Please attend the workshop for more details.]

- Give a brief itemized summary.
- Ask questions on visual or oral information.
- Evaluate audience reaction. Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic. Should you find yourself "under fire"; suggest that the audience keep any further questions after the end of the presentation.
- Distribute a question sheet to register audience responses. Explain the rationale in getting feedback.



Presentation from the Observer's Point of View

[Please attend the workshop for more details.]

Model Observer's [Instructor/ Specialist/ Peers] Evaluation Checklist

INDIVIDUAL/ GROUP PRESENTATIONS - EVALUATION CHECKLIST

Presenter's Name/ : Topic:..... Level/ Year:.....

Presenters' Names

Date:

Written Documents:

Length of Presentation:

OVERALL GRADE:

COMPONENT	CRITERIA	MEM.1	MEM. 2	MEM. 3	MEM. 4	MEM. 5
		A B C D	A B C D	A B C D	A B C D	A B C D
ORGANIZATION & CONTENT	The presenter					
	1. starts with a precise opening indicating the highlight points					
	2. has an interesting and appropriate introduction that attracts the audience's attention					
	3. has a strong body with support & links to the thesis statement					
	4. gives support examples with smooth transitions					
	5. limits the topic and establishes coherence and unity					
	6. has a strong conclusion to emphasize the message with thought-provoking questions or quotations					
	7. has effective timing for opening, body, conclusion, and round up					
	8. rounds up without repetition					
LANGUAGE FLUENCY/ ACCURACY & CHOICE OF VOCABULARY	1. maintains flow of speech with natural pauses and speech markers/ attention pointers					
	2. has no sentences left unfinished					
	3. uses variety of structures suitable to the task					
	4. gives the audience the opportunity to comprehend with no grammar and usage mistakes to restrict understanding					
	5. uses appropriate vocabulary in form & context					
	6. has good range of vocabulary for academic/ business purposes					
PRESENTATION TECHNIQUES	1. makes his/ her sentences comprehensible with no strain on the audience.					
	2. has correct stress and intonation pattern to emphasize important points or questions.					
	3. produces no utterances, which are affected by her/ his Lang.1					
	4. controls her/ his voice to make her/ his speech effective and laudable					
	5. keeps the audience alert and highly interested					
	6. uses visual aids properly and effectively					
	7. makes meaningful eye contact					
	8. shows self-control by means of poise, posture, and gestures, that is-- the body language					
	9. has good usage of note-cards prepared in advance					
	10. doesn't get attached to note cards/ lap top/ white screen					
	11. doesn't turn his back to the audience for a demonstration on the board or screen					
	12. shows communicative ability by asking questions to elicit response from the audience and encourages answers					
	13. uses an ice-breaker appealing to audience's sense of humour					
	14. evaluates response from the audience, answers questions, restates or paraphrases if some points are not clear					
	15. gives instructions clearly if different activities are expected from the audience					
	16. achieves her/ his objectives with the speech, audio-visuals, written material, and supplementary handouts.					

EVALUATION/ ASSESSMENT MADE BY:



DOs and DON'Ts



DOs

- Plan and organize your presentation well.
- Rehearse at least three times.
- Introduce yourself giving your title & name.
- Submit the outline of your presentation to the instructor/ specialist in advance.
- Make eye contact with your audience and pay attention to your body language.
- Give the title of each section clearly.
- Point at your visual material during the talk.
- Make sure that the visual and verbal material are balanced and parallel.
- Change the pitch of your voice in accordance with content for stress and recap.
- Be careful about your time management.



DON' Ts

- Never use visual material that is not legible.
- Don't overload the visual material with too much text or too many pictures and colors.
- Never talk about something unrelated to the current visual material.
- Don't turn your back to the audience.
- Don't speak too fast, too slowly or monotonously as if reading.
- Don't read the notes on your cards.
- Don't read the material on the PP slides without pauses or paraphrase.