

The top of the slide features several overlapping, wavy lines in various shades of blue, creating a dynamic, flowing effect.

# Successful Presentation

# Successful presentation = Preparation

- Analyzing the occasion
- Profiling the audience
- Learning about the location
- Defining aims and objectives

# Analyzing The Occasion

- Public speaking: making a speech to a major conference.
- Oral presentation: presenting information to a lower number of people.

Basic approach to oral presentation and public speaking:

- a) Ground expected to be cover
- b) Length of presentation
- c) Fitting other speakers and elements in presentation.

# Profiling The Audience

Goal: please and satisfy the audience.

- Make an estimate of the number of people present.
- Know the level of expertise of audience.
- Try to find out whether audience hold any strong opinions about the subject.

# Learning About The Location

The place in which a presentation is given can have a big effect on its success.

- Size is important in order not to cause distractions.
- Facilities (visual or audio) available and how to use them.

# Content

1. Gathering the material should be gathered before the presentation with a considerable amount period of time. Extra time enables you to find better and more information about the subject.

Books

One's own experience about the subject

Recent journals, magazines, or newspapers

Electronic database

Previous research done on the same subject

# Content

## 2. Selecting the material

- Do not prepare too much so you would have time to finish your presentation in time.
- Start with the core material (essential to the presentation), then the disposable material (extra examples), and finally the supplementary material (information given if there is time to spare).
- Old material can be helpful, but make sure to update it.

# Content

3. Structuring the presentation helps in attracting attention, holding interest, help understanding and making your message memorable.

## **Types of structure:**

Logical argument: more formal - supports in convincing the audience of the truth of one's opinion.

Narrative structure: grabs and holds attention -must be well-told and relevant to objectives.

Formal structure: provides essential elements of introduction, main section, and conclusion.

# Content

- **Introduction:** should attract the audience (making a joke or performing a capturing action.)
- **Main section:** needs a number of main headings and subheadings.
- **Conclusion:** should allow the presentation to end by:
  - picking up the point the presentation was started with
  - calling for a challenge or action
  - asking a question for the audience to think about
  - telling a good joke

# Presentation Aids

## 1. Why use aids?

helps in understanding and retention  
attracts attention and gives pleasure

## 2. Choosing aids

Blackboards or white boards

Over head projectors

Models or Samples

Handouts

Videotape or film

# Presentation Aids

## 3. Dangers of using aids

Presentations may get wrecked by aids, such as a video in a wrong format or a projector that has been broken down.

### **To avoid that, aids should:**

- Match the equipment available
- Be carefully prepared
- Not be too many
- Not be too complicated
- Be skillfully used

# Presentation Aids

## 4. The environment

- Size of room
- Acoustics (speakers should be checked for proper sounding)
- Noise level
- Distractions (visual distractions and interruptions can lead to ruining the presentation)
- Lighting
- Desks/tables

# Final Preparations

- Speaker's notes
- No notes at all t method
- Use of visual aids as notes
- Word for word script, but it has several drawbacks:
  - might not sound natural
  - verbatim script is inflexible
  - easy to lose track of what is being read
  - impossible to read and maintain good audience contact
- Prompt cards or sheets: commonly used in presentations
  - aids in presenting information and timekeeping.

# Rehearsal

Students should rehearse presentations more than once as it:

- helps in reducing nerves
- improves performance
- helps to judge time
- helps to refine content
- helps with team presentations (who will cover what areas)
- plans the use of aids
- using aids
- helps in decreasing anxiety.

# How to Rehearse

- Rehearsals should be timed and be rehearsed in the location itself.
- Rehearsal are best given if audience are present to give feedback on performance and what points need attention. Audience chosen may be:
  - Colleagues (usually the best choice)
  - A professional in presentation techniques
  - Family or friends
  - Video or audio recording yourself
  - A mirror

# Presentation

Several factors contribute to the success of the presentation:

- Introduction:

- Do not apologize - people are coming to listen to you.
- Self-introduction - audience can get familiar with you.

- Mood

- presenter needs keep contact with audience
- preparation shows competence and professionalism
- enthusiasm motivates audience to be interested
- constant pace and drive
- effective use of humor strengthens understanding between speaker and audience when needed

# Presentation

- Voice: speaker's main weapon
  - clearly audible (loud enough to be heard)
  - clear pronunciation
  - speak steadily and not too quickly
- Body: can help or hinder a presentation
  - Positioning: visible to all audience (use aids)
  - Eye contact: helps in gaining and holding attention, gives feedback and establishes rapport (understanding).
  - Mannerism: not completely motionless, but avoid:
    - swaying
    - fiddling with markers, pointers, or glasses
    - placing hands in pockets

# Presentation

- Aids should be used well. Remember do not:
  - block the screen or speak to it
  - talk while something is being passed around
  - show something and talk about something else
  - give handouts until the end
- Timing: conscious of the passing of time
- Conclusion: incorrect to end any presentation suddenly with unexpected silence - audience should feel that your presentation has come to an end.

# Handling Questions

- Before the presentation, try to:
  - anticipate questions
  - Foresee audience tension (two opinions)
  - Prepare reserve material
- At the start of the presentation, decide how to handle questions:
  - as they arise (to resolve confusion)
  - after each section (long presentations)
  - at the end (most common method)

# Handling Questions

- When questions come:
  - listen carefully till the end
  - if necessary, repeat and rephrase
  - do not go on too long.
- Questions are asked to:
  - obtain additional information or clarify doubts
  - express interest and anticipation
  - express another point of view.
- Reactions to interruption:
  - give a serious reply
  - carry on as if you have not heard
  - make a funny reply