

The Art of Presentation

Based on
“The Art of Presentation”, 1999, Department of
Education and Training,
by J. Hill & F. Ross



Preliminary Question

- What are your feelings about presenting?



Absolutely terrified of
presenting to others



Confident and
relaxed



Outline

- Effective presentations
- Before the presentation
- During the presentation
- After the presentation



Effective Presentations

- Principles of effective presentations
- Characteristics of good presenters
- Keys to facilitating groups



Effective Presentations Questions

- Consider a successful presentation you have attended.
- What made it successful?
- How did it effect you?



Principles of Effective Presentations

- Have a positive attitude.
- Know your audience.
- Motivate your audience.
- Plan terminology.
- Be yourself.
- Be enthusiastic!



Characteristics of Good Presenters

- Establish conditions conducive to learning.
- Explain complex notions clearly & concisely.
- Use a range of strategies and ideas.



Characteristics of Good Presenters

- Listen actively, feed back information, and verify understanding.
- Separate from group activities and discussions when needed.
- Address the needs of the audience.
- Make framework adjustable for time.



Presenter or Facilitator Questions

- Define
 - Presenter
 - Facilitator
- What are the differences?



Keys to Facilitation

- Small group work for high involvement
- Clarity of instructions
- Observe, listen, and intervene
- Allow leaders, recorders, and spokespersons to emerge naturally



Before the Presentation Questions

- What do you need to do:
 - some time before the presentation?
 - at a time nearer the presentation?
 - immediately before the presentation?



Planning Considerations

- Purpose
- Audience
- Subject Matter
- Duration
- Venue
- Practice



Purpose

- Have a clear purpose
- What do you hope to achieve with the presentation?
 - respond to something
 - present both sides of an issue
 - argue one side of an issue
 - tell a story
 - explain how something is done
 - describe something



Audience

- Who are they?
- Why are they attending?
- What ideas might be of interest for him?
- What knowledge do they have?
- What terminology is appropriate?
- What attitudes will they have to the topic?



Subject Matter

- Based on your audience analysis:
 - What information do you need to present?
 - How do you present to ensure:
 - interest is sustained
 - audience is involved
 - time constraints are adhered to



Duration

- Have you allowed time for audience involvement?
- As presenter, you **MUST** control the use of time.
 - monitor audience reaction
 - incorporate flexibility



Venue

- What is the size and configuration of the room?
- What equipment will you use? Have you ensured that it works?
- How would you like the room set up?



Practice

- Prepare outline and check:
 - topic is clearly stated
 - key points are included
 - sequence is logical
 - timeframe is realistic



Overcoming Fear Questions

- What are your greatest fears about presenting?
- Are these fears realistic?
- How can they be overcome?



Overcoming Fear

- Know material well.
- Involve audience.
- Use eye contact.
- Prepare possible responses to problem questions.
- Check facilities.
- Use prompts.
- Consider appearance.
- Practice, practice, practice...



During the Presentation: Beginning

- Relax.
- Introduce yourself.
- State your purpose clearly.
- Provide an overview.
- Make eye contact.



During the Presentation: Middle

- Involve your audience.
- Use visual material in conjunction with verbal.

Recall	Verbal	Visual	Both
3 hours	70%	72%	85%
3 days	10%	35%	65%



Involving your Audience

- Attention diminishes after 15 minutes of presentation, so actively engage:
 - invite comments, responses, questions
 - pose questions – open ended
 - invite anecdotes or experiences



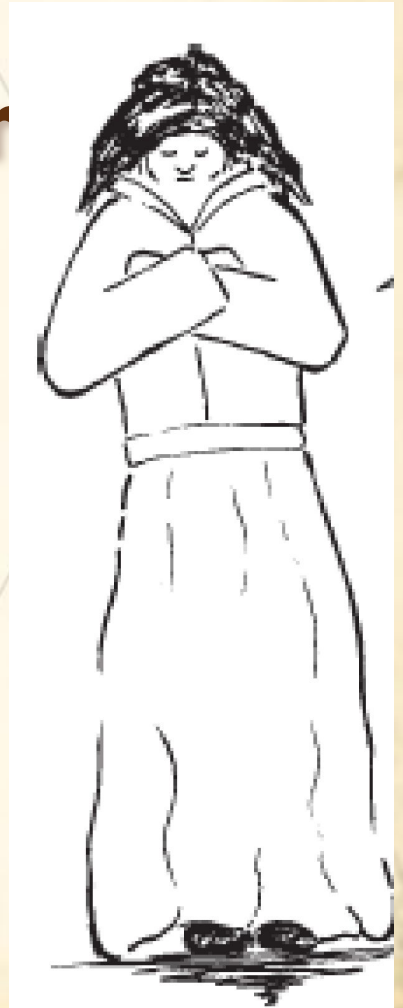
Non Verbal Communication

- Use body language.
- Examples:
 - eye contact
 - hand gestures



Nonverbal Communication

- What do these figures convey to you about the speakers?





Managing Dynamics

- Restate questions asked by the audience.
- Check that response satisfies questioner.
- Divert questions back to audience.
- Admit when you don't know the answer.
- React positively to all questions.



Ending your Presentation

- Alert audience when you near the end.
- Summarize main points.
- Acknowledge audience input.
- State follow up actions to take.



Problem Participants

- Shy
- Monopoliser
- Arguer
- Complainer
- Angry / Hostile
- Clown
- Sidetracker



Difficult Situations

- Active Listening.
- Supporting.
- Involving / Probing.
- Advocating.
- Informing.



After the Presentation

- Evaluate the learning derived from the delivery of the presentation.
- Constructive feedback:
 - extend positive aspects
 - rework negative aspects