



ANJUMAN-I-ISLAM'S KALSEKAR TECHNICAL CAMPUS NEW PANVEL

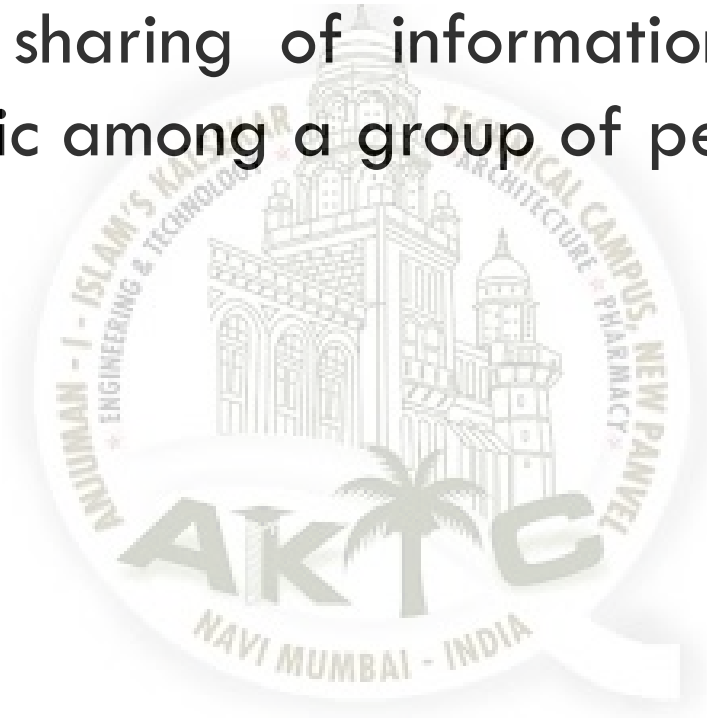
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SCHOOL OF ENGINEERING & TECHNOLOGY
SCHOOL OF PHARMACY
SCHOOL OF ARCHITECTURE

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WHAT IS A PRESENTATION?

The formal sharing of information about a pre-decided topic among a group of people.



The Key elements of a Presentation

Context

- When and where will you deliver your presentation?
- Will it be in a setting you are familiar with, or somewhere new?
- Will the presentation be within a formal or less formal setting?
- Will the presentation be to a small group or a large crowd?
- Are you already familiar with the audience?
- What equipment and technology will be available to you, and what will you be expected to use?
- What is the audience expecting to learn from you and your presentation?

The Key elements of a Presentation

Presenter

- The presenter communicates with the audience and controls the presentation. This may also include handing over the control to your audience, especially if you want some kind of interaction.

Audience

- The audience receives the presenter's message(s). However, this reception will be filtered through and affected by such things as the listener's own experience, knowledge and personal sense of values.

The Key elements of a Presentation

Message

- The message or messages are delivered by the presenter to the audience.
- The message is delivered not just by the spoken word (verbal communication) but can be augmented by techniques such as voice projection, body language, gestures, eye contact (non-verbal communication), and visual aids.
- The message will also be affected by the audience's expectations. For example, if you have been billed as speaking on one particular topic, and you choose to speak on another, the audience is unlikely to take your message on board even if you present very well. They will judge your presentation a failure, because you have not met their expectations.

The Key elements of a Presentation

Reaction

- The audience's reaction and, therefore, the success of the presentation will largely depend upon whether you, as presenter, effectively communicated your message, and whether it met their expectations.
- As a presenter, you don't control the audience's expectations. What you can do is find out what they have been told about you by the conference organizers, and what they are expecting to hear. Only if you know that can you be confident of delivering something that will meet expectations.

The Key elements of a Presentation

Method

- How will the presentation be delivered?
- Presentations are usually delivered direct to an audience. However, there may be occasions where they are delivered from a distance over the Internet using video conferencing systems, such as Skype.
- If your talk is recorded and posted on the internet, then people may be able to access it for several years. This will mean that your contemporaneous references should be kept to a minimum.

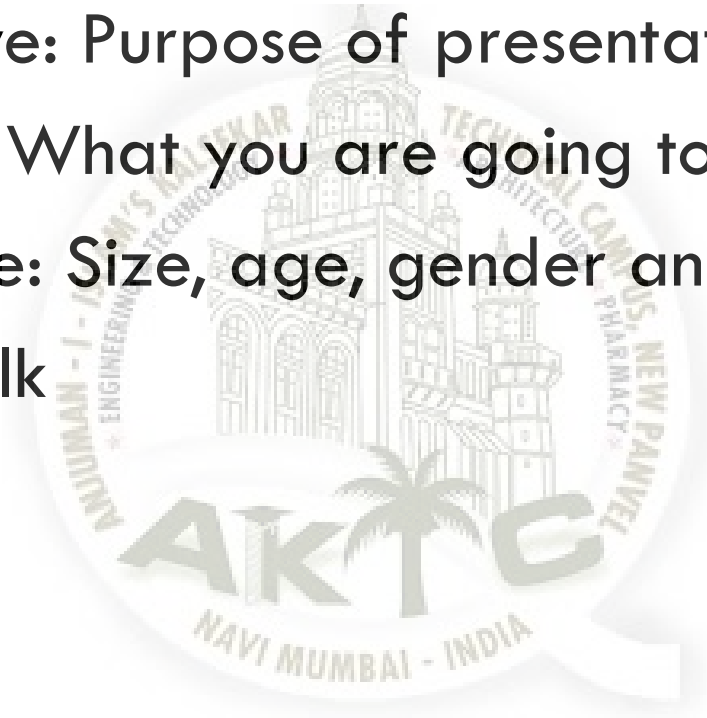
The Key elements of a Presentation

Impediments

- Many factors can influence the effectiveness of how your message is communicated to the audience.
- For example background noise or other distractions, an overly warm or cool room, or the time of day and state of audience alertness can all influence your audience's level of concentration.
- As presenter, you have to be prepared to cope with any such problems and try to keep your audience focused on your message.

Preparing a Presentation

- The Objective: Purpose of presentation
- The Subject: What you are going to talk about
- The Audience: Size, age, gender and time
- Length of Talk



Organize the Presentation Material

- **The Ideas:** Write down all the points you wish to make, irrespective of order.
- **Select Your Main Points:** The talk/presentation should be divided into three sections:
- **Introduction (Beginning):** Preview of what you are going to say with a statement of purpose.
- **Main Content (Middle):** The details of the key elements and/or messages
- **Conclusion (End):** Repeat the main points by using different words and summarize the main point and argument.
- **Decide Whether to Illustrate:** Personal anecdotes, real-life situations or hypothetical examples

Writing Your Presentation

- “What?” identifies the key message you wish to communicate. What will they gain, what can they do with the information and what will the benefit be?
- “Why?” addresses the next obvious question that arises in the audience “why should I do that?”, “why should I think that?” or “why should that be the case?” Directly addressing the “why?” question in the next stage of your presentation answer these questions.
- “How?” are they going to achieve what you have just suggested. Offer suggestions as to how they can act.

Writing Your Presentation

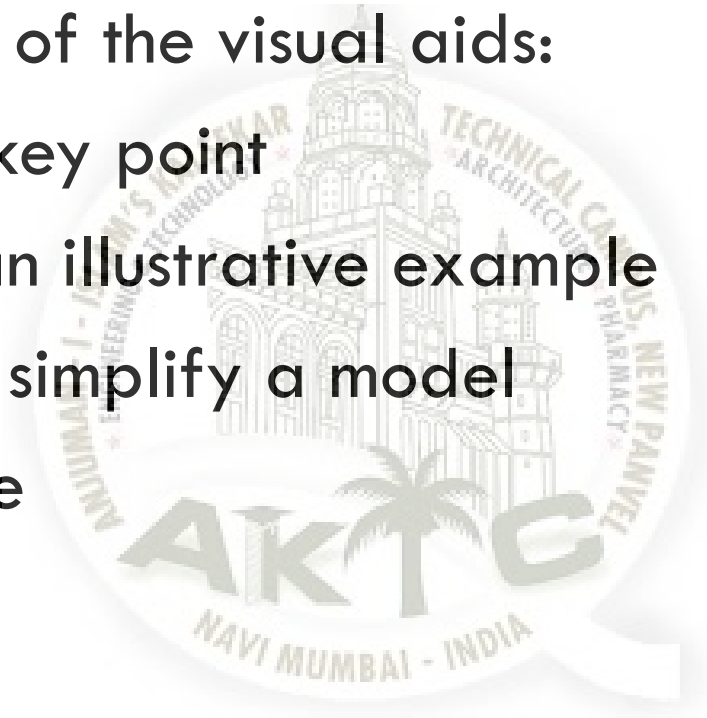
- Editing Your Content:
- Ensure that the language you use is appropriate for the audience.
- Eliminate long sentences.
- Use metaphors to aid understanding and retention.
- Check, and double check, that slides or illustrations, titles, captions, handouts or similar are free from spelling mistakes.

Managing your Presentation Notes

- Full Text Script
- Notes Pages from a Slide Package
- Cue Cards
- Mind Maps
- Mind maps: Diagrams used to represent words, ideas, tasks, or other items linked to and arranged around a central key word or idea. It is used to generate, visualize, structure, and classify ideas, and can be used as notes to aid a presentation.

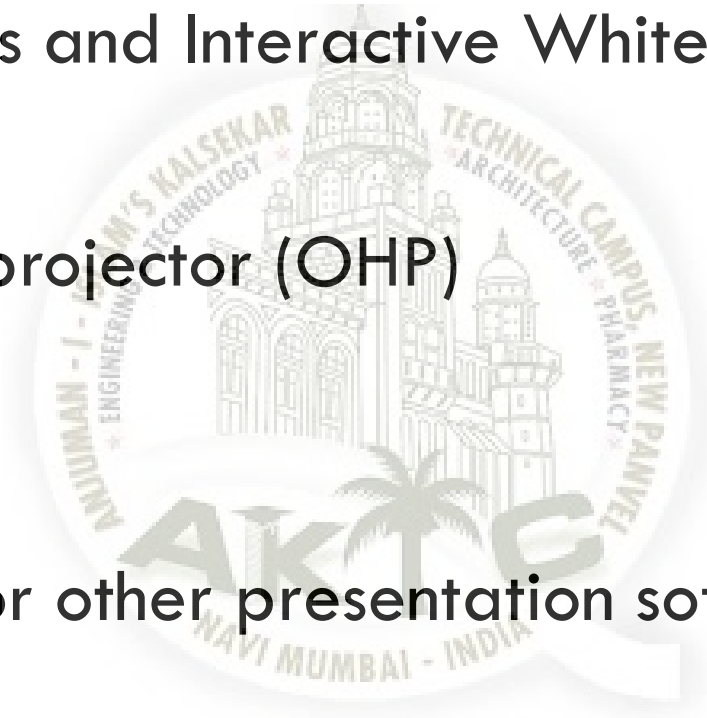
Working with Visual Aids

- The purpose of the visual aids:
- To clarify a key point
- To provide an illustrative example
- To clarify or simplify a model
- To summarize
- To entertain



The Common Visual Aids:

- ❑ Whiteboards and Interactive Whiteboards
- ❑ Flip chart
- ❑ Over-head projector (OHP)
- ❑ Slides
- ❑ Video
- ❑ PowerPoint or other presentation software
- ❑ Handouts



Managing a Presentation Event

- Voice and Language: Do not speak too fast and remember to pause occasionally. Use easily comprehensible language and try to avoid clichés and jargon.
- Volume - to be heard
- Clarity - to be understood
- Variety - to add interest

Positioning and Body Language

- Whilst speaking, try to keep a tall, relaxed, open stance without hanging onto a table or lectern or trying to hide behind it. If using cue cards, do not wave them around but keep them in one hand while gesturing with the other.
- Avoid putting your hands in your pockets as usually you will start to fiddle with the contents, and this will be distracting to the audience.
- Try not to hop from one foot to the other or rock backwards and forwards on the balls of your feet.
- Do not stare fixedly at one person in the room or pretend the audience is not there and talk to the ceiling or the floor.
- Do not fiddle with pens, buttons, jewellery, a tie or your hair.