

What is the purpose of the presentation?

Ask yourself, what should the audience

- Know
- Feel
- Do

after the presentation

Who is the target group?

It is essential to

- Find out as much as possible about the target group
- Adjust the message to the target group

When planning a presentation, consider

- Level of motivation
- Emotional situation
- Pre-knowledge of the subject area
- Linguistic level
- Cultural background
- Intellectual level

Level of motivation

If level of motivation is low, try

- Make an interesting invitation
- Make an exciting introduction
- Show your own engagement
- Use real life examples related to target group

Emotional situation

- Allow listeners to air frustrations
- Listen with empathy

If message causes frustrations

- Allow questions and comments
- Take them seriously

Pre-knowledge

If pre- knowledge is low

- Explain terminology and abbreviations
- Keep a low tempo – time to think
- Give concrete examples familiar to listeners

If group is mixed

- Base presentation on those who know little
- Add interesting news for those who know

Intellectual level

- Try and be concrete, use practical examples
- Use a simple language
- Use audiovisual aids to show formulas, pictures etc
- Ask questions, use dialogue

Practical conditions

- When planning, consider
- Time available
- When is the presentation going to take place (morning, evening etc)?
- Venue
- Access to audio visual aids

Main message

- Have a clear message
- Clarify main message in one sentence
- A presentation should not contain more than max three main messages
- Ex. *Delegation will increase our efficiency, develop staff and create client satisfaction*

Planning the content of a presentation

- Catch the attention

it opens for

- New information
- Opportunity to work with information

until we

- Understand – draw conclusions

- We apply to test and get confirmation

Structuring presentation

- Introduction
- Background
- The message
- Argumentation
- Summary

Bullet manuscript

- Previous working experience
 - o Driver – Presidents office
 - o HRM specialist –private company
- Interests
 - o Arts
 - o Music
 - o Family & children

Mind map



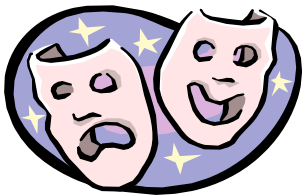
Driver

Working
experience

HRM
specialist

Me

Interests



Power points

- Avoid too many colours
- Text minimum 24 p
- Maximum 6 bullets
- Maximum 6 words/bullet
- Key words
- If possible illustrations

Flip charts

- Prepared or during presentation
- Use colours not too many
- Bullets or illustrations
- Key words
- Make sure everybody can see
- 6x6 is a good rule

Making the presentation 1

Rooming in

- Check everything well in advance
- How does projector or video work?
- Are there functioning markers?
- Light switches
- Layout of the room

Making the presentation 2

let your body talk

- Eye contact
- Smile
- Mimics and gestures
- Where to place yourself in the room
- Pauses
- Volume of voice

Making the presentation 3 let your body talk

- *Articulation and tone of voice*
- *Variation in tempo and intensity*
- *Being nervous*

Preparations

- Audiovisuals
- Test your presentation – get feedback
- Prepare subject area knowledge
- Relaxation exercises
- Take short breaks