# Preparing and Delivering Effective Presentations

# **Steps for Effective Presentations**



- Know Your Audience
- Prepare the Presentation
- Deliver the Presentation

#### **Know Your Audience**

- Learning Style
- AudienceExperience
- Audience Limitations



# **Adult Learning Styles**

"Learning style" refers to the way each person:

- Concentrates on
- Processes, and
- Remembers new information



# **Auditory Learners**



- Learn by hearing and saying words
- Listen to every word
- Remember what they hear
- Prefer face-to-face

#### **Visual Learners**



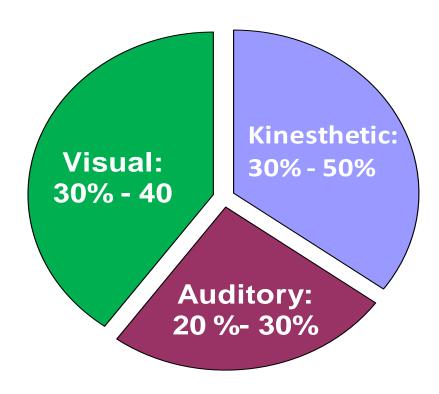
- Take a lot of notes
- Think in pictures and images
- Can see connections and patterns easily

#### **Kinesthetic Learners**



- Learn best by touching and doing
- Like scale models and samples
- Like to take part rather than listen or watch

# **Typical Learners in an Audience**



# **Audience Experience**



#### **Audience Limitations**



 Consider any audience characteristics that may affect ability to hear or see the presentation

# **Summary: Know Your Audience**

- Learning Style
- Audience
   Experience
- Audience
   Limitations



# **Preparing the Presentation**



- Organizing the presentation
- Creating effective slides
- Presenting study results

# **Organizing the Presentation**



- To whom are you presenting?
- What are you presenting?
- How long is the presentation?

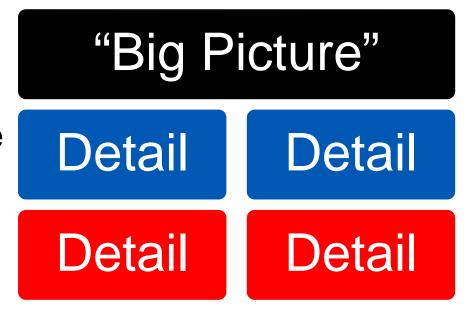
#### **Grab their Attention!**

# Today's workshop will help you significantly improve your presentations!

- Begin by getting the audience interested in what you have to say
- Why is the topic of great importance and relevance?
- What is the problem you want to solve and why is it important?

#### **Tell Them What You Will Tell Them**

- Present a high-level overview first, and then plunge into the details
- Audience can then relate the details to the high-level picture and understand where you are



#### Organizing the Presentation

#### Reference It – Don't Read It

- Mention the companion document during the talk and recommend it for more details
- Present only the important details



A Science Plan for Integrated Research on Disaster Risk Addressing the challenge of natural and human-induced environmental hazards



#### Organizing the Presentation

#### **Show and Tell**

- Show or demonstrate actual sample devices, computer programs, or websites
- With small audiences, pass around the sample



# **Build Bridges**

- Create transitions (build bridges) from one topic to the next
- Relate different pieces of information and show the context of different facts



#### Organizing the Presentation

#### **Less is More**



- Avoid information overload
- The audience may remember only 1 or 2 main points
- Reinforce the core message, not the details

# **Avoid "Death by PowerPoint"**

- Limit the number of slides in the presentation
- One general rule is an average of one slide per two minutes

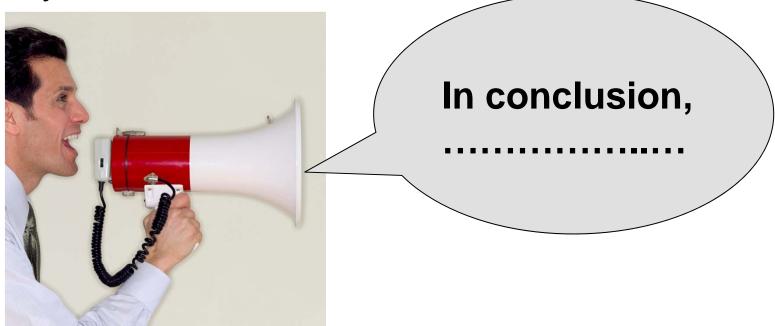


#### **Conclude with Take-Home Points**

 Conclude with the main ideas you want people to remember

Use only one "conclusions" slide, and make it

the very last one



# **Developing the Slides**

Use slides with words and pictures to reinforce and illustrate spoken words



#### **Limit Words**

Avoid using long sentences and any paragraphs in your presentation because with too much text, people will be too busy reading the slide and may not pay attention to what you say. It is recommended that your speech complement the information on the slides in order to address the different learning styles of your audience members. Are any of you listening to me, or are you too busy reading what is written on this slide?

#### **Limit Words**

- Avoid long sentences
- With too much text, the audience may not pay attention to what you say
- Speech should complement the slides

#### Developing the Slides

#### Make it Readable

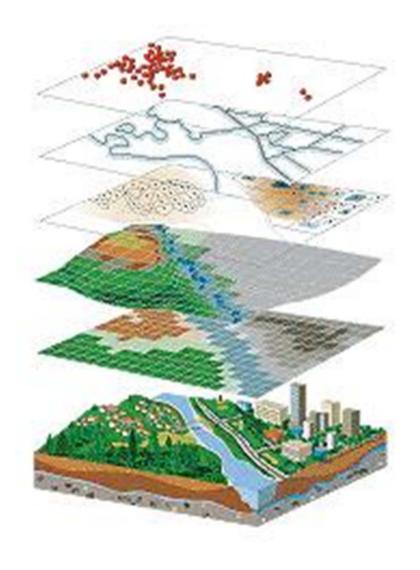
- Font size should be at least 28 point
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# **Check your Selling**



A spelling mistake is an attention magnet and distractor

# "A Picture is Worth 1,000 Words"



Use illustrations as much as possible

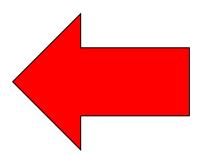
#### **Make it Realistic**



- Show real photographs related to your subject
- Make sure the photographs
  - ➤ Are of good quality and visible
  - Supports the point you are making

#### **Use Animation with Restraint**

Do not use unnecessary fancy animation



 Use animation to depict the evolution of a complex system, or to introduce related ideas one by one

Step 1 Step 2 Step 3 Step 4

#### **PREPAREDNESS**

- Monitoring/mitigation/risk reduction: Rigorous data collection by governments informed by international geo-scientific and meteorological information sharing and close monitoring, with natural hazard forecasting, risk reduction activity, early warning and mitigation planning.

- Building awareness:

High profile broad-based, disaster planning and awareness programs led by the local government and building networks and trust

- Addressing:

Demographic vulnerability, poverty and sustainable livelihoods

- Linking:

All stages from forecasting, warning, mitigation, response and recovery to community development for resilience

- Requiring:

Strategic planning, disaster management protocols, international support, training programs in logistics and response, simulation programs, empowerment of local communities and encouragement of improvisation in chaotic scenarios

- Ensuring

Adequate funding for all stages of natural disaster management and that related policies and programs are integrated with national strategies

#### Developing the Slides

#### RESPONSE

\*Broad acknowledgement of local government's pivotal role

\*Coordinated, thorough needs assessments

\*Collaborative information sharing between participating parties

\*Availability of a logistician cadre

\*Implementation of planned & rehearsed response protocols, adapting to scenarios to effectively cater to affected people's urgent needs

\*Cross-agency (as invited) reporting with local input

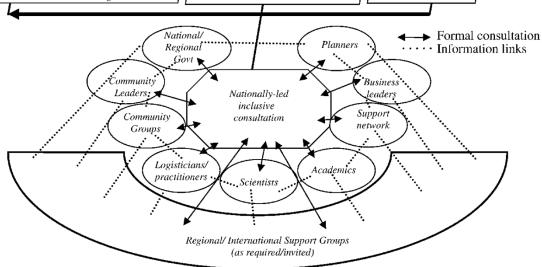
\*Relationship building with local Community, fostering trust & hope

\*Broader understanding of response as part of long term support for affected communities

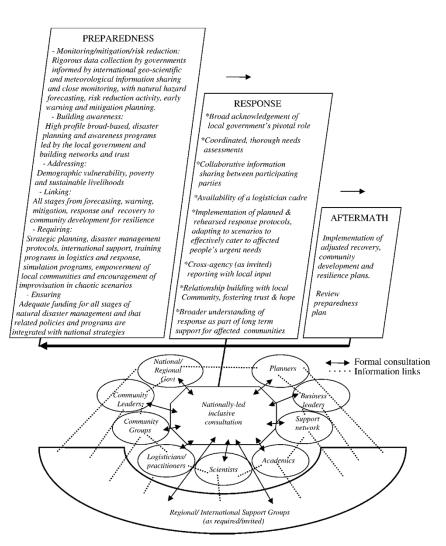
#### **AFTERMATH**

Implementation of adjusted recovery, community development and resilience plans.

Review preparedness plan

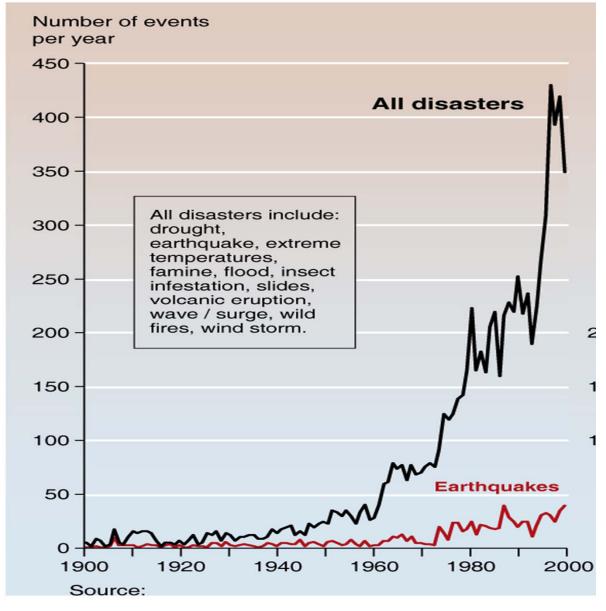


# **How to Improve This Slide?**



- Less is More
- Limit Words
- Make it Readable
- Use Animation with Restraint

# **Presenting Study Results**



- Explain what you show
- Label everything

# **Present the Significance**

- Discuss the results
- What do they mean or imply?
- What are, or could be, the next steps?



# Delivering the Presentation Effectively

Watch body language

Maintain eye contact

Monitor tone, inflection, pace

Speak clearly

Pay attention to vocabulary

Maintain comfortable stance

Maintain appearance

# Watch Your Body Language



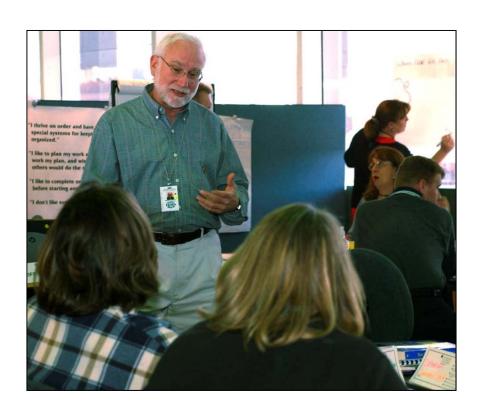
- Use natural hand motions for emphasis
- Avoid distracting or repetitive gestures
- Use natural facial expressions and smile

# **Maintain Eye Contact**



- Face the audience
- Continually scan the audience
- Transition smoothly from notes to audience
- Don't read from your notes

# Monitor Tone, Inflection, and Pace



- Vary inflection to emphasize
- Speak more slowly than normal conversation
- Set your pace according to audience familiarity with topic

# **Speak in Clear Sentences**



- Do not run words together.
- Articulate sounds for clear pronunciation
- Avoid word faults like "um," "uh," and "you know" (Take a breath instead!)

# Pay Attention to Vocabulary



- Be clear match the language to the audience
- Be colorful use imagery
- Be concrete avoid vague language
- Be concise use short sentences
- Be correct and avoid jargon

#### Maintain a Comfortable Stance

If using a lectern / podium, make it work for you

Don't block the audience's view





### **Think About Appearance**



- Wear clothing appropriate for your audience
- Avoid loud patterns and really bright colors

### **Responding to Questions**



- Repeat the question
- Think before responding
- Answer concisely, clearly, and accurately