

Preparing and Delivering Effective Presentations

Steps for Effective Presentations



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

Know Your Audience

- Learning Style
- Audience Experience
- 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



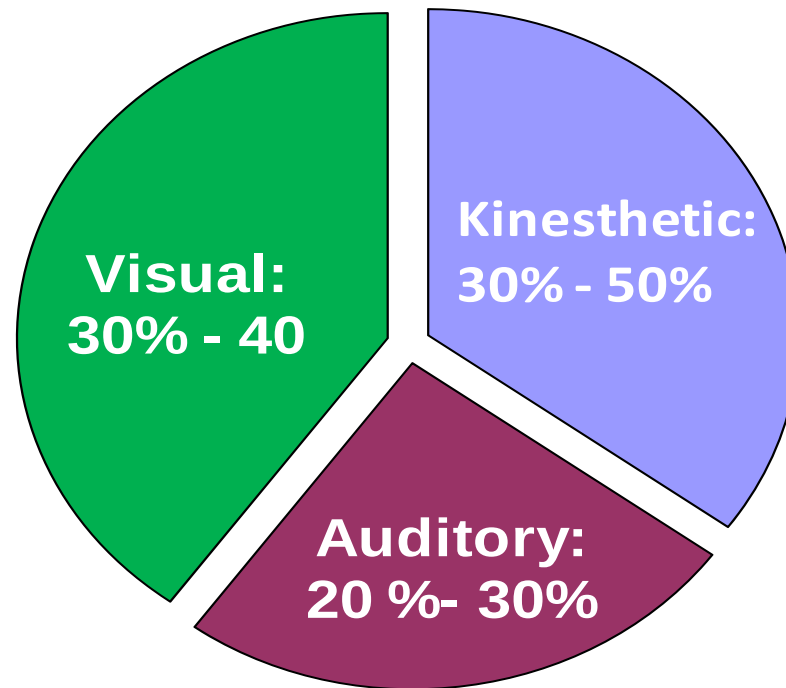
- Take a lot of notes
- Think in pictures and images
- Can see connections and patterns easily

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?

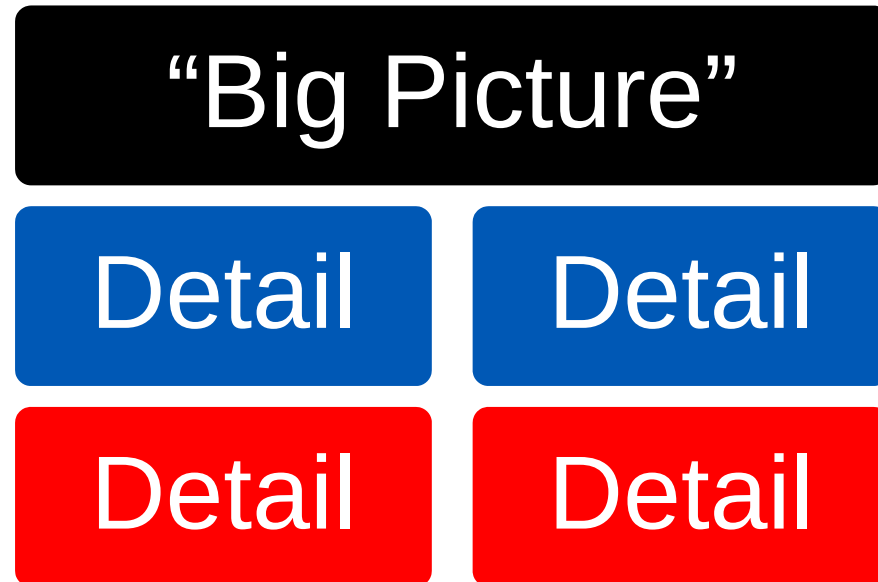
Grab their Attention!

*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



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



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



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



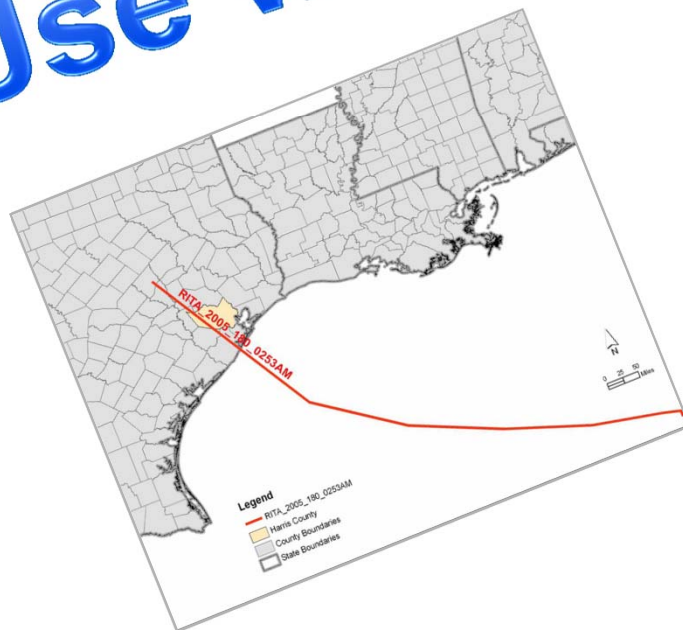
In conclusion,

.....

Developing the Slides

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

Use words



Be concise



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?

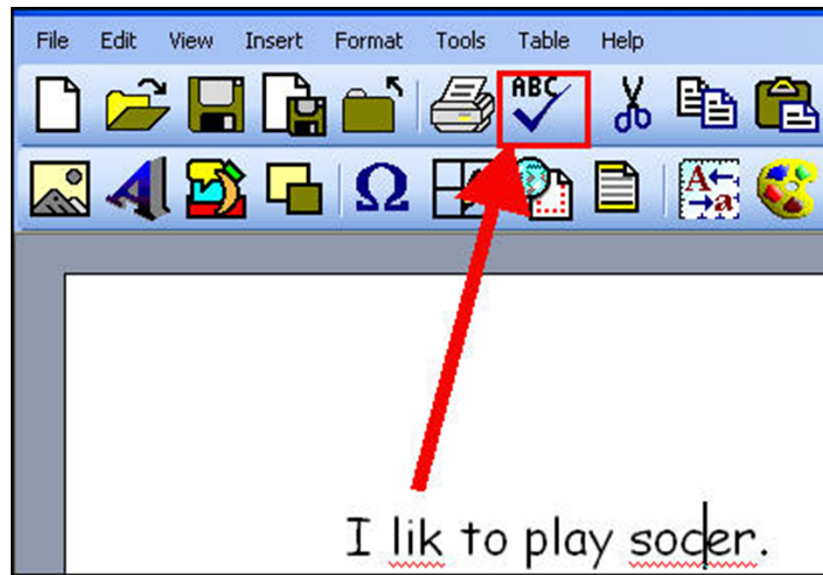
Limit Words

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

Make it Readable

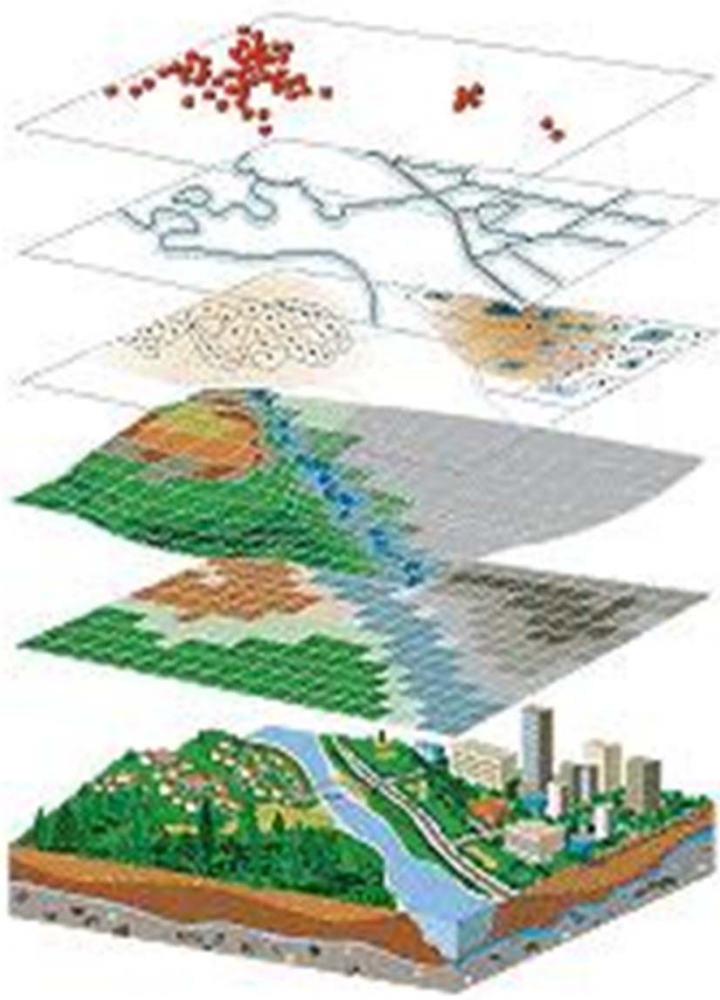
- Font size should be at least 28 point
- Font size should be at least 28 point
- Font size should be at least 28 point
- Font size should be at least 28 point

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

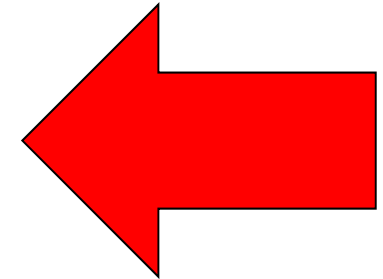
Make it Realistic



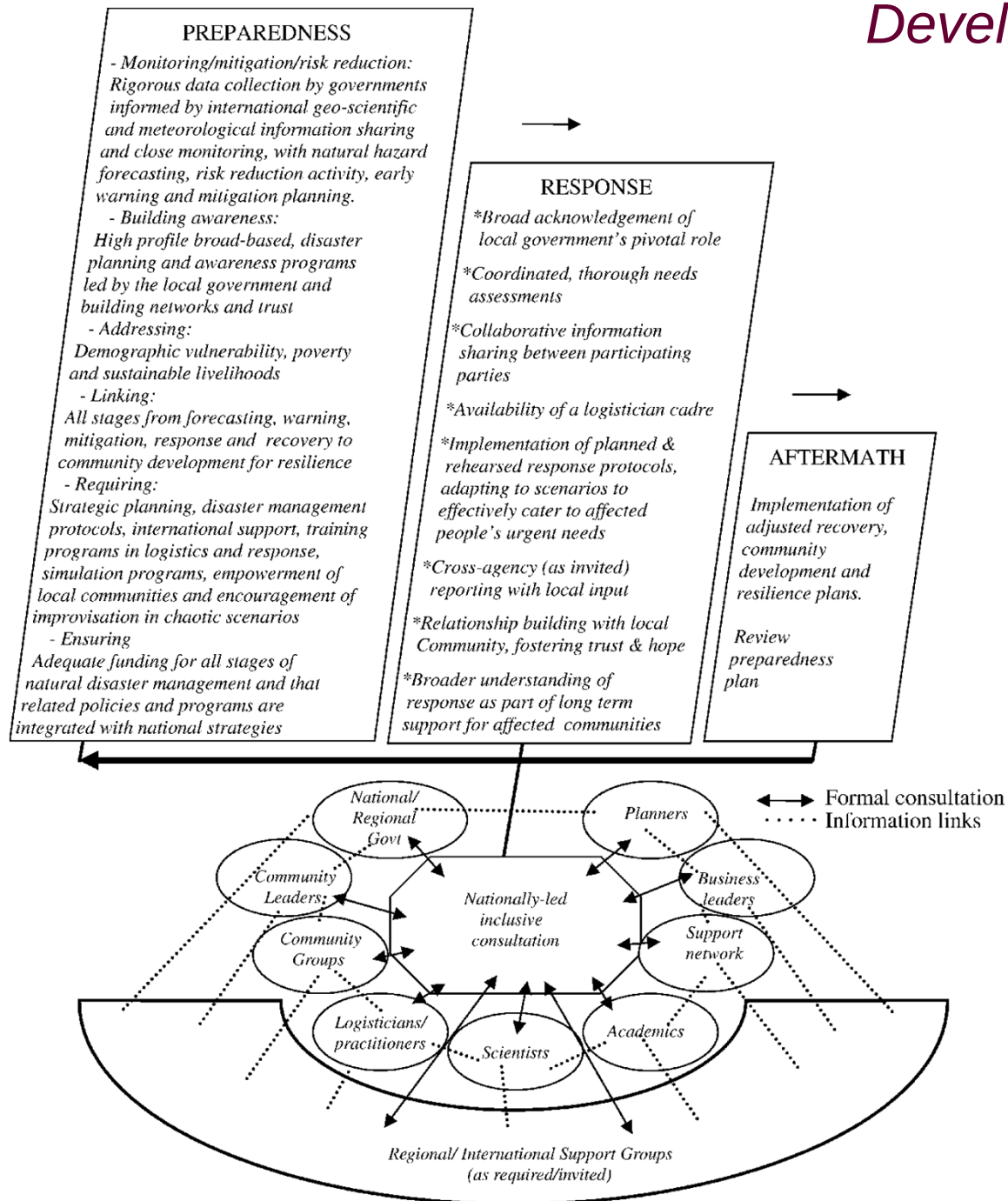
- Show real photographs related to your subject
- Make sure the photographs
 - Are of good quality and visible
 - Supports the point you are making

Use Animation with Restraint

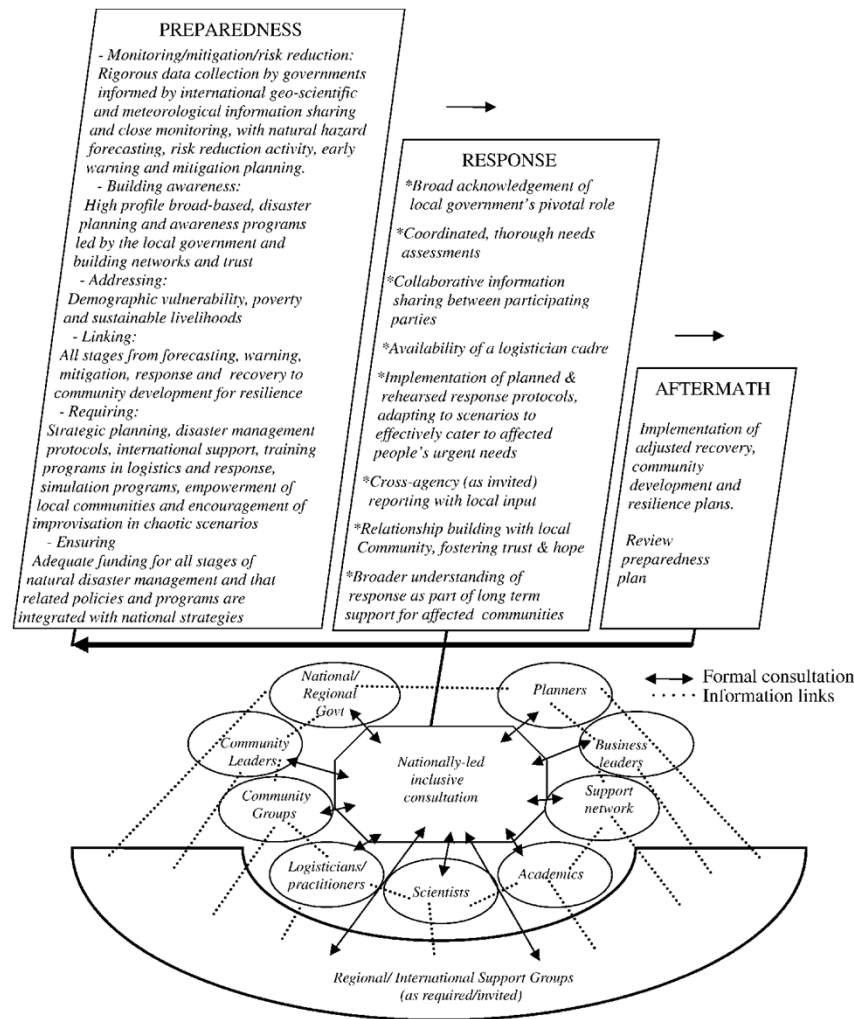
- Do not use unnecessary fancy animation
- Use animation to depict the evolution of a complex system, or to introduce related ideas one by one



Developing the Slides

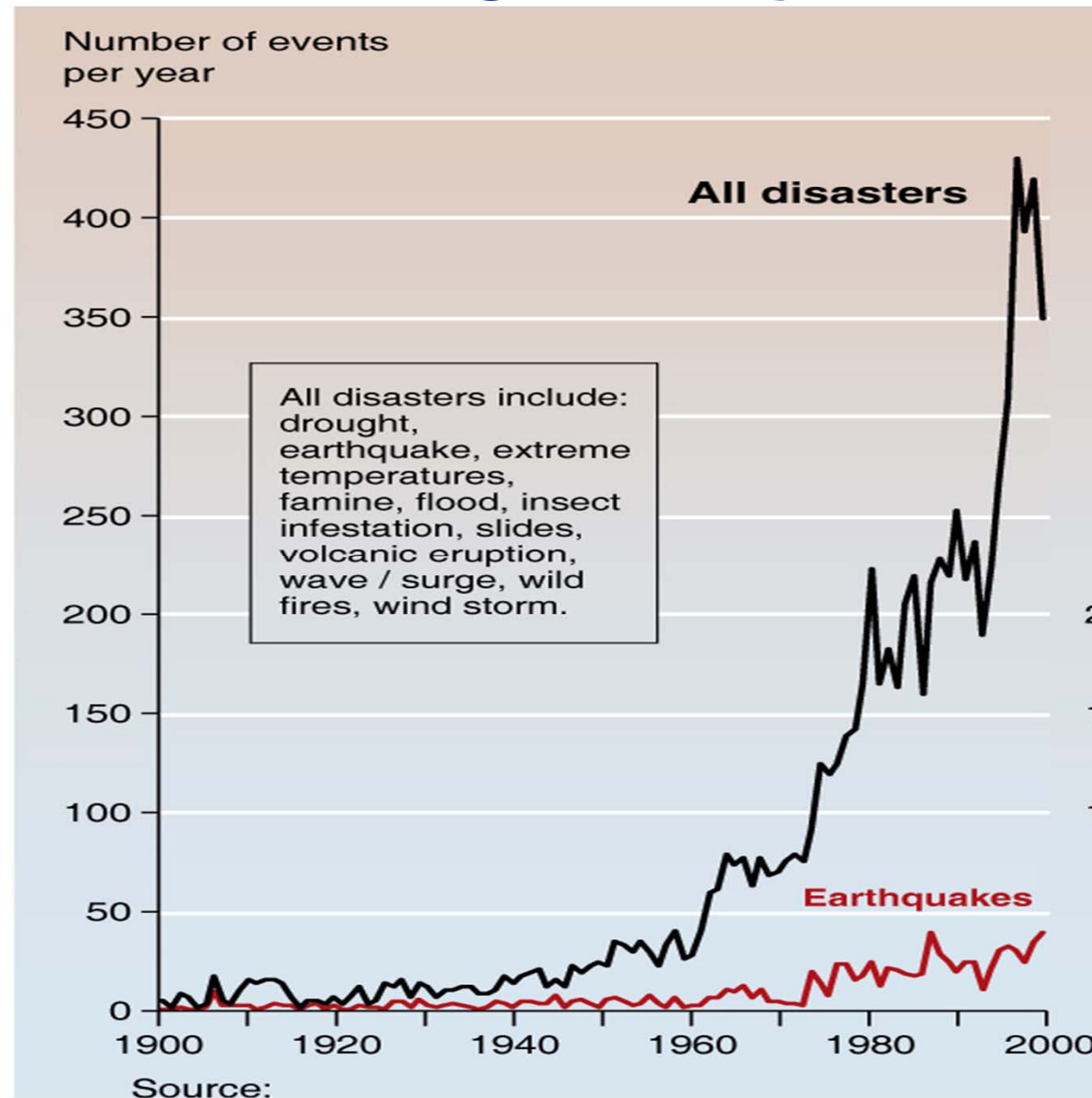


How to Improve This Slide?



- 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