



Presentation Techniques



EFFECTIVE PRESENTATION

- Compressed to it's essence
- a presentation consists of three most basic elements:
 - *you*
 - *your audience* and
 - *your tools.*

THE KEY STEPS

- **1. KNOW YOUR SUBJECT MATTER**

It is very important that you research every nuance of your subject.

The ability to present a subject with confidence directly affects your audience's impressions and will help keep their attention.

This is especially important when giving a design presentation or proposal since you are in effect "selling" your ideas to the audience.



2. KNOW YOUR AUDIENCE

- A small amount of research into the makeup of your audience will reap large benefits on presentation day.

If a small amount of research will help you, imagine what a moderate amount will do!



3. DEVELOP A THEME

- All presentations, regardless of their complexity, are designed with a single purpose. Whether that purpose is to sell, educate, or for pure entertainment, state that purpose to yourself at the beginning of the development process.



4. PREPARE YOUR SCRIPT

- The script does not necessarily have to be a work of literary excellence.
- The exact form of the script depends on the formality of the presentation, the make up of the audience and who will be presenting it.



PREPARE YOUR SCRIPT

- It should consist of the same four basic parts:
 - an opening,
 - body,
 - summary and
 - closing.



THE OPENING

- The opening of the presentation sets the stage for what is to follow. Participants are introduced and the purpose of the presentation is stated. You should also present a **VERY BRIEF** summary or outline of the points to be covered.
- This helps keep your audience oriented properly within the framework of your script.



THE BODY

- **This is the part of the script in which the bulk of the subject matter is presented. The body of a long presentation should be separated into smaller, easily assimilated modules.**
- **Each module or sub-section should make a single point or convey one idea.**
- **These sub-sections should each have their own simple opening, body and summary.**



THE SUMMARY

- This portion should be *very brief and simple*. Here is your chance to reinforce the central theme and purpose of your presentation.
- There is an old axiom that says ... "Tell them what you are going to tell them, tell them, and then tell them what you told them." This pretty well sums it up.



- Question and answer sessions often follow a final summary and are very productive if managed properly. You should encourage questions from the audience if time or format permits, but be prepared to answer them.



THE CLOSING

- Handout material should not be distributed before a presentation unless it is critical to the theme since it invariably leads to audience distraction.



5. SELECT THE PROPER VISUAL AIDS

- Good presentation visuals, however, do not necessarily have to be expensive. When properly planned and produced, simple, well designed graphics add professionalism and impact to virtually any show.
- Even presentations working within a limited budget can benefit from images created on a professional graphics system by professional audio-visual designers.



- The proper use of text images, charts and graphs as well as the correct type of chart or graph to use in various circumstances is the subject of another article in this series.
- I will, however, touch on a few of the deadly design sins of presentation visuals a bit later.

6. PRODUCE THE VISUALS

- If the previous steps have been carefully followed, this can be the easiest part of preparing your presentation.
- With careful, timely planning, the only task remaining is mechanical process of production. The complete and accurate planning that you have done to this point assures a smooth production cycle without the need for unnecessary last minute changes.



- Today's computer graphics products permit you to make changes and alterations
- While last minute changes are possible, avoiding them can still help cut the cost of your presentation by eliminating revision and rush fees.



7. REHEARSE--REHEARSE--REHEARSE

- Your final script and outline or story board permit you to rehearse your presentation even before the visuals are completed.
- This assures that when your final images are prepared and ready, you will be as well.



8. PRESENTATION DAY

- On the day of the presentation, arrive and set up early. Have spare projector bulbs and extra copies of the handout material close at hand.
- Speak clearly and with authority.
- A little humor if tastefully added can help break the tension of the moment.



9. FOLLOW UP

- A questionnaire distributed at the end of your presentation can be a source of critical information for follow up calls or future presentations.
- Encourage the attendants to call or write with any questions that they did not get answered during the presentation.