

# PRESENTATION STRATEGIES

**Presentation is:-**

**Purposeful,**

**Interactive**

**Formal**

**Audience Oriented**

# Importance of Presentation

- Oral Report
- Paper Presentation
- Project Presentation
- Introduction of a New Project

# Planning the Presentation

- Know the Audience
- Be sensitive to the needs and expectations
- Know the purpose
- Analyse the Occasion

# Define the Purpose(General)

- TO INFORM (to share information)
- TO PERSUADE (to change behavior, attitude, belief, values)
- TO DEMONSTRATE (to tell listener how to do something)

# SPECIFIC PURPOSE

Specific purpose should focus on audience behavior and restate the speech topic

# Example of specific purpose

- **Specific Purpose**
- At the end of my presentation , the audience will be able to describe three advantages of using LT Software
- At the end of my presentation, the audience will believe that L T software is the best.
- At the end of my presentation, the audience will be able to use L T software.

# Analyze the Audience

- A-udience- who are the listeners and how many
- U-nderstanding-What is their knowledge.
- D-emographics-What is their age,educational background
- I-nterest-What are their interests
- E-nviornment-Where will I speak
- N-eeds-What are the listener's needs.
- C-ustomised- How can I custom fit my message to this audience.
- E-xpectations-What do the listener expect to learn from me.

# Analyze the Audience Characteristics

- Identify Audience Characteristics
- Analyze Audience Needs and Expectations
- Recognize Factors for getting and Maintaining Audience Attention



# IDENTIFY AUDIENCE CHARACTERISTICS

- Identify audience age, gender, social, economical and educational background.
- Identify their likings, disliking, beliefs and values

# ANALYSE AUDIENCE NEEDS AND EXPECTATIONS

- A PRESENTER MUST KNOW:-
- Why will they listen to me?
- Is their attendance compulsory?
- What are their needs?
- What do they expect me?
- How do my objectives meet audience needs?

## RECOGNIZE FACTORS FOR GETTING AUDIENCE INTERESTS

- The presenter needs to consider the following specific questions in this context:-
- What style will appeal to my audience
- How can I relate my presentation to the needs and expectations of my audience
- How will I handle hostile listeners

# Analyze the occasion

- The presenter must consider:
- Am I supposed to present my views on a particular topic
- Who are the other speakers
- What is the venue
- What is the duration my presentation

# CHOOSE A SUITABLE TITLE

- The title gives the audience the first glimpse of the presentation and they form their impressions.
- Title conveys the essence of the message
- A vague, misleading, and fussy title may confuse the audience



# Use Body Language

- **Action speak louder than words**

A Research into communications showed that an audience is influenced by a speaker in the following percentages:

**Spoken Words : 07%**

**Voice : 38%**

**Body Language: 55%**

# Presentation for Engineers

- As engineers, it is vitally important to be able to communicate your thoughts and ideas effectively, using a variety of tools and medium. You will need to develop and use this skill throughout your years in University; when you attend job interviews and especially when you start working in the big wide world.



# LOCALE

- Locale is the physical environment. The speaker should know about:-
- Place of presentation
- A podium or a table provided
- Public address system available
- Seating arrangement, room temperature and lighting
- Audio-visual aids

# Tips for oral presentation

- First rise the interest of the audience by asking question, by telling a story or by quoting some appealing or striking words.
- Introduce the topic of the speech and tell its importance
- Be clear and precise
- Tone must be familiar, appealing but not imposing

# Three steps in Presentation Process

- **Planning:-** Analyze the purpose, audience and occasion
- **Writing:-** Define main idea, choose approach, prepare outline, composing presentation
- **Completing:-** Revising, Editing, Practicing, Overcoming anxiety

# Organizing Presentation

Just remember three things:-

1. Tell the audience what you are going to tell (Introduction)
2. Tell it (Body)
3. Tell them what you have told (Conclusion)

# INTRODUCTION

- Get the audience's attention. (Start with surprising or unexpected statement, anecdote, quotations, humor)
- Introduce the subject
- Give the audience a reason to listen
- Preview the main idea
- Narrate a story
- Put up a Question

# BODY

- General to specific
- Specific to general
- More important to less important
- Less important to more important
- Problem and solution
- Compare and contrast

# Mind Mapping Techniques

- It is developed by a British Brain researcher in the 1970s.
- Write Main Point of the presentation at the centre of the page and draw branches extending from it that highlight your key point.

# CONCLUSION

- Summarize the presentation
- Reemphasize the central idea
- Focus on a goal
- Motivate the audience to respond
- Provide closure



# AUDIO VISUAL AIDS

- Audio Visual aids make the presentation more effective

It has been estimated that:-

11% of what we learn is through hearing,

83% through sights

the rest through the other senses

# PURPOSE OF VISUAL AIDS

- They serve as speech notes
- They give confidence
- They help focus on the theme of the presentation
- They increase audience interest
- They give clarity and precision

# TWO DIMENSIONAL VISUAL AIDS

- Drawings
- Photographs
- Slides
- Maps
- Graphs
- Charts
- Chalk board
- Computer generated presentations

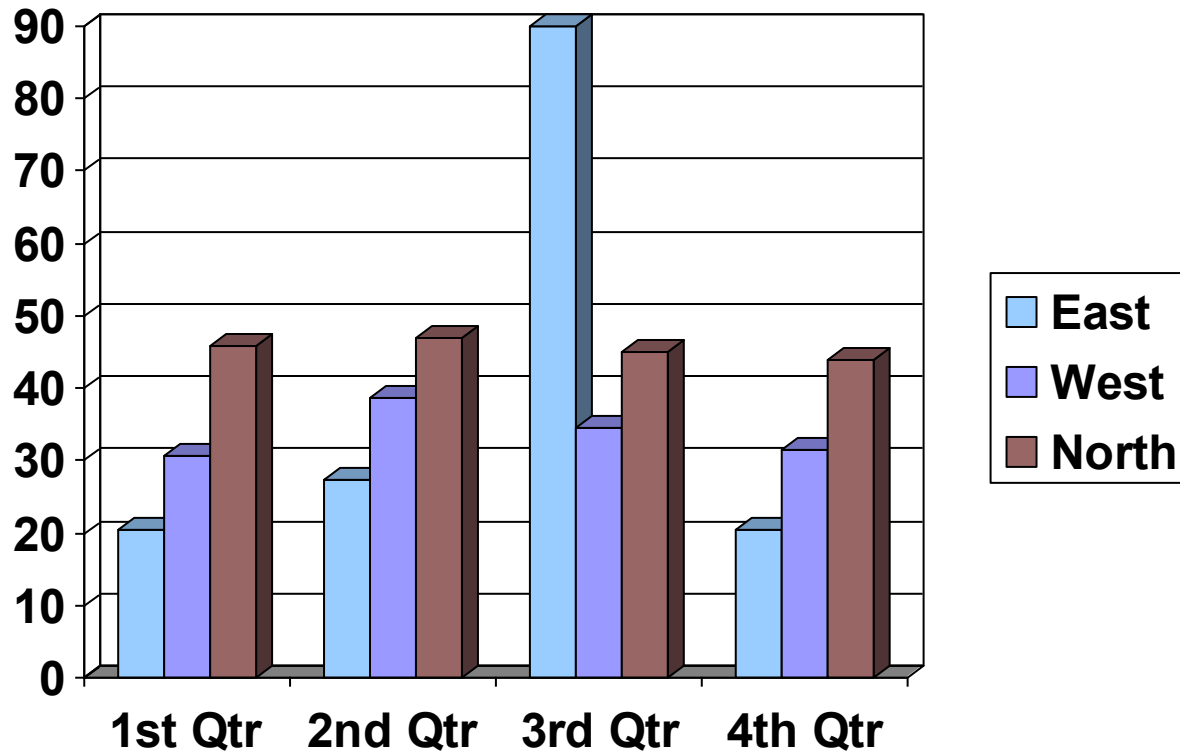
# THREE DIMENSIONAL AIDS

- OBJECTS
- MODELS

# SELECTING THE RIGHT VISUAL

- To present detailed, exact values, use table
- To show frequency distribution, use pie chart
- To compare one item with another, use a bar chart
- To compare one part with the whole, use a pie chart
- To show geographic relations, use a map

# Bar Chart



# NUANCES OF DELIVERY

- Good delivery is the back bone of a successful presentation.
- In JULUS CAECAR Antonio won the favor of mob by his art of oratory.
- Power of speech can turn a dull topic into interesting one and poor delivery may spoil the entire presentation.

# METHODS OF DELIVERY

- Memorizing the manuscript
- Reading the manuscript
- Speaking from notes
- Impromptu Speaking



# PREPARING TO SPEAK

- Prepare more material than necessary
- Rehearse in front of mirror
- Record your voice and listen it
- Think positively
- Have your first sentence memorized
- Conclude your presentation with confidence

# Methods of Practice

- Mirror Practice
- Recording the Act
- Demo Session
- Mini- Rehearsal

# Handle Nervousness and Stage Fright

- Be Confident
- Deep Breathing
- Mental Preparation : Remind yourself
- I am well prepared
- The audience wants me to succeed
- A mistake will not much matter