

# PRESENTATION STRATEGIES

**The term presentation refers to a speech. With reference to business communication, presentation means a speech before some audience to tell about a product or service or idea. It may be with or without the help of some companion. It is a way of oral communication having three basic purposes.**

Presentation is:-  
Purposeful,  
Interactive  
Formal  
Audience Oriented

# Nature of Presentation:-

- Nature of message and its presentation are the primary factors determining the effectiveness of presentation. From this point of view, presentation may be of three types.
  - It may focus on the viewpoint of presenter.
  - It may focus on the viewpoint of audience.
  - It may focus on viewpoint of both the presenter and audience. So far as possible, it should focus on the viewpoint of both sides.

# 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

# 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

# Types of presentation

1. Impromptu
2. Manuscript
3. Memorized
4. Extemporaneous



# Impromptu

- Its truly spontaneous.
- These are challenging speeches
- Need not to speak too long
- Organization of thoughts logically
- Use earlier speaker's reference
- Be positive, give brief comments

# Extemporaneous

- Thoroughly planned speech
- Not delivered in a spontaneous way
- Sounds like a conversation
- Easy and enjoyable
- Never memorized
- Exact working and is never planned
- Harder to stick to time limits
- Use cards for reference

# Manuscript

- Many numbers and details are required by the audience
- One must be with exact details
- Appropriate and exact details should be there
- Proper control is supposed to be maintained by the speaker

# Memorized

- The speakers sound stiff and formal
- Generally confused
- Embarrassment faced if forget