

EFFECTIVE PRESENTATION

WEEK 10

EFFECTIVE PRESENTATION TECHNIQUES

Objectives



At the end of this chapter you will be able to;

- Use presentation techniques
- Learn presentation tips and hints
- Learn how to prepare a presentation by using Microsoft PowerPoint
- Learn how to combine different media to enrich your presentation.
- Learn how to deliver your presentation efficiently.

EFFECTIVE PRESENTATION TECHNIQUES

What is Presentation Used For ?

We will learn;

- Adding value to our presentations
- Delivering these values effectively



FIRST RULE: K.I.S.S.

"Keep It (presentation) Simple, Stupid"

EFFECTIVE PRESENTATION TECHNIQUES

How am I Going to Prepare?

1. What am I going to present?
2. What will the flow be like such as the order of the content?
3. How can I start to my presentation?
4. How can I gain attention for my presentation?
5. How am I going to choose an appropriate design for my content?
6. What are the important factors that I should consider in creating my slides such as font size or number of lines?
7. What are the important tips for delivering effective presentation?

EFFECTIVE PRESENTATION TECHNIQUES

What am I Going to Present?

- First choose an appropriate topic for your presentation.
 - Pick **one topic, one argument**, that is finite, limited.
 - **Do not try to explain everything**; it can't be done.
 - Avoid the temptation to **put everything in your presentation**.

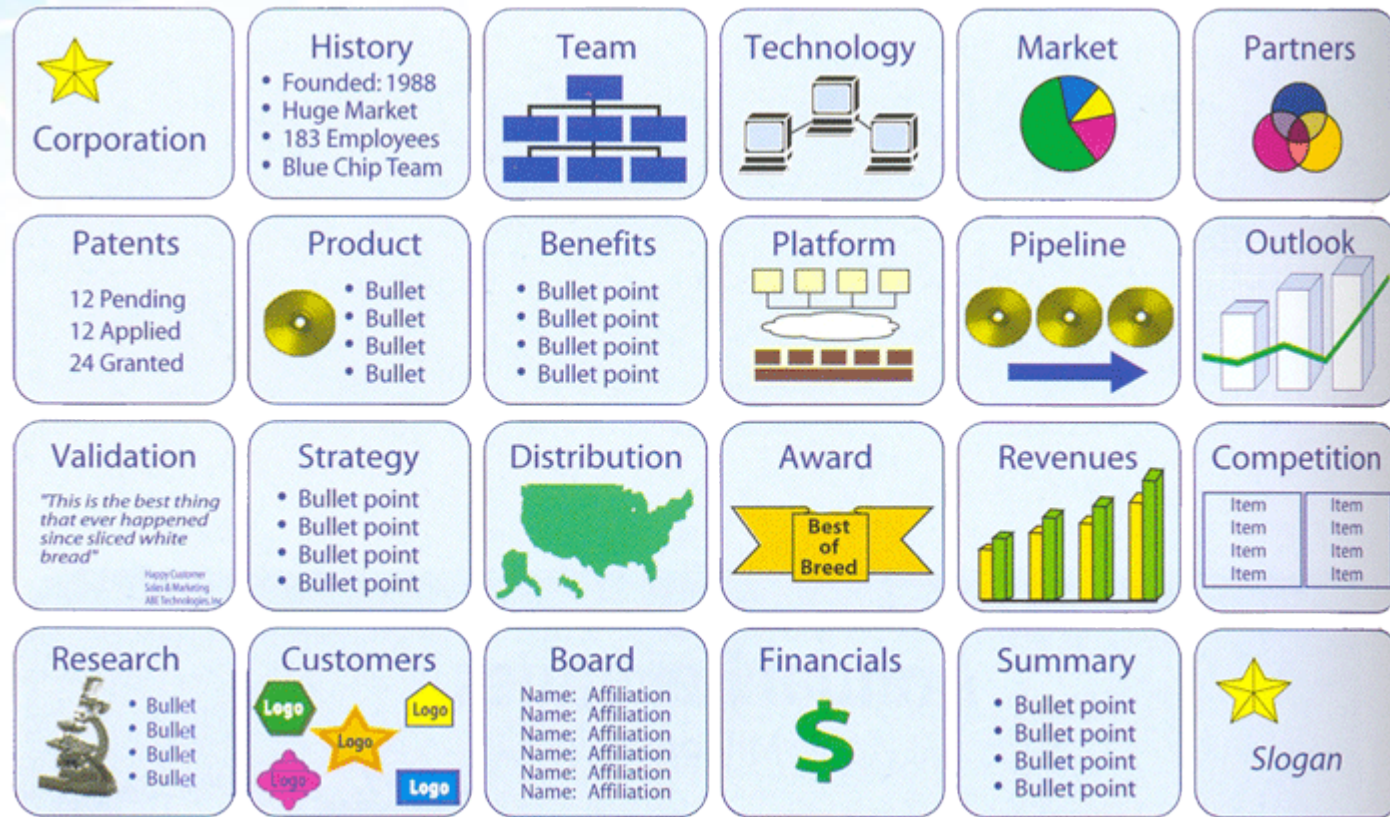


BE CAREFUL : Choosing a feasible topic is the first step for preparing a good presentation.

EFFECTIVE PRESENTATION TECHNIQUES

How will the Flow Look Like?

Could you tell what the subject of this presentation is?



Bad Presentation Flow

EFFECTIVE PRESENTATION TECHNIQUES

Flow Structures

- Techniques for:
 - Organizing ideas in a logical sequence
 - Creating a **coherent** and **persuasive** presentation
- Examples:
 - Chronological flow
 - Numerical flow
- You have to choose an appropriate flow structure for your subject.



ATTENTION : To learn more about “Flow Structure” please look up Week 10 Power Point Presentation tutorial

EFFECTIVE PRESENTATION TECHNIQUES

Flow Structures

HISTORY OF OTTOMAN EMPIRE

1st Stage : 11th Century

- Bullet 1
- Bullet 2
- Bullet 3

2nd Stage : 11th –13th Century

- Bullet 1
- Bullet 2
- Bullet 3

3rd Stage : 13th –15th Century

- Bullet 1
- Bullet 2
- Bullet 3

4th Stage : 15th – 7th Century

- Bullet 1
- Bullet 2
- Bullet 3

Last Stage : 18th Century

- Bullet 1
- Bullet 2
- Bullet 3

Example of an Effective Chronological Flow

EFFECTIVE PRESENTATION TECHNIQUES

How Can I Start?

You **must** always...

1. Introduce yourself and your subject.
2. Give a brief **outline** of your presentation.
3. Gain your audience's attention.



DO NOT FORGET : Keep your introduction short and strong. People want to know who you are, but they also want to get into the point of your talk...

EFFECTIVE PRESENTATION TECHNIQUES

How Am I Going to Choose an Appropriate Design for My Content?

Make your presentation easy to follow:

- **Minimize** the number of **slides**
- **Choose a proper font style**
- **Avoid switching** between programs several times (such as calling up a Web page frequently).

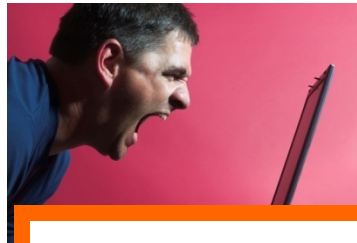


DO NOT FORGET : The first 5 minutes is very important for your presentation. If you gain the attention of your audiences in these 5 minutes, then most probably you will deliver your message successfully.

EFFECTIVE PRESENTATION TECHNIQUES

How Am I Going to Choose an Appropriate Design for My Content?

Use art to help convey your message. But do not add too much visual aids because it interrupts the audiences focus.

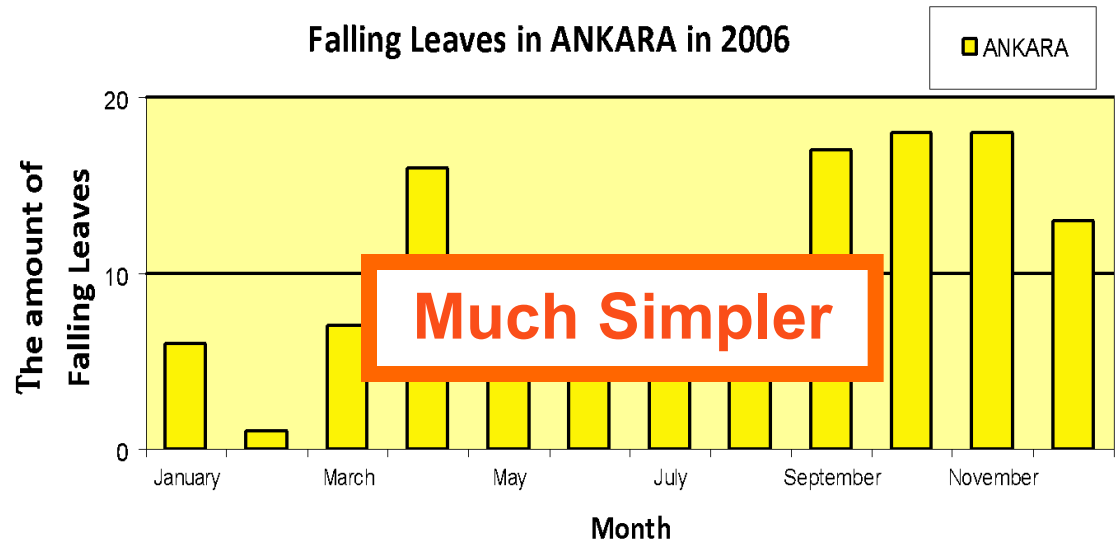
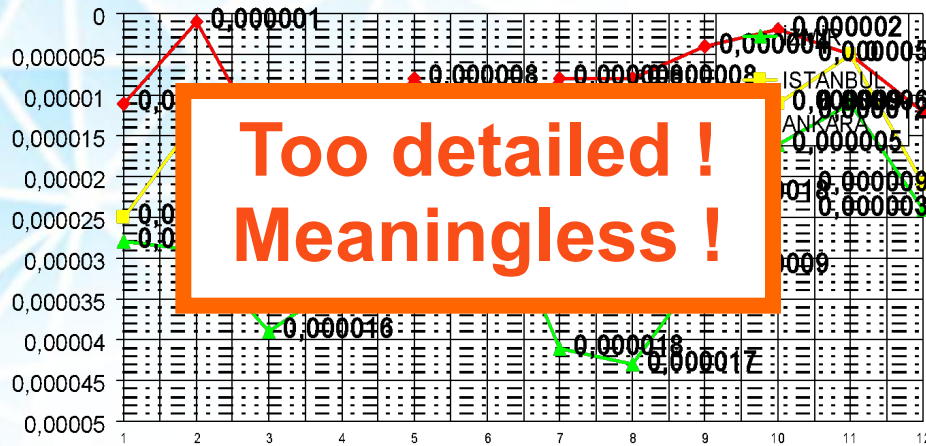


Too destructive!



EFFECTIVE PRESENTATION TECHNIQUES

*How Am I Going to Choose an
Appropriate Design for My Content?*



EFFECTIVE PRESENTATION TECHNIQUES

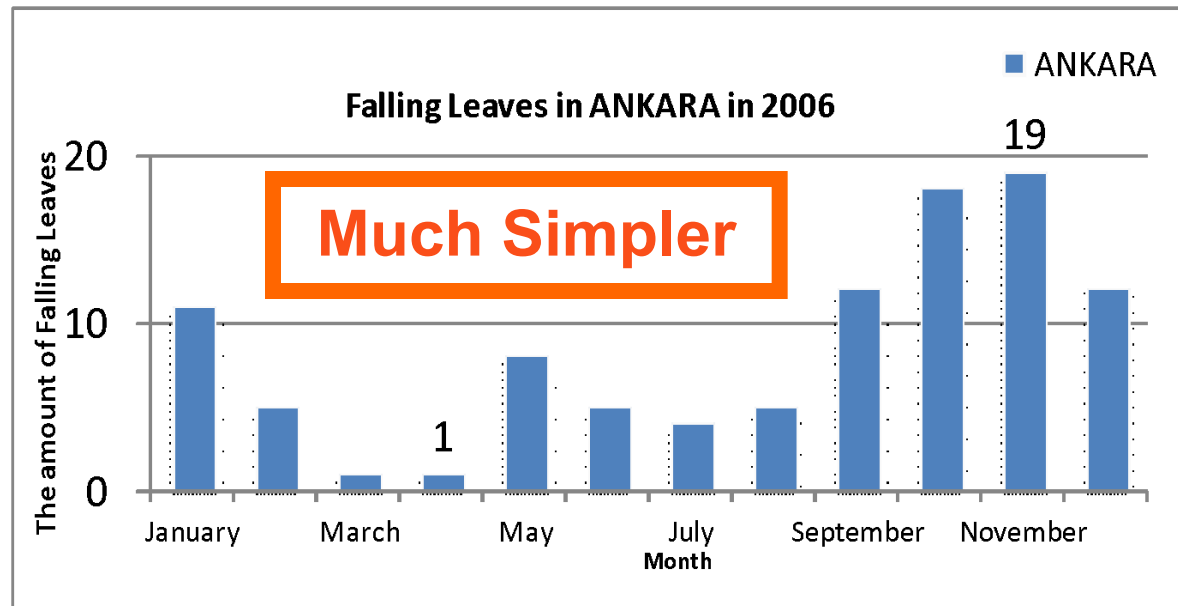
*How Am I Going to Choose an
Appropriate Design for My Content?*

ANKARA		İZMİR		İSTANBUL	
January	11	January	12	January	10
February	1	February	2	February	2
March	17	March	18	March	15
April	16	April	16	April	14
May	8	May	9	May	5
June	16	June	19	June	15
July	8	July	8	July	6
August	8	August	5	August	7
September	4	September	2	September	4
October	2	October	5	October	8
November	5	November	4	November	7
December	12	December	18	December	10

**Must be
explained !!!**



DO NOT FORGET : You have to explain the labels of your charts and tables, to your audience!!!



EFFECTIVE PRESENTATION TECHNIQUES

How Am I Going to Choose an Appropriate Design for My Content?

Bullets;

- Contain one concept, and each one expressed in one title
- Restrict yourself to one sub-bullet level only
- Contain key words only such as nouns, verbs and modifiers.
- Avoid using articles, conjunctions and prepositions.



DO NOT FORGET: Each bullet has to represent same grammatical form. In this way , you make your audience feel the consistency.

EFFECTIVE PRESENTATION TECHNIQUES

How Am I Going to Choose an Appropriate Design for My Content?

Presentation is the activity of formally presenting something (as a prize or reward); "she gave the trophy but he made the presentation"
the act of making something publicly available; presenting news or other information by broadcasting or printing it; "he presented the report"
Too detailed !

1. a show or display; the act of presenting something to sight or view; "the presentation of new data"; "he gave the customer a demonstration"
2. the act of presenting a proposal display: a visual representation of something formally making a person known to another or to the public

(obstetrics) position of the fetus in the uterus relative to the birth canal; "Cesarean sections are sometimes the result of abnormal presentations"

Single Line Title

➤ First Bullet

➤ **Much Simpler**

➤ Third Bullet

➤ Fourth Bullet

EFFECTIVE PRESENTATION TECHNIQUES

How Am I Going to Choose an Appropriate Design for My Content?

- Make background, fonts and styles consistent.
- Use high contrast between background color and text color.
- Check the spelling and grammar.
- Timing is important!!! Use one slide per minute.

EFFECTIVE PRESENTATION TECHNIQUES

What Is the Important Tips for Delivering Effective Presentation?

- Do not use Too many colours
- Do not use Too Many Fonts and Styles
- Do not use too many slide transitions
- The 7 x 8 rule
 - At most 7 lines per slide and 8 words per line.

- Use contrasting colours

- Light on dark vs dark on light

EFFECTIVE PRESENTATION TECHNIQUES

Tips for Delivering an Effective Presentation

While demonstrating your presentation, be careful about:

- **Appearance**

- Carry yourself in a confident and professional manner.

- **Eye Contact**

- Keep eye contact with your audience. This will keep audience alert and make them feel that they are being directly spoken to.

- **Body Language**

- Be natural - don't move around too much or too little.
- Be relax when talking behind a desk -this creates some intimacy with the group slowly and on occasion move from side to side to engage all parts of the class

- **Gestures**

- Use meaningful and appropriate gestures to make a point.

EFFECTIVE PRESENTATION TECHNIQUES

Tips for Delivering an Effective Presentation

- **Articulation**

- Speak clearly, pronouncing words carefully -don't mumble. Control your lips, teeth and tongue to assist you.

- **Voice**

- Speak loudly enough to be heard. **Your voice rate is important.**
- Speak more quickly to convey enthusiasm. Speak more slowly to emphasize key points or issues.
- DON NOT speak so quickly that materials would be glossed over rather and would not be understood well.

- **Language**

- Avoid "pet" expressions (e.g. "O.K.", "Like", "You know")

- **Enjoy**

- Use humors but only appropriately

EFFECTIVE PRESENTATION TECHNIQUES

Tips for Delivering an Effective Presentation

GOLDEN RULES– Presenter Focus

- Don't read your slides
- Keep your presentation a bit slow and steady
- Pause to let strong ideas sink in.
- Terminate your presentation **STRONGLY**
- Ask and give enough time to your audiences for their questions and suggestions.

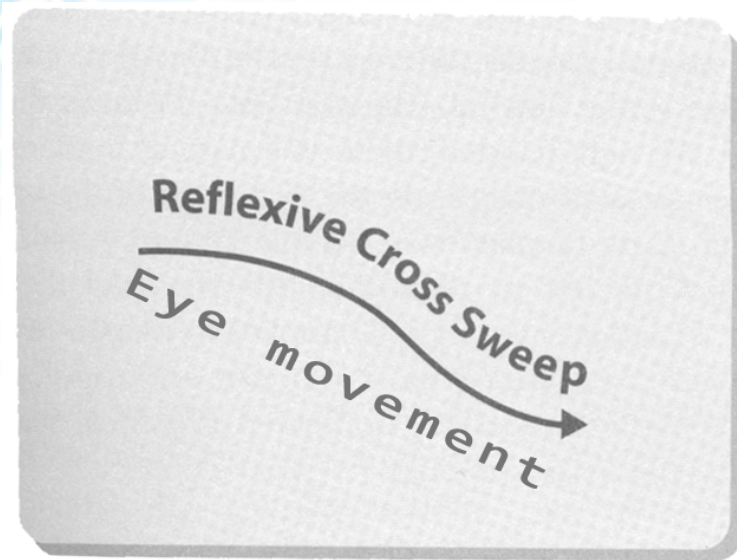


LESS IS MORE : A presentation is only a presentation never a document. It only helps you to visualize what you want to say. PowerPoint was created to support the speaker, not be the speaker.

EFFECTIVE PRESENTATION TECHNIQUES

Tips for Delivering an Effective Presentation

GOLDEN RULES— Audience's Perception



Eyes are conditioned to move from the upper left corner to start new passage particularly in Western countries using Latin characters.

Eye movement of our audience on the page^[1]

EFFECTIVE PRESENTATION TECHNIQUES

Summary

FOCUS– PLAN – PRACTICE

FOCUS on the main point(s) you want to make.

PLAN the layout of your presentation. This means carefully considering each slide, as well as the presentation as a whole. Does everything fit together?

PRACTICE your entire presentation at least once before you present it to your audience. If possible, have someone watch and listen, then ask questions about anything that they find unclear--prefer facing a difficult question from one person to facing it in front of an audience!

EFFECTIVE PRESENTATION TECHNIQUES

Summary

Some Final Words about effective presentation;

- Communication is the key. Use:
 - **Text** to support the communication
 - **Animations** for complex relationships
 - **Sounds** only when absolutely necessary



Try to be consistent in your presentation(in background, color, fonts and styles), but keep in mind that;

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

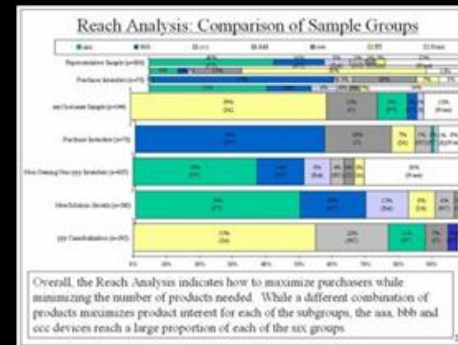
EFFECTIVE PRESENTATION TECHNIQUES

Questions

Let's evaluate this presentation slide according to effective presentation techniques?

How to Design a Bad Presentation

1. *Put as much information into the slides as possible.*
2. *Avoid the use of visuals.*
3. *Use plenty of animations — just because you can.*
4. *Use transitions arbitrarily.*
5. *Use tiny, hard-to-read fonts.*
6. *Choose color schemes at random.*
7. *Don't proofread.*
8. *Forget the feedback.*



YOU CAN USE THIS TYPE OF PICTURES



Use a busy background. Who cares if half the room can't read the text?

Don't show the company logo. It's not about reinforcing the brand.

Clip art rock! Use as much as possible!

Use text that blend into the background. Just because no one can read it doesn't mean you can't do it. Use white text on light colors. Again, readability isn't important. Especially for those who are more than ten feet from the presentation.

Don't vertically align your category titles (Products/Technologies). That'd just look to professional. Put as much information on one slide as possible. More slides, that are easier to understand is to much work for the presenter.

EFFECTIVE PRESENTATION TECHNIQUES

References

This tutorial was compiled by using the below resources for **teaching purposes** under fair use exemption of the U.S. Copyright Law and is restricted from further use.

*This tutorial was prepared by using **Presenting to Win, The Art of Telling Your Story, Jerry Weissman, Prentice Hall Pearson Education, 2003** for teaching purposes.*

- Wikipedia English, **Definition of presentation and presentation software**, http://en.wikipedia.org/wiki/Presentation_program , Last visited: May, 2007
- "Mont Royal Collage, Learning Skill Center ","**Studying And Writing Effectively**" , http://www.mtroyal.ca/learningskills/study_presentations.shtml , last visited: May 2007,
- 7 Classical Open Gambits**, Presenting to Win, The Art of Telling Your Story, Jerry Weissman, Prentice Hall Pearson Education, 2003,Chapter 5 Pg:83-96
- Flow of a Presentation**, Presenting to Win, The Art of Telling Your Story, Jerry Weissman, Prentice Hall Pearson Education, 2003,Chapter 6 Pg:124
- 16 Flow Structure**, Presenting to Win, The Art of Telling Your Story, Jerry Weissman, Prentice Hall Pearson Education, 2003,Chapter 4 Pg:53
- 10 Tips for Designing Effective Presentation**, Presentations magazine, "10 Tips for Designing Effective Presentation", http://www.3m.com/meetingnetwork/presentations/pmag_effectivevisuals.html [2], last visited: May 2007,
- Cross Eye Reflection Picture**, Presenting to Win, The Art of Telling Your Story, Jerry Weissman, Prentice Hall Pearson Education, 2003,Chapter 6 Pg:117
- A.John, "Studying presentations" , Effective Presentation Skills, <http://www.rcmp-learning.org/docs/ecdd0011.htm>, last visited: 05, 2007
- A.John, "Studying presentations" , Effective Presentation Skills, <http://www.rcmp-learning.org/docs/ecdd0011.htm>, last visited: 05, 2007
- Thomas Saylor, Ph.D., 2001-05, **Effective Presentation Tips**, <http://www.cochrane.org/resources/PowerPointTips1.pdf>
Last visited: 08,2007
- Virginia Montecino, Technology end Education Center, "Creating an Effective PowerPoint Presentation" , <http://mason.gmu.edu/~montecin/powerpoint.html>,
last visited: May 2007,
- <http://www.cheney268.com/Training/PowerPoint/PowerPointTips.htm>
- UCI UNDERGRADUATE RESEARCH SYMPOSIUM PRESENTATION GUIDELINES (Student Services II, Suite 2300 • 949-824-4189 • urop@uci.edu)
- [1] Weissman J. (2008). Presenting to Win: The Art of Telling Your Story, Updated and Expanded Edition. Figure 6.2 The reflective cross sweep (pg. 98)