EFFECTIVE PRESENTATION STRATEGIES

What is presentation?

Presentation is an effort of presenting (providing) information in a systematic way. It is one type of communication where communication takes place between the presenter and the audience. In presentation audience demands clear information about a specific topic. On the other hand presenter's job is to provide clear information according to audience's demands. One should keep this thing in mind that there is a sharp difference between presentation and speech though both have audience. In speech information is presented orally while in presentation information is presented with the help of various illustrations and techniques which make the presentation very simple to understand and effective. For example: in the presentation on the geographical structure of the earth, presenter try to provide information with the help of maps, charts, animations, movies, clips etc. such kind of illustrations helps us in understanding the topic in a better way.



❖ **Purpose of the presentation:**

Presentation is very effective technique in spreading information among large number of people. To become a good presenter we should be very clear about various purpose of the presentation. We generally prepare presentation:

- To present the information in a systematic way.
- To explain the difficult point through illustrations.
- To provide information and analyse the situation.
- To persuade the audience to take a particular action.
- To spread the message to large number of people with the help of technology.
- To provide facts and figures that increase audience's understanding of the subject.
- To solve the confusion, doubts and problems of the audience.

❖ **Analysis of audience and locale.** OR

❖ **How to analyze audience and locale.**

<u>Analysis of audience:</u>



For any kind of presentation audience is very

important because it is the receiving part of the communication. Audience completes the cycle of communication at the presentation. As a presenter a person should learn the nature of the audience to make his presentation effective. This is why it becomes

very important to have some prior knowledge of the audience's characteristics and background

A person presenting his or her presentation in a foreign country (unfamiliar environment) should keep following things in mind before the presentation.

1. Audience's linguistic background
2. Audience's cultural background
3. Audience's pronunciation
4. Audience's ideology and philosophy
5. Audience's interest.
6. audience's likes and dislikes

A person presenting in a familiar or local region or environment should learn following things in advance.

- Prepare presentation according to the nature of the audience.
- Know audience's likes and dislikes.
- Know whether there is hostility towards the topic or presenter.
- Find out their degree of knowledge of the topic.
- Age range of the audience
- Whether the audience is already familiar with the topic.

All these above mentioned points help us in understanding the nature of the audience.

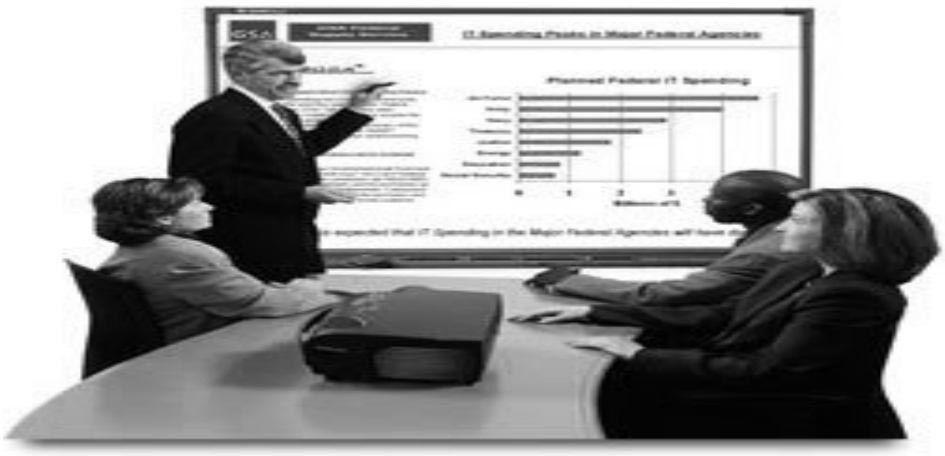
Analysis of locale:

Locale is a place and environment (situation) where the presentation is presented. Normally presentation is given in seminar hall, auditorium, conference room etc. Environment of such places largely affects the presentation. While presenting a presentation a person should keep several following things in his or her mind.

- Size of the auditorium or conference room.
- Seating arrangement for audience.
- Physical setting like podium, table, room temperature, lighting etc.
- Time span of the presentation.

- Electric devises like: microphones, speaker, computers etc.

Thus, proper understanding of the audience's nature and locale make our presentation effective and successful.



❖ **Organizing the contents of the presentation:**

To make an effective presentation we require organized contents. Here we arrange information in systematic way so that presentation becomes interesting and simple to understand. Mainly presentation is made up of three parts: 1. **Introduction** 2. **Main body** 3.**Conclusion**.

Introduction:

The introduction of the presentation comprises opening statements, aim and the layout of the presentation. Here are several techniques which are used in introduction to begin the presentation.

1. Asking basic questions about the topic
2. Narrating the problems.
3. Narrating a specific incident.
4. Simply begin with the topic, etc.

Main body:

Main body of the presentation is the central part where the topic is discussed in detail. Here the main aim is to make the topic simple and easy as much as possible for the audience. Here presenter uses illustrations like graphs, charts, animation, movie, clips, drawing etc. These illustrations help the presenter in presenting information in an effective way. A presenter can use following methods for the discussion of the topic.

1. Chronological

2. Categorical
3. Cause and effect
4. Problem-solution

Conclusion:

Though conclusion part of the presentation is not large, its effect is considerable. Conclusion presents the summary of the presentation. In this part audience is asked to question if they have any doubt or confusion. Here every person should be given fair chance. A presenter should not conclude in haste. He or she can conclude with a quotation or recalling the earlier story, joke, incident with which the presenter has started the presentation. In this way the conclusion should be suggestive and effective.

❖ Preparing an outline of the presentation:

Each presentation follows same structure or outline. Before presenting any presentation we should prepare a proper outline of the presentation. This outline will help us in presenting the idea one by one. The outline of the presentation helps in managing the time. It serves as a guide to show us the right way for our presentation. Suppose as a project leader of the team, we are asked to prepare presentation on developing a new product for the company. This may be a 10 minutes presentation which can be prepared in the following outline:

1. Introduction
2. Product appearance
3. Various parts
4. Functioning
5. Facilities
6. Conclusions

Generally outline comprises of three parts: Introduction, Discussion and Conclusion. With the help of this outline we can prepare a presentation more effectively.

❖ Importance of visual aids in presentation:

To make an effective presentation we require several visual aids. Theses visual aids are used according to the needs. We know that speech and words are not so effective. This is why we need strong visual supports like handouts, chalk boards, overhead projector, slides, computer, LCD projector charts, tables, films, Pictures, maps, etc. to deliver message more accurately and quickly than a verbal explanation. For example: in weather news we derive most information from pictures, animation, drawings and maps about the weather. Here are several visual

aids which are commonly used in presentation.

1. Overhead projector
2. Power point presentation

3. Black board or white board
4. Flip chart.
5. LCD projector

General tips for using these visual aids:

- Use large fonts
- Avoid too much decoration
- Avoid sharp colour
- Show only the required information
- Use pointer to draw audience's attention
- Know in advance how to operate the visual aids
- Be ready with your notes if there is a power cut
- Check all the equipments before the presentation
- Rehearse the presentation
- Do not stand before the visual aids
- Do not change slides or rub out the board before completing the point
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❖ Nuance of Delivery:

Effective presentation depends on how we deliver our presentation. There are several methods of delivering presentation: **manuscript, impromptu and memorization methods**. Good delivery of presentation conveys presenter's ideas clearly, interestingly and without distracting the audience. Here are three modes (methods) of delivery which can be used for making presentation.

Manuscript method:

In manuscript presentation material is already written and the presenter has to read it out at presentation site. Unfortunately most speakers are not good readers and this is why they have to develop the reading skill. To make this method of presentation effective a presenter should have good and impressive reading skill. The material should be organized systematically and language should be

polished and accurate.

Impromptu:

In this mode of presentation, we have to deliver information (speech) without preparation. For example at the end of function we are invited to deliver a vote of thanks. We should calmly state our topic and support our points with quotation, anecdotes etc.

Memorization:

This method of presentation is very difficult for most of us because here we have to memorize our presentation. The presenter should memorize only the main parts so that we can explain these points very effectively. But we should not try to memorize presentation word by word because this makes the presentation monotonous.

❖ **Body language and effective presentation. OR**
Kinesics at presentation. OR
Non verbal aspects at presentation.

For any presentation presenter's body language plays a vital role. Our non verbal (body language) communication at presentation helps us in explaining the point. Here it should be noted that more than 65% of meaning is carried through our body language. This is why as a presenter we should be very careful about non verbal (body language) aspects. Followings are the various aspects of body language at presentation.

Personal Appearance:



Personal appearance plays a key role in non-verbal communication at presentation. We can express many things through our appearance or outlook. Appearance includes clothes, hair style, jewelry, cosmetics, and so on. For example a presenter wearing an earring, heavy chains and torn jeans will create bad impression among people. This is because his appearance communicates to the audience and tells everything about the person.

Posture:





Posture generally refers to the way we hold ourselves when we stand, sit and walk. A presenter should be very careful about his or her posture because his or her posture indicates to which extent he or she is interested in presentation. For example: slumped posture indicates low spirit while erect or straight posture indicates high spirit, energy and confidence.

Gesture:



Gesture includes the movements of hands, arms, shoulder, head, torso and fingers. Our gesture clarifies our ideas. During presentation a presenter must have natural and spontaneous gesture. We should avoid irritating gestures like playing with a ring, twisting keychain, clasping hands tightly and cracking knuckles etc at the time of presentation.

Facial expression:



Human face is considered as the best communicator. It is the most expressive part of human body. Facial expression includes raised eyebrows, forehead lines, smiles, movements of eye lid etc. for example smile stands for friendliness while a frown for discontent, lines on forehead for question, doubt etc.