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# Dynamic Presentations (1-4)

# The elements of a successful presentation:

- Greetings
- Introducing yourself
- Thanking your audience for coming



A good beginning + A good ending

# Opening and closing

- For the audience the ending of your talk is more important than the beginning. The presenters usually want to leave a lasting impression.



# Opening and closing



- Many presenters prefer to create their close first, then work backwards.
- It's important to remember that the first and last three minutes is the presenter's priority.

# Smooth structure

- The presentation is a kind of journey and your audience is passengers. As your passengers, they have some idea of where you're headed and how long it will take to get there, but they don't know the exact route you've chosen or what they'll see on the way.



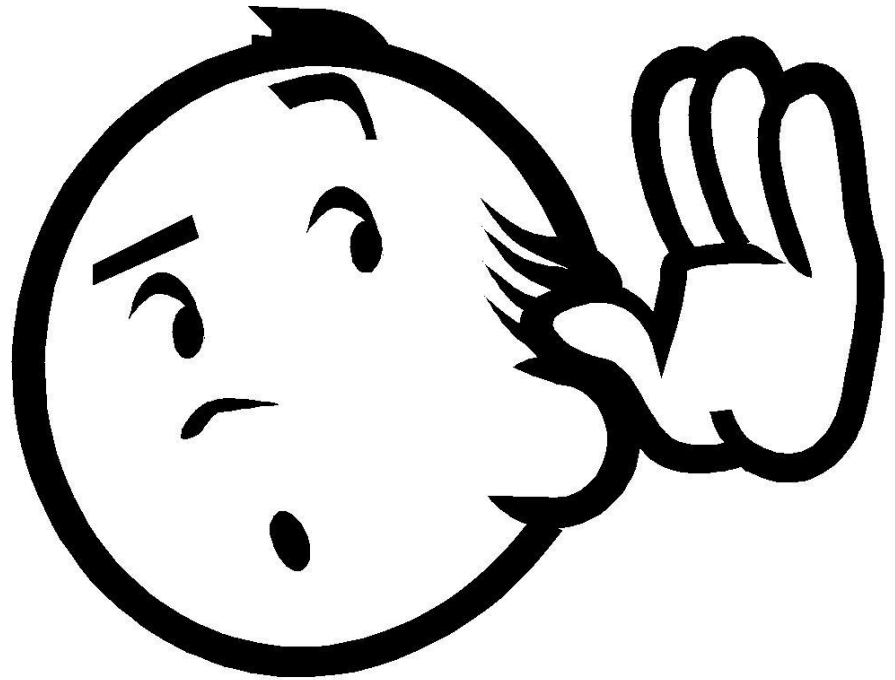
# Smooth structure



- Don't be like a bad driver who forgets to signal before he makes a turn. Whenever you want to move on, go back, speed up, give an example or go into more detail, make sure you tell your audience before you do.

# Voice power

- Another thing you really need to master as a presenter, it's how you sound.



# Five ways to power up voice and keep attention:

- 1) Kill filler.
- 2) Slow down, give yourself some breathing space.
- 3) Pause instead filler, because it'll give you some time to think about what to say.
- 4) Use emphasis.
- 5) Vary volume. Don't limit yourself to the volume of your natural voice.

# Visual aids in presentations



- - It's better to add more visual content than more textual – don't lose your audience by giving them all information in text instead of presenting it by telling.
- Start with the headline – the topic of the slide – and then provide additional data and further context

# Visual aids in presentations

- - Balance between visual and audial - don't repeat information on the slide verbatim
  - It's a good idea to add some graphs, charts or other visual statistic data and then explain them



Thank you for your  
attention!