

# WHAT MAKES A GOOD PRESENTATION?



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# WHAT MAKES A GOOD PRESENTATION?

*lineage*

красномовний

*vital*

тривога

*eloquent*

ЖИТТЕВО  
важливий

*anxiety*

цивільне  
зобов'язання

*civic engagement*

позначати

*designate*

походження

# WHAT MAKES A GOOD PRESENTATION?

**objectives**

**сумний**

*deplorable*

**одноманітний**

*blackouts*

**простий**

*long-winded*

**простій**

*straightforward*

**мета**

# WHAT MAKES A GOOD PRESENTATION?

*unilateral*

*tentative*

*signpost*

*stance*

*exaggerate*  
*d*

*spruce up*

поза

перебільшений  
односторонній

прикрашати

невпевнені

індикатор

# Ukrainian Coordinating Committee on Employment Rate

University graduates  
lack of skills of :

**effective presentation  
(more than 41%)**

**effective communication**

# WHAT MAKES A GOOD PRESENTATION?



Tell me and I will forget,  
Show me and I will remember,  
Involve me and I will understand.

# The term “presentation”

**a verbal report presented with illustrative material, such as slides, graphs, etc**



# 10 STEPS TO A WINNING PRESENTATION

## STEP 1

**Analyze  
your**

**Audience**

✓ **Who is the audience?**

✓ **What does the audience want to learn?**

✓ **How do I create the presentation just for them?**



# 10 STEPS TO A WINNING PRESENTATION

## STEP 2

**Define**

**Objectives**

- ✓ **What is the purpose of the presentation?**
- ✓ **What do you want your audience to remember?**
- ✓ **What is the core message?**

# 10 STEPS TO A WINNING PRESENTATION

## STEP 3

**Create** the

✓ a critical part of the presentation

**Introduction**

✓ 10% - 20%

✓ a "set-up" for the conclusion

# 10 STEPS TO A WINNING PRESENTATION

## STEP 4

**Outline**  
the  
**Body**

✓ **What is your story?**

✓ **How are you going to structure it?**

# 10 STEPS TO A WINNING PRESENTATION

## STEP 5

**Design**  
the

✓ **make it short,  
powerful  
and memorable**

**Conclusion**

✓ **5% - 10%**

✓ **tie the conclusion  
with  
the introduction**

# 10 STEPS TO A WINNING PRESENTATION

**Design**  
**Dynamic**  
**Visual**  
**Aids**



**STEP 6**

**ADVANTAGES**

✓ **clarity**

✓ **interest**

✓ **retention**

# 10 STEPS TO A WINNING PRESENTATION

## Create Note Cards



**STEP 7**

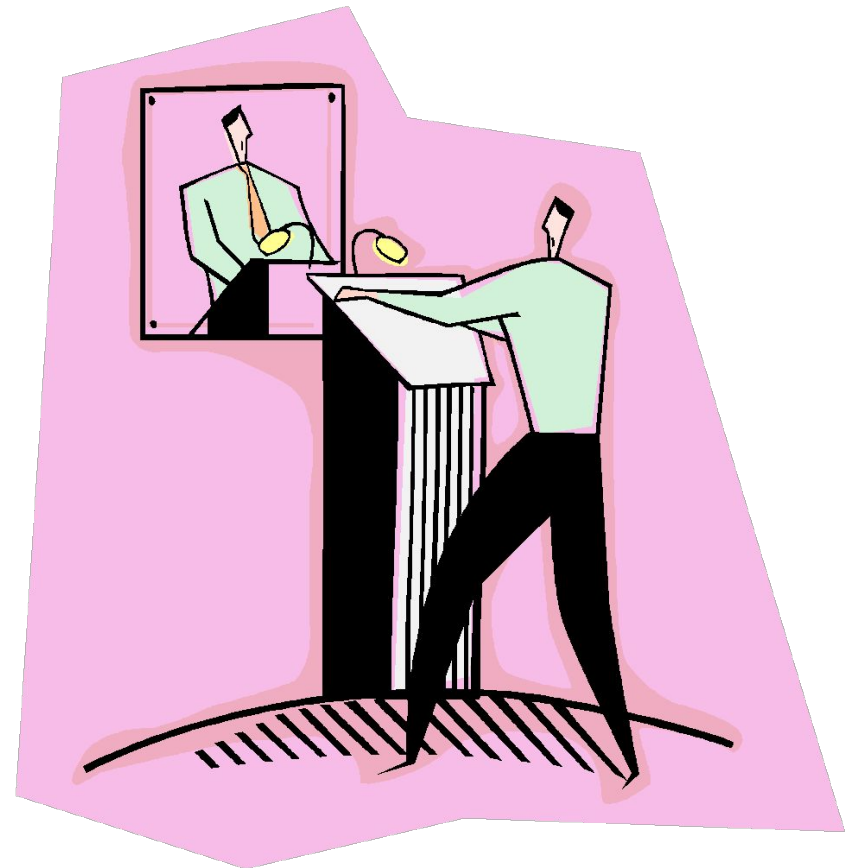
✓to prevent  
"blackouts"

✓to keep you focused

# 10 STEPS TO A WINNING PRESENTATION

## STEP 8

**Overcome  
Anxiety  
through  
Rehearsal**



# 10 STEPS TO A WINNING PRESENTATION



## STEP 9

**Estimate  
the  
Amount  
of Time**

- ✓ write out your agenda
- ✓ estimate the amount of time you will spend on each point
- ✓ one visual aid for every  $2\frac{1}{2}$  minutes



# 10 STEPS TO A WINNING PRESENTATION

## STEP 10

**Use  
Effective  
Body  
Language**



# MAKING a START

**Giving a  
plan**

**Introducing a  
topic**

**Introducing  
yourself**

**Greeting**

# MAKING a START

## GREETING

### FORMAL

- Good morning, ladies and gentlemen!
- It's an honor to have the opportunity to ...
- Let me thank you all for coming here today

### INFORMAL

- Hello and welcome to ...
- Hi, everyone. Good to see you all!
- Hi. How's everything going?

# MAKING a START

## FORMAL INTRODUCING YOURSELF INFORMAL

- Let me introduce myself. My name is ...
- For those of you who don't know me, my name is ...
- I'm Max Benkovsky. I'm a student of ...

# MAKING a START

## INTRODUCING a TOPIC

- I'd like to talk to you today about...
- The subject of my presentation is ...
- I want to focus your attention on ...
- I'm going to present ...

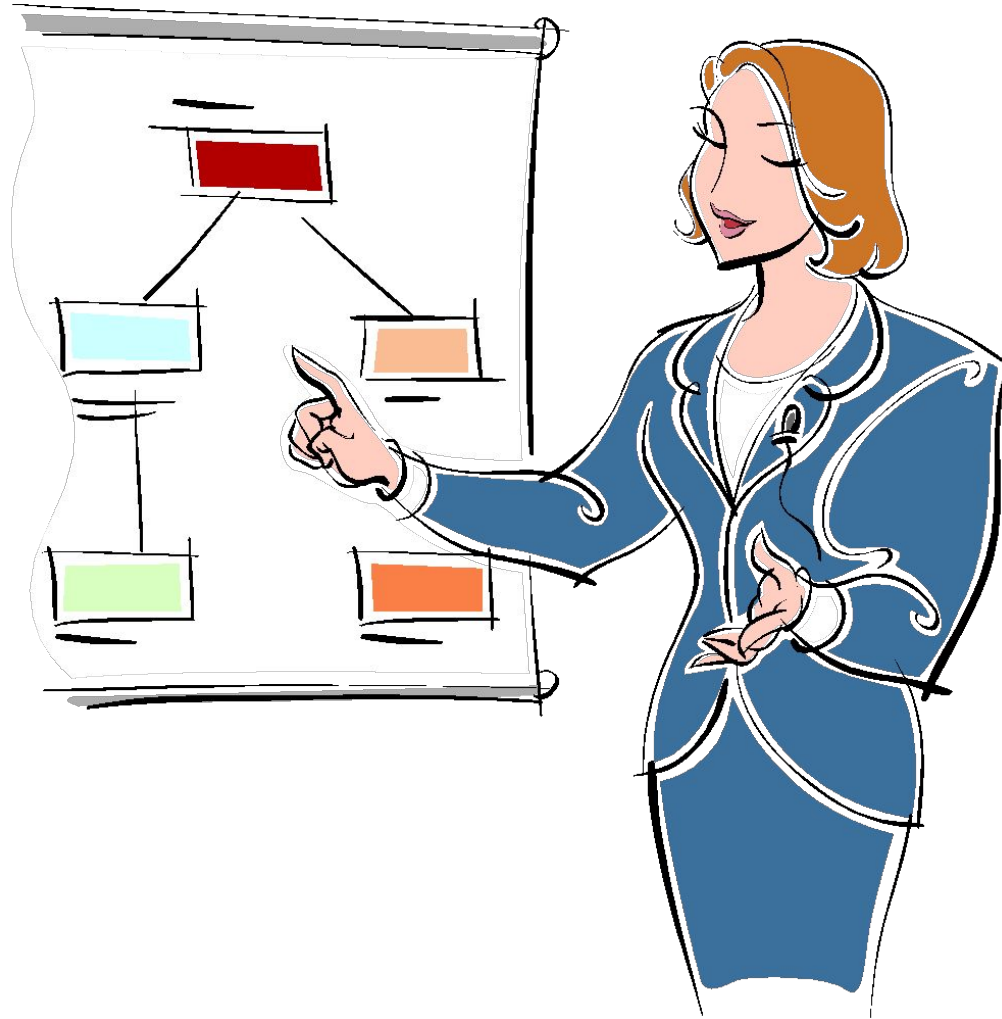
# MAKING a START

## GIVING a PLAN



- I've divided my presentation into ... parts/sections.
- The purpose of the talk/ presentation is to put you in the picture about ...
- I'll start with ..., move on to the ..., and finish with ...

# STRUCTURING



# STRUCTURING

**INTRODUCTION**

**OUTLINE**

**PART 1**



# STRUCTURING

**PART 2**

**PART 3**

**SUMMARY**

**CONCLUSION**

# STRUCTURING

## Making "signpost"

Let me briefly...

Before I move on,

As I explained  
earlier,

After examining this  
point,

This leads to...

Let's go back to...

# ***Voice and Language***



# ***Voice and Language***

- ✓ **Speak Clearly**
- ✓ **Pronounce the Ends of Words**
- ✓ **Avoid Fill Words**
- ✓ **Use Easy Terms**
- ✓ **Use English Words**
- ✓ **Vary Your Tempo**
- ✓ **Use Intonation**

# BODY LANGUAGE



# BODY LANGUAGE

## *1. Eye Contact*



# BODY LANGUAGE

## *Eye contact*

- **Rule of thumb for eye contact is 1 -3 seconds per person**
- **Don't let your eyes dart around the room**

# BODY LANGUAGE



***Make your  
Gestures:***

**□ Up and out**

**□ Unilateral**

**□ Descriptive**



# BODY LANGUAGE

## *Posture*

**Keep your posture  
erect but relaxed**

## *Shoulder orientation*

**Keep your shoulders  
oriented toward  
the audience**



# BODY LANGUAGE

## *Have a Strong Stance*



- Plant feet hip-width apart
- Bend knees slightly
- Distribute weight evenly

# BODY LANGUAGE

## AVOID

- **Gestures below the belt**
- **Covering the front of the body**
- **Over-gesturing (let arms rest at side)**



# BODY LANGUAGE

**AVOID**



**□ Crossed legs**

**□ Ballet or ""macho""  
stance**

# BODY LANGUAGE

## AVOID

□ **Random movements**

□ **Pacing**

□ **Small, tentative or exaggerated gestures**



# Question & Answer Sessions



**□ Be Prepared**

**□ Listen**

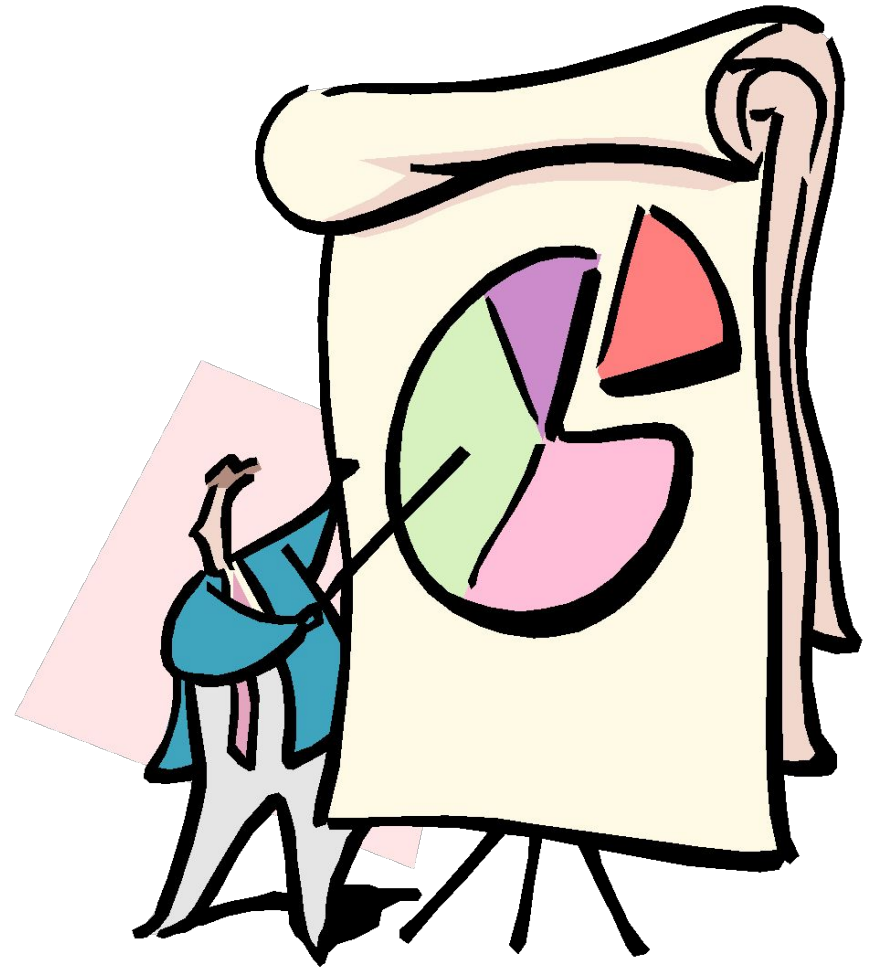
**□ Pause**

**□ Credit & Rephrase**

**□ Respond**

# VISUAL AIDS

## *What To Do*



# VISUAL AIDS

## *What To Do*

- Keep slides **simple**
- Have only **one idea** per slide
- Use **key words**, not sentences
- Average **six lines** per slide - **six words** per line



# VISUAL AIDS

## *What To Do*

### **Use color**

- **Black, blue** and **green** have the greatest visibility
- **Blue** is the most pleasing color to look at with **red** coming in second

# VISUAL AIDS

## *What Not To Do*

### **Use color**

- Avoid **purple**, **brown**, **pink** and **yellow**
- Do not do the **whole** chart in **red**

# VISUAL AIDS

## *What To Do*

Choose **fonts** that are clear and easy to read

- Use the **same fonts**
- Put titles and major headings in **44-**  
**to 36-point** type
- Make subheads and other text **36-**  
**to 32-point**
- Copyright credits are best in **10-point** type

# VISUAL AIDS

## *What To Do*

Use the right **fonts**

□ **Verdana** is a great **title font**

□ **Arial** or **Tahoma** are very clear

# VISUAL AIDS

## *What Not To Do*

### **Fonts**

□ Avoid using **ALL CAPS**

□ Don't use **more** than **two** fonts on a single slide

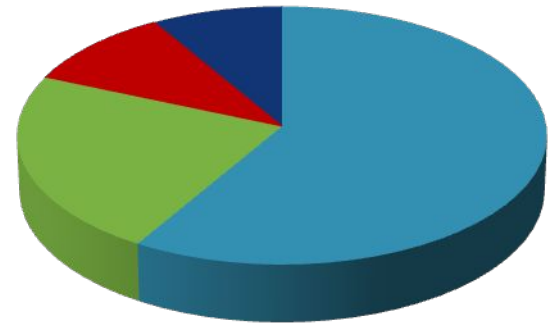
□ Avoid “**Times New Roman**”

# VISUAL AIDS

## Charts and Graphs

"A picture is worth a thousand words"

presenting and explaining data



# VISUAL AIDS

## Animation

- Stick with a **limited number** of animation effects
- Use them **consistently** from slide to slide



# SUMMING UP

## PREPARING

## VISUAL AIDS

## DELIVERING

- *Audience analysis*
- *Objectives*
- *Introduction*
- *Body*
- *Conclusion*
- *Notes*
- *Overcoming anxiety*
- *Estimating time*

- *Making a start*
- *Structuring*
- *Voice & Language*
- *Body language*
- *Question & answer session*

- *Design*
- *Color*
- *Text*
- *Fonts*
- *Charts & Graphs*
- *Animation*



# CONCLUSION



*Thank You!*



Feel free to ask questions!

