WHAT MAKES A GOOD PRESENTATION?

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WHAT MAKES A GOOD PRESENTATION?

lineage

vital

eloquent

anxiety

civic engagement

designate

красномовний

тривога

життєво важливий

цивільне зобов'язання

позначати

походження

WHAT MAKES A GOOD PRESENTATION?

objectives

deplorable

blackouts

long-winded

straightforward

сумний

одноманітний

простий

простій

мета

WHAT MAKES A GOOD PRESENTATION?

signpost

unilateral

tentative

signpost

stance

exaggerated

spruce up

поза

перебільшений

односторонній

прикрашати

невпевнений

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

Introduction

- ✔ **a critical part of the presentation**
- ✔ **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 **Conclusion**

✔ make it short, powerful and memorable

✔ 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

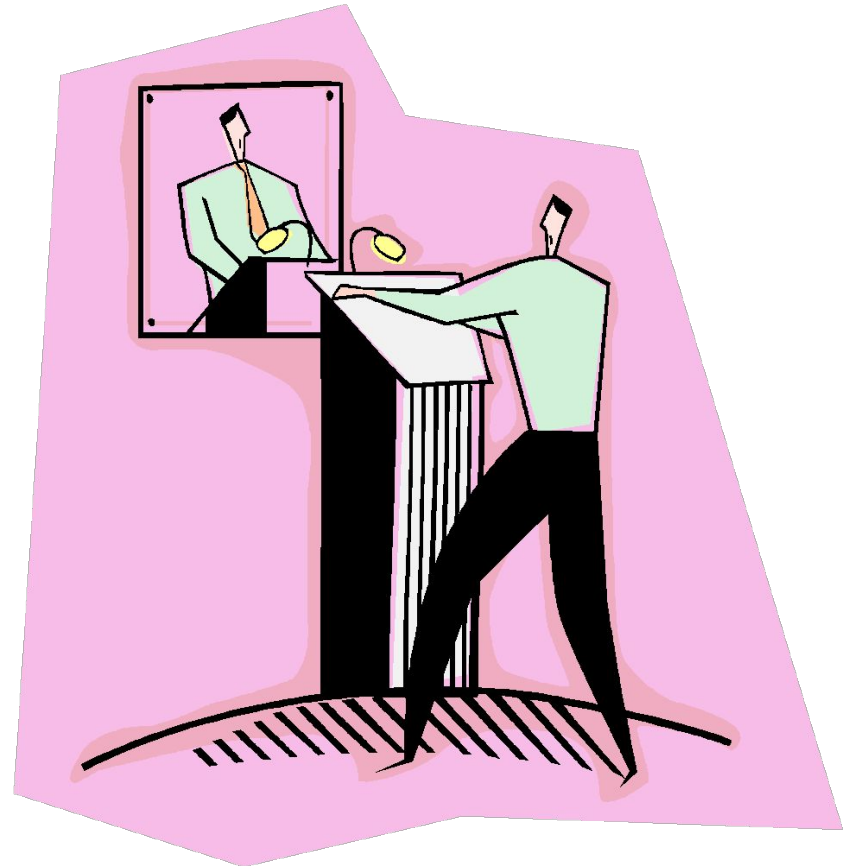## Create Note Cards

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 $2^1/2$ 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

INFORMAL

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

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

MAKING a START

INTRODUCING YOURSELF

FORMAL

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 ...

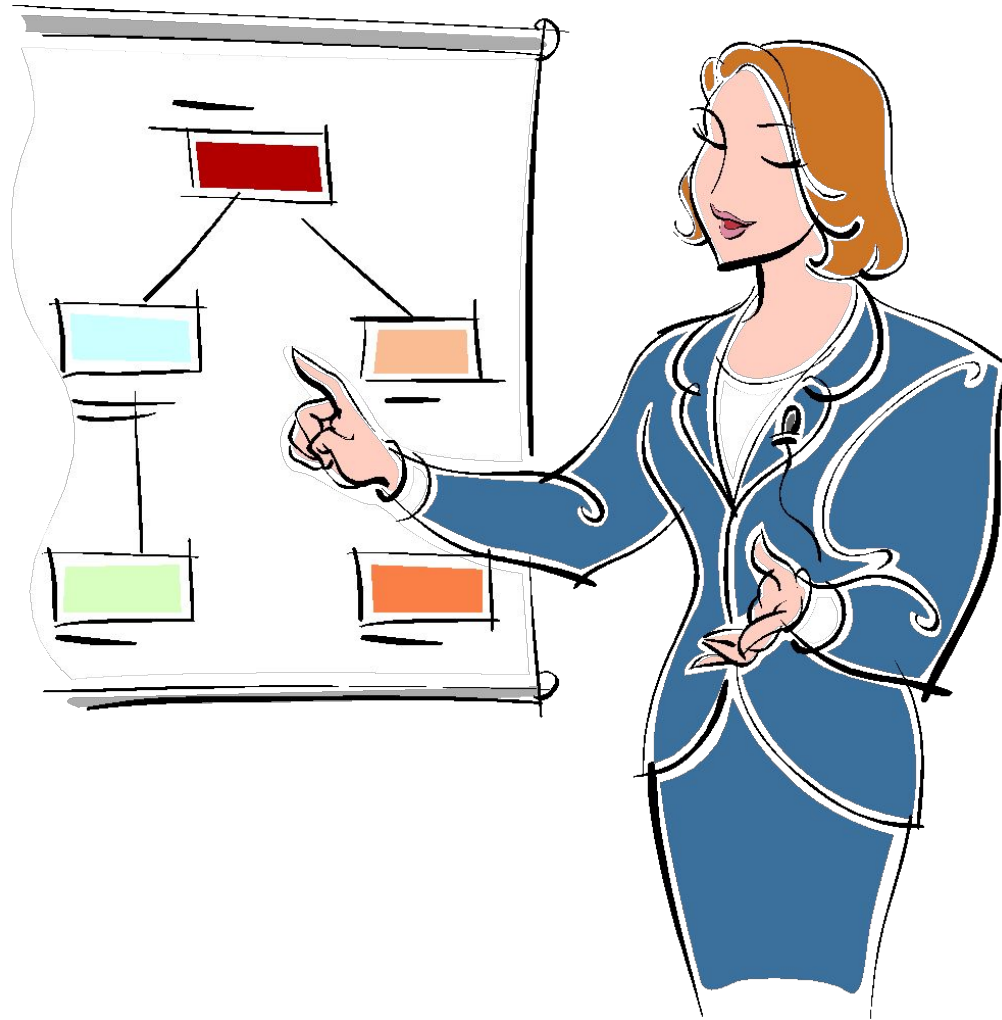- I want to focus your attention on …

- 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

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)

AVOID

Crossed legs

Ballet or ""macho" stance

BODY LANGUAGE

AVOID

 Random movements

 Pacing

Small, tentative or exaggerated gestures
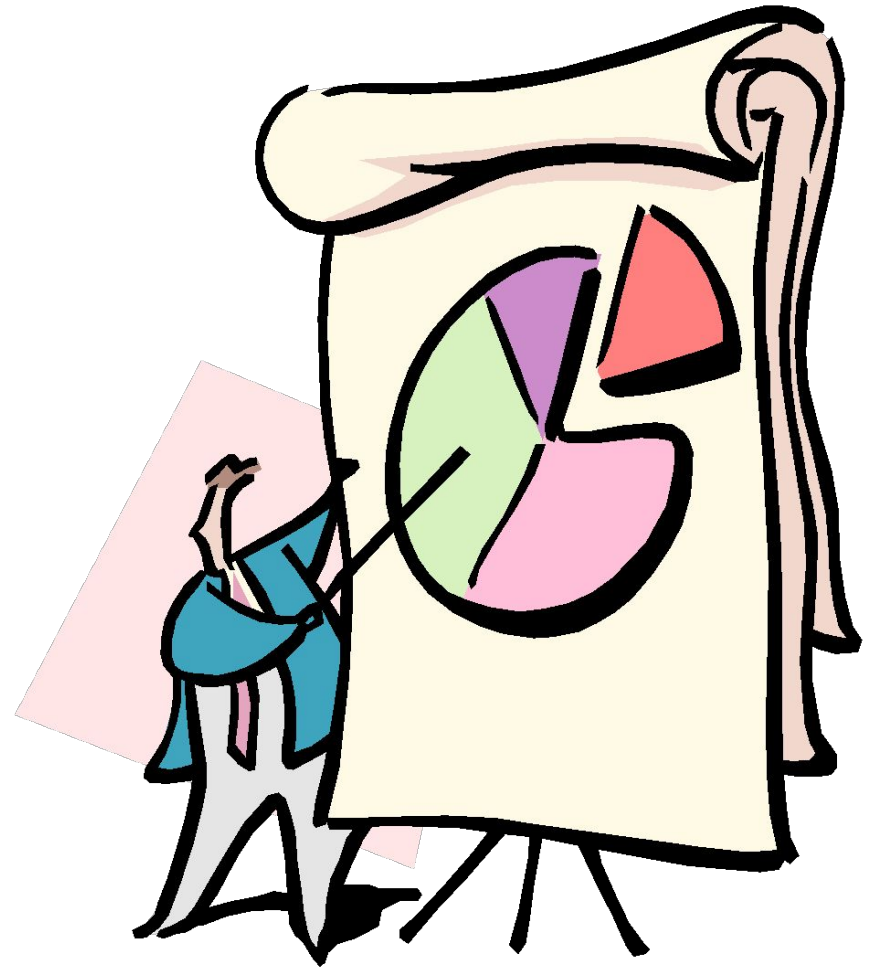
Question & Answer Sessions

- 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

What NotTo 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
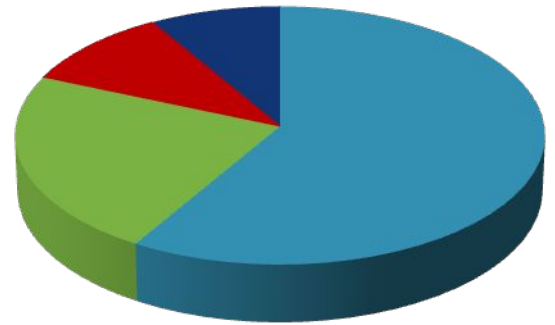
VISUAL AIDS

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

Animation

- Stick with a **limited number** of animation effects

- Use them **consistently** from slide to slide

SUMMING UP

PREPARING

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

DELIVERING

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

VISUAL AIDS

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

CONCLUSION

Thank You !

Feel free to ask questions !