

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

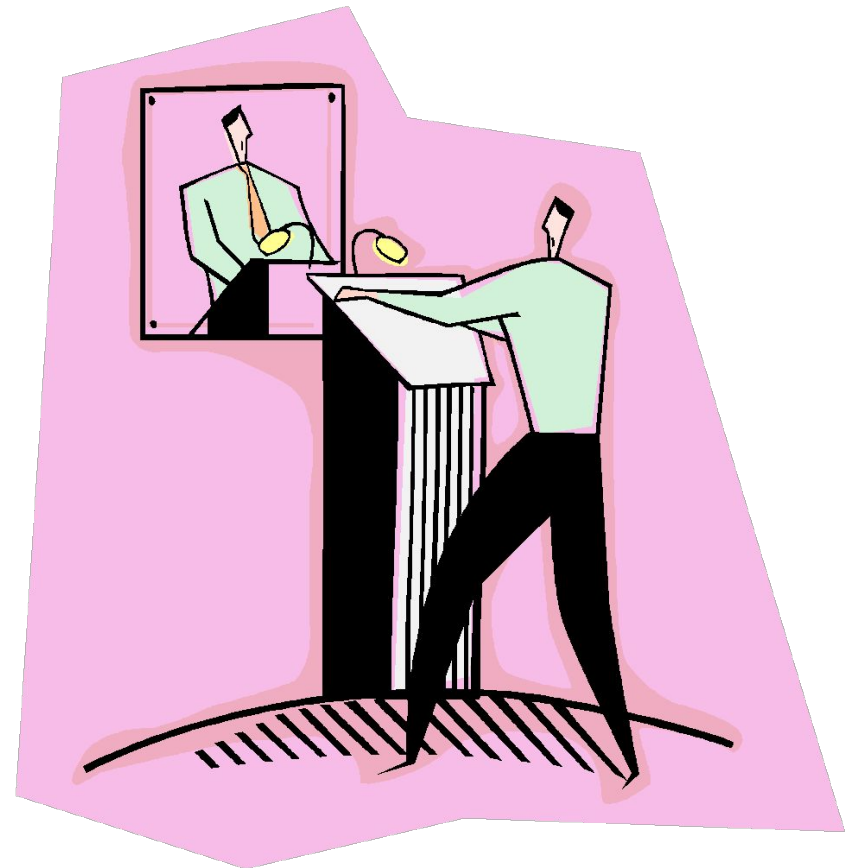
✓to prevent
"blackouts"

✓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 ...

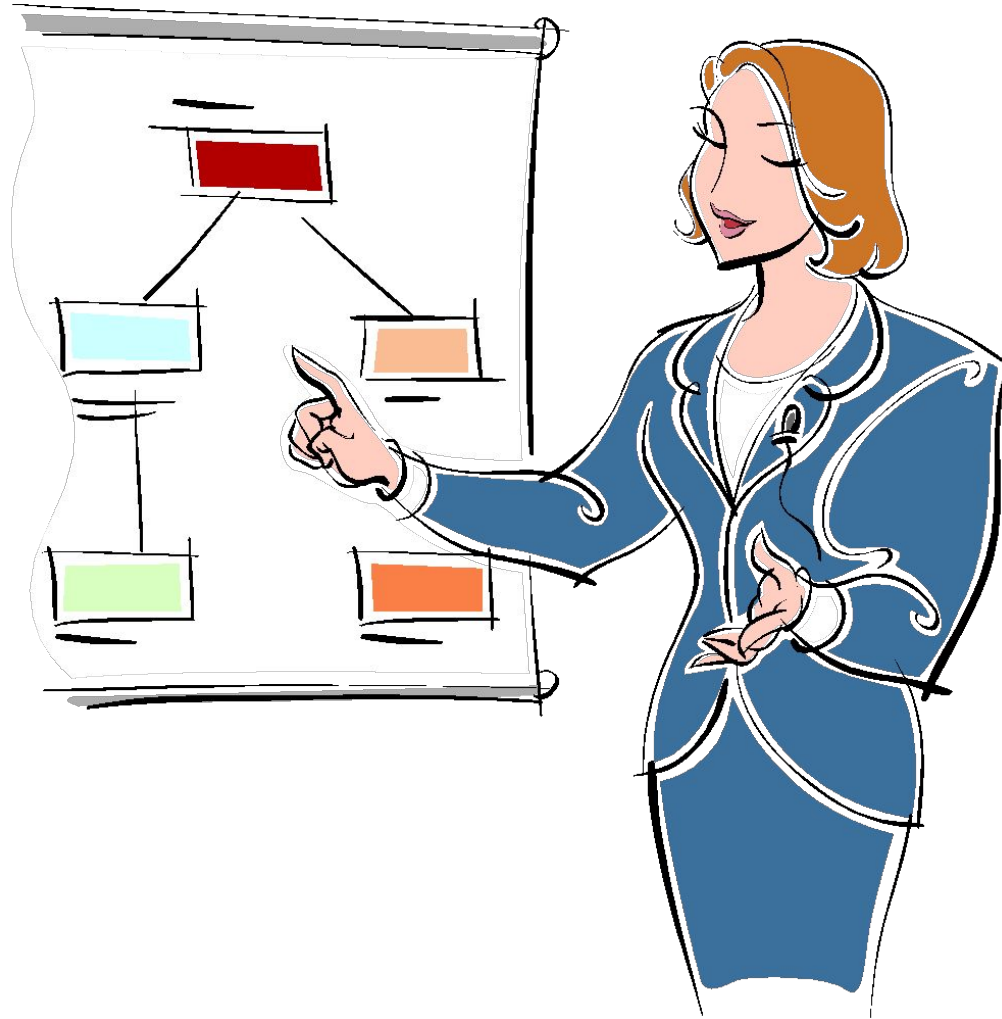
MAKING a START

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

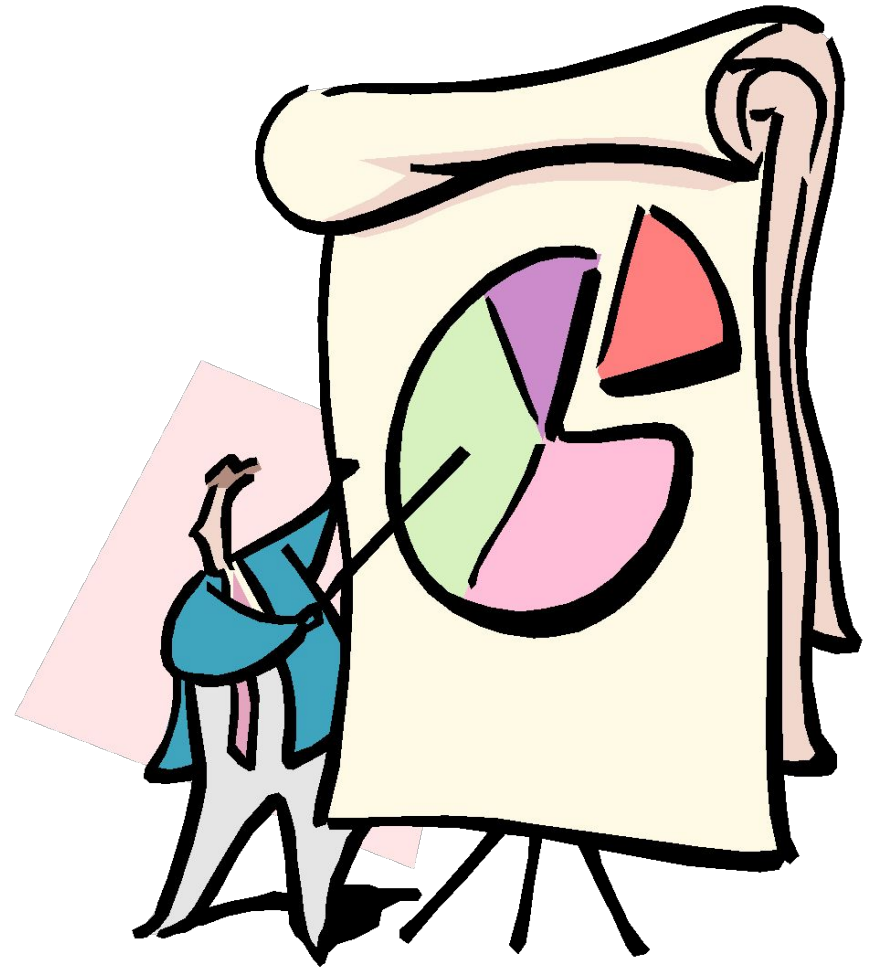
□ Pause

□ 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

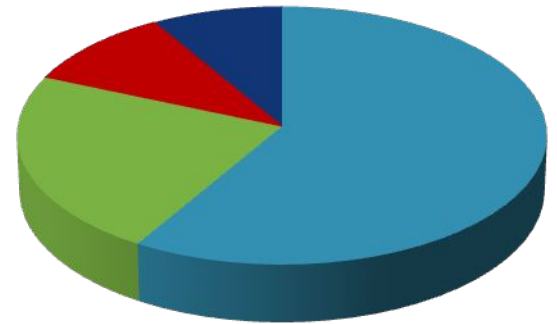
□ Avoid “**Times New Roman**”

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!

