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The gold rules of the presentation

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INTRODUCTION

Everybody knows that any presentation requires a clear strategy or plan to help people reach their objectives. But not everybody considers the aim isn't to pass away twenty minutes talking non-stop and showing a lot of nice pictures.

It is to convey a message that is worth hearing to an audience.

There is a simple and clear structure of the presentation which consists of introduction, main part, summary and conclusion.

There are also some things named «the gold rules» which make a successful presentation.

THE GOLD RULES OF THE PRESENTATION

You should:

- ◉ have the effective organization of the information and the effective delivery of it
- ◉ keep eye contact with the audience
- ◉ use visuals to support and summarize what you say
- ◉ consider such things as body language, speed, voice, humour



THE EFFECTIVE ORGANIZATION AND DELIVERY OF THE INFORMATION

The first type of signal is to introduce a list. It means that a speaker marks such things which should be considered and then talks about each one with the necessary level of detail.

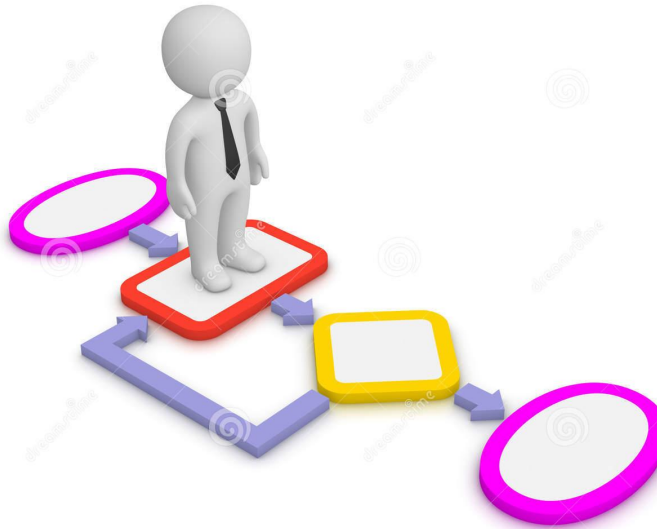


THE EFFECTIVE ORGANIZATION AND DELIVERY OF THE INFORMATION

Another type of signaling is sequencing of information which usually follows a logical order, perhaps based on time and a link between parts of the presentation.

Say where one part of the talk finishes and another starts. A well organized presentation contains different parts and progression from one part to the next must be clear.

All of these can help people to assimilate the message better and faster.



THE EFFECTIVE ORGANIZATION AND DELIVERY OF THE INFORMATION

A final point concerns timing and quantity of the information.

Psychologists have suggested that concentration is reduced after about twenty minutes without a break or a change in activity. Moreover, audiences should not be overburdened with technical details of given too many facts to remember.

So, every speaker needs to think about how much information of a particular type a specific audience is likely to absorb and to plan accordingly.



THE EFFECTIVE USING OF THE LANGUAGE AND BODY ONE

- ◉ Your speech should be heard by everybody therefore speak articulately and loudly;
- ◉ Be sure of oneself and the information which is presented by you;
- ◉ If it is necessary use some gestures to emphasize important points;
- ◉ You should be well versed in your subject to answer questions with dignity;
- ◉ During your report you can ask listeners some questions before you give information about smth. But you should be ready not to get response in answer;

CONCLUSION

So following these rules and working hard you can accumulate experience and make headway with the presentation.



THANKS FOR YOUR ATTENTION!