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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

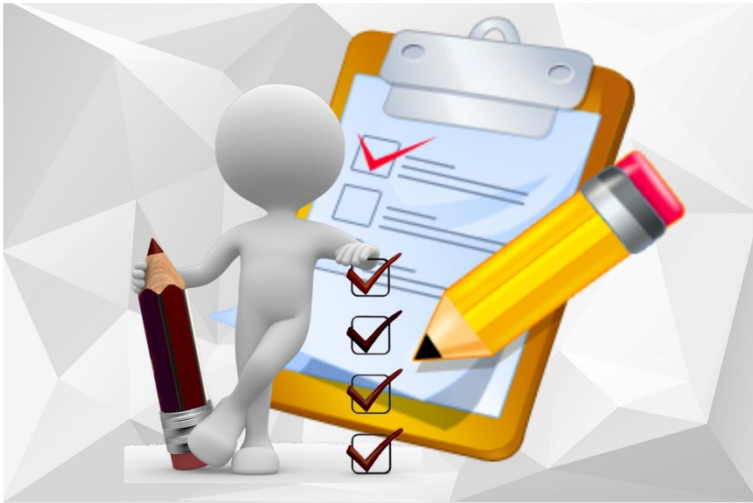
You should:

- ◉ 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.

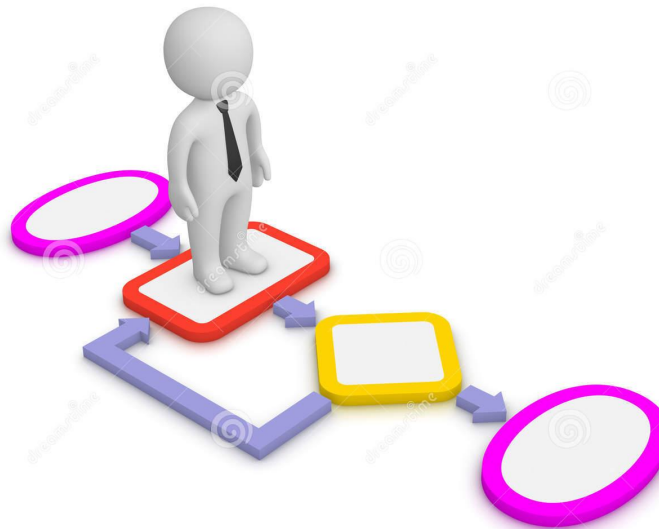


# THE EFFECTIVE ORGANIZATION AND DELIVERY OF THE INFORMATION

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!