

# How to make an effective presentation?

The key to a good presentation lies in three steps: **Planning and preparing; Practising; Delivering**

## 1. Preparation

Prepare the structure of the talk carefully and logically. Mind the following issues:

- What are the objectives of the talk?
- What are the main points you want to make?

Make a list of these two things as your starting point.

Write out the presentation in rough, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous - delete them. Check if the story is consistent and flows smoothly. If there are things you cannot express easily, possibly because of doubt about your understanding, it is better to leave them unsaid.

If you are using on-line material, remember that most of it is written to be read silently. Choose the main ideas, paraphrase, add your own opinion, explain, make it sound as a speech. Always give credit: tell the sources that you base your presentation upon, otherwise it is plagiarism.

**Never read from a script or from the slides.** You should know most of what you want to say - if you don't then you should not be giving the talk!

### How to Preparing PowerPoint slides:

- Write only **key words** and phrases *on bullet points*. Never write full text on the slides, except for definitions or citations.
- Slides should contain the **minimum information** necessary. Otherwise it will be unreadable for your audience so they will spend time reading the slide rather than listening to you.
- Try to limit words per slide to a maximum of 10.
- Typically use a minimum 18pt Times Roman on multimedia, and preferably **larger**.
- The slides can also serve as **visual aids** including illustrations, data, photos, pictures, etc.

## 2. Practising

Rehearse your presentation - to yourself at first and then in front of some friends. ***Practice is essential***, both to improve your skills generally and also to make the best of each presentation you make.

**Tip:** Practise, Practise, Practise.

### 3. Delivering

Good presentations follows this formula:

- b) tell the audience what you are going to tell them,
- c) then tell them,
- d) at the end tell them what you have told them.

Introduction	Use an effective introduction. Describe what the presentation is about and how it will develop.	Useful Phrases:  'Hello, I am ...'  'I'm going to talk about ....'  'This morning I want to explain ....'  'The points I will focus on are first of all..... Then..... This will lead to..... And finally...'
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**Tip:** Display the outline of your talk in key points on a PowerPoint slide.

Body	Decide the main ideas you want to tell and group them into logical and coherent 'chunks' of information. Keep focused on what's important.  Keep relevant and to the point.  Provide the necessary evidence to support your conclusions.  Use clear examples to illustrate your points.	Use 'connective devices' to move from point to point:  'The next point I want to make is ...' 'I'd now like to move on to ...' 'From this we can see that ...' 'As a consequence ...' 'On the other hand, it is also true that ....' 'This leads me to the next point ...'
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#### **Tips:**

- Speak clearly. Don't shout or whisper. **Mind your voice** - *how* you say it is as important as *what* you say!
- Don't rush.
- Deliberately pause at key points - this will emphasise their importance.
- Keep eye contact with the audience as much as possible.

Conclusion	<p>Conclude by briefly summing up everything that you covered.</p> <p>Thank the audience for their attention and ask if there are any comments or questions.</p>	<p>Useful Phrases:</p> <p>'To sum up ...'</p> <p>'From this we can see ...'</p> <p>'To recap the main points ...'</p> <p>'My intention was to show that .... '</p>
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### Finally ...,

enjoy yourself. The audience will be on your side and want to hear what you have to say!

## Podium Panic

Everyone experiences stage fright, speech anxiety, or talking terror. Surveys show that fear of speaking in front of groups is one of the greatest fears people have.

So if you feel nervous, it is perfectly natural and understandable. Your friends will understand your nervousness; they know what you are feeling, they were feeling the same.

If you have prepared and rehearsed well, everything will be all right!

People use the following techniques to cope with this fright:

- If you think your hands might shake, use cards instead of paper for your notes.
- Remember that nervousness is usually invisible; most will not notice the small changes in your voice or occasional mistakes; most speakers who describe themselves as nervous appear confident and calm to the audience.
- Concentrate on the message.
- Begin with a slow, well-prepared introduction; have a confident and clear conclusion.
- Take some deep breaths, in through the nose and out through the mouth, half a dozen times before you start.

**Final Tip: The first presentation is most difficult, so if you want to learn to defeat your fear of speaking, do it by speaking to your classmates first!**

(prepared according to N. Mačianskienė (2009). "English for Intercultural Communication". Kaunas: VDU)