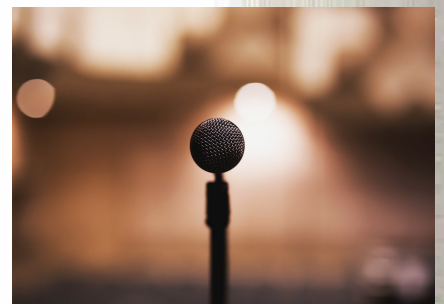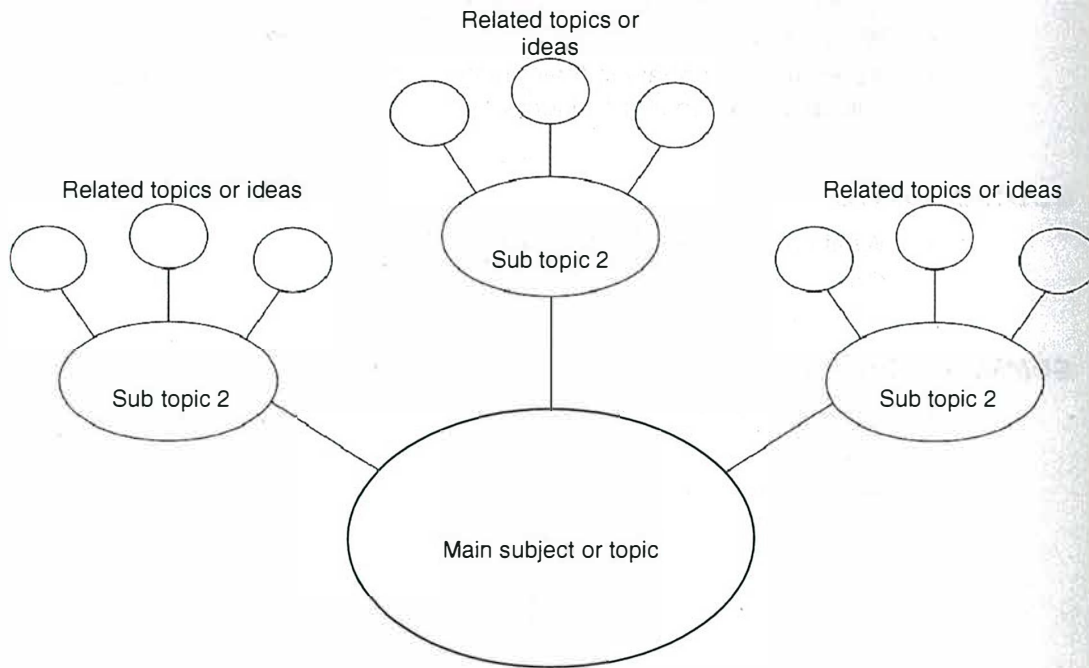# EFFECTIVE PRESENTATIONS

PREPARATION AND PLANNING

Ask yourself

What is the purpose of the presentation? Who will be attending and why?
What does the audience already know about the subject?
What is the audience's attitude towards me (friendly, positive, negative, hostile)?

MIND MAP

Related topics or ideas

Related topics or ideas

Related topics or ideas

Sub topic 2

Sub topic 2

Sub topic 2

Main subject or topic

STRUCTURE

INTRODUCTION
- Ask a question
- Tell an anecdote
- Use a dramatic visual
- Use a future fantasy
- Refer to a topical event
- Subject/ Objective

SUBJECT/ OBJECTIVE
- Explain the topic you will be speaking about
- What's In It For Me (WIIFM)
- If objective is contrary to their preferences, you may pose a problem or question rather than the objective
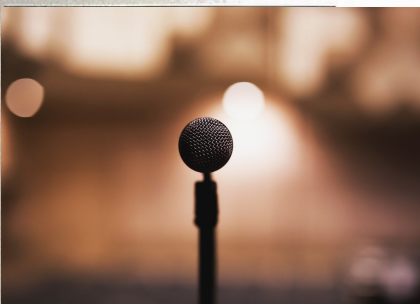
BODY/ 3 POINTS
- What are the 3 or 5 points you will be covering?
- Go through each point

SUMMARY/ CONCLUSION
- State that you are concluding "In closing we have seen that..."
- Recap link all the points together
- Make the next step clear
- Thank everyone for their attention.

'The audience only pays attention as long as you know where you are going.'
Philip Crosby

ACCELER8

PRESENTATION PLANNING STRUCTURE

1   Audience analysis _____

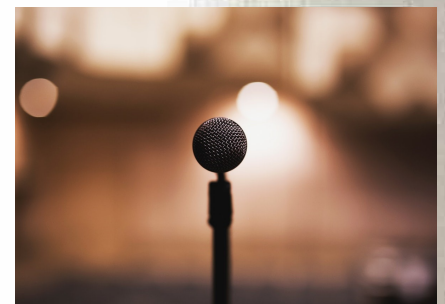2   My specific objective _____

Step 6 (Opening)

Step 1 (Subject)

Step 3 (Sub-topic)

Step 4 (Body)

Step 5 (Summary)

Step 2 (Conclusion)

VISUALS

POWERPOINT'S – THE 1/6/6 RULE

- One message per slide
- 6 dot point (max)
- 6 words per dot point
- 20 point font (min)
- Use upper and lower case

What's new?
No or few words on visuals, just images.

BODY LANGUAGE

Face
- Vitally important
- Good eye contact, constant and shared
- Use appropriate expression
- Facial expression must be congruent with what you are saying.

Body
- Stand relaxed, open, inviting and authoritative
- Natural gestures
- Watch for nervous tendencies
- Use movement to transition between point or change pace

Verbal
- Use active not passive language
- Use prompts, do not read

Vocal
- Volume -Speaking loud enough so people in the back can hear – pitch to the back row
- Pace – go a little slower than normal speech (unless you are a slow speaker)
- Pitch – alternate the pitch (rise and fall) of your voice
- Pause – punctuate your address with pauses
- Change the volume
- Get your breathing right
- High energy.

ACCELER8