Presenting...You
This presentation is meant to provide some tips about giving presentations. It includes how to structure the entire presentations, which includes the spoken part and the visual aids. It also gives tips on how to be a better speaker and how to create interest using slides. It is meant to follow its own advice, so the slides themselves do not contain much information; instead, it is included in the notes.
PURPOSE
What is the purpose of your presentation?
What is it that you are trying to communicate, and why?
Are you asking for something in particular, or just trying to inform?
Keep your goal in mind when you plan your presentation.
The setting will affect the tone and style (how it looks / sounds / feels).
Know your audience. Here are some questions to keep in mind about the audience in general:
• Generally, what sort of background knowledge do they have?
• What sort of explanations will they need in order to understand what you are telling them (history, definitions of technical terms)?
• What are they interested in or concerned about? You will get through to them better if it’s something they want to hear about.

You should also think about specific audience members, if you can.
• Are there specific people you must convince?
• Who already agrees with your point of view? Can you use them to help you convince others?
• Who already disagrees? How can you engage them?
Remember that the slides are there to support you, not the other way around. The audience should be listening to what you say, and the words and images on your slide just help reinforce it. If they want something to read later on, that is what the written venture plan is for.
These next slides have example slides on them, plus what the speaker might say as the slides are shown.
Most of the “facts” in the penguin presentation are made up for the purposes of demonstration.
Also, there are only a few slides in here, not an entire presentation.
The various types of slides are not an absolute requirement, but they give you an idea of the things you should present, as well as how to open and close.
Introduction: Break the Ice

“The introduction slide is optional, but helps engage the audience at the very start of the presentation.
Try to tell a story, show an image, or give a compelling and illustrative fact or statistic that helps capture the spirit of what you’ll be telling them and will pique their interest.
Here, the presenter uses humor to share a little bit of information (polar bears and penguins don’t live near each other). Surprising the audience may capture their attention, making them want to hear more.
(Penguin: “I thought YOU ate ME. What happened?” Polar Bear: “I choked on a bone.”)
Traditionally the title slide is the first thing the audience sees, but the previous introduction slide can draw them in. The title slide provides some necessary information. It helps them to set their expectations for what is to come, and helps set the tone for the rest of the presentation. If it is the first slide, the audience may have to stare at it for a while before the actual presentation starts, so it doesn’t hurt to give it some visual interest. It will need some basic information:

• Title
• Subtitle: optional, but helps give a better idea of what’s to come
• Author(s) / Presenter(s)
• Date / Occasion / Place: Optional; can make the presentation seem more personalized even if you give essentially the same one repeatedly; can lend professionalism

“I’m Sara Richardson, and this is Joe Lee. We will spend the next 20 minutes telling you about the Emperors of the Ice, the penguins of Antarctica.”
Summarize for your audience the main areas you will be talking about in the presentation. Knowing what to expect will help them follow you as you speak. You can call this slide a variety of different things to suit your audience.

Keeping your presentation to about 3-5 key points (with whatever support for those points you need and have time for) will ensure that the audience will get the most out of it. They won’t be able to remember much more than that.
When you have a lot of slides, dividing them up into smaller sections can help guide the audience.

“I’m going to start out with penguin habitat. Although penguins live in many kinds of habitats, even warm beaches, I’m going to stick with Antarctica, which is quite unique.”
This is where the bulk of your information will be. Some people recommend no more than 6 words per slide, usually paired with a relevant image. This keeps people focused on what you are saying, rather than trying to read your slide, which will distract them. The main idea is to keep things SIMPLE and CONCISE, even if you choose to use bullet points. Don’t overload your slides with information, and don’t just read them aloud! The audience can do that without you.
If you are presenting a lot of information, you may find it helpful to show words and data to guide your talk. Just remember not to put everything you are saying up on the screen.

**Penguin Infant Mortality**

- Predators (40%)
- Pollution (10%)
- Ice Melt (10%)
- Loss of Parent (35%)
- Disease (5%)

“There are many reasons that penguins may die before they are a year old. In the past, the main cause has been predators, but recently this has been changing.”
Wrapping it up

Summary
South
Water Temperature
Ice
Migration

“To help you remember the key points of the presentation, I made up a little acronym. S-W-I-M. S is for…”

Go back over the key points to refresh the audience’s memory and to reinforce your points. If you can find a way to make it memorable, do so.
If you are asking for something, be up front about what you want. Give your audience specific actions they can take. If you are asking for funding, state how much you would like and generally what it will cover. For instance, “We would like $50,000 to cover our operating expenses for one year. This will enable us to hire 2 part-time employees to test our plan on the ground.”
If there is time for questions, people often have a slide to signal this time. Often, the slide looks something like this. Not terribly exciting to look at, especially if the Q&A is 20 minutes long.
Instead of having them look at your boring question marks, give them an interesting, relevant image to look at. If necessary, go back to relevant slides or to help illustrate your point.
Anticipate the questions you may be asked, so that you can answer them better. You may even want to prepare appendix slides to use just in case.
If you don’t know an answer to a question, it’s all right to say “I don’t know,” and perhaps add something like, “I’m glad you mentioned that. I think it’s a great area for me to look into further.” and even “I’ll follow up with you when I learn more.”
It can be to your advantage to control the very end of the presentation. Your last question may have been one you couldn’t answer, or for some other reason was not the note you wanted to end on. If you take a moment to end with your own positive message, you will leave your audience with a better impression.
Make it look good

TIPS FOR DESIGNING YOUR SLIDES
Make it clear exactly what you are talking about, especially in a virtual presentation. You could also show each label on a separate slide to highlight features one at a time.
Keep things simple. This slide has too much going on! This is not what you want in a good slide.
• Busy background
• Lots of words in sentence form; the audience will try to read it. The presenter will try to read it.
• Words on top of an image make them both hard to see
• Lots of images, and they are all moving

Instead, try to keep things simple so you focus attention where you really want it. You can try breaking up lots of information into multiple slides to help avoid information overload. Use animation sparingly; too much often ends up looking unprofessional.
Little details can go a long way to make your presentation look professional.

Be Consistent

- Edit your slides
  - Things like font, color, tabs, and bullets should match
  - Voice, punctuation too
TIPS FOR DELIVERING PRESENTATIONS
Whether you like it or not, people will judge you right away based on what they see. Help make it easy for them to think positively of you.

- Smiling and making eye contact makes you appear open and personable. You want them to like you.
- Good posture makes you appear more confident, like you know what you are talking about.
- Proper, neat attire makes you look professional.
- Be sure to bring what you need, and perhaps a backup if your presentation doesn’t work.

These are things that people might not consciously notice when you do them, but they will notice if they are missing! For instance, if your shirt is wrinkled and not tucked in, and your shoelaces are untied or your socks don’t match, people might think you are a disorganized person, which might make them less likely to fund your project.
Get the audience excited about your subject.

• Be enthusiastic yourself. It’s hard for an audience member to get excited about a topic when the speaker isn’t. But remember to be yourself.
• Asking questions can get the audience involved. An easy way to do it is to ask people to raise their hands if something applies to them. Say something like, “By show of hands, how many of you hated to eat spinach when you were a kid?”
• You can also engage them by asking them to imagine a situation or come up with an example in their minds.
• Even if the audience can’t see you, they can hear the excitement in your voice.
Take a Deep Breath

Speak slowly and clearly.
Sometimes people tend to speak faster than usual when they are nervous and onstage.
Take a deep breath before you start, and as you go.
It’s all right to just pause. It sounds better than using filler words such as *um, like, well.*
Practice

Go over what you are going to say in advance. If possible, get someone else to watch you and provide feedback. You can also practice in a mirror or record yourself. It will help you speak more fluently and clearly, and to get your point across better. Practicing will also help keep you on time. Even if you are a natural public speaker, the audience can usually tell if you haven’t practiced. For those who are not natural public speakers, practice can build confidence.
Walking around can help engage the audience. Fidgeting can be distracting. Decide, based on your personal preferences, the room layout, the audience, and your visual aids, if you will walk around or stay in one place. If you stay in one place, you can still use hand gestures, but don’t sway or shift.
If you have access to the presentation room beforehand, get to know it a little. Will you need to stay still, or can you walk around?
Where Did You Find That?

Put your source here!

It's a good idea to tell the audience where you got your images and data (unless images don’t require it, like the clipart here from Microsoft Office). A small text box with hyperlink (if applicable) will do. You can include sources at the end as well.
When presenting live over a web connection, the presenter’s audio and video may not synchronize with the audience’s. The audio may be difficult to hear. It is especially important in this case to make slides clear and to speak clearly. Animation probably won’t be as fast as it should be, so use it sparingly. You may want more words per slide than in a face-to-face live presentation to help the audience follow along, especially if audio connection or sound quality is poor. Label photographs and diagrams, including axes of graphs, so the audience knows exactly what you are talking about.
Putting it into practice

TIPS FOR ACARA CHALLENGE PRESENTATIONS
Purpose

• Sell yourself & your idea
  – Show a clear problem
  – Explain your solution so they understand how it works
  – Convince them that it will succeed
  – Show them that you are the team to do it
What the Judges Care About

- Businesspeople / entrepreneurs
  - Want to see a viable business
- People with a non-profit background
  - Want to see impact
- People who know India
  - Want to see that solution fits
- Various levels of knowledge
  - Explain background
  - Also make it clear that you understand at a deep level

With an audience that has various levels of knowledge
The Room

• Go there in advance
  – Stand where you think you will stand for the real thing
  – Rehearse there if it helps

• Try to test the equipment a few minutes before the actual presentation
Your Team

- One or two presenters is enough
  - Transitions are distracting
  - We don’t expect everyone to present
- Don’t hesitate to use your “best” presenter(s)
  - It shows when speakers are confident and enjoy being there
  - But it’s still ok to give inexperienced presenters a shot
  - You need to practice, regardless!
Style

- Not a highly formal business presentation, but you should be professional
- Interesting visuals are fine
  - A little humor is ok when used appropriately
- Spoken part can be conversational but you’re not addressing close friends
If you can honestly answer “yes” to these questions, you should be in good shape. You might want to ask someone outside your team, even outside of your class, if they agree. Of course, this is not everything, but it is the minimum to explain.
REFERENCES
References

*Why Bad Presentations Happen to Good Causes and how to ensure they won’t happen to yours.*

Written, Designed and Published by
Andy Goodman & Cause Communications

Seth Godin, *Really Bad Powerpoint*