Preparing and Delivering An Effective Oral Presentation

A Quick Guide
What This Presentation Is About

- What makes a good oral presentation
- Tips on preparing a presentation
- Delivery of a presentation
Questions You Need To Ask

- To whom are you presenting?
- How much do they know about the topic?
- How educated and/or sophisticated are they?
- How large is the audience?
More Questions To Ask

- How long is the presentation?
- What is the purpose of the presentation?
- What do you want to convey?
Know Your Subject

- Have something of substance to say (survey).
- Learn more than you will say.
- The more you know, the more enthusiastic you will be.
The brain starts working the moment you’re born and never stops until you get up to speak in public.
- Anonymous
Fear Is Good

- Fear of failing
- Fear of audience
Audience Fears Allayed

- The audience doesn’t know what you intended to say or to do.
- You know more about the topic than anyone in the audience.
Fear Is Good

- Fear of failing
- Fear of audience

- You should be nervous.
  - Adrenaline will pump you up.
  - You will perform better.
  - The audience won’t notice.
Elements of a Good Presentation

- Clear purpose or objective
- Sufficient, but not too much, information
- Organized
- Meets needs of audience
- For the ear to hear as well as the eye to see
- Stories, statics, figures, and examples
Outlining Your Presentation

- **Methods of organization**
  - chronological or sequential
  - three points
  - problem-cause-solution
  - n ways to …
  - Stories
Outlining Your Presentation

- **Open**
  - Transition
  - **Point 1**
    - Examples
    - Transition
    - **Point 2**
      - Examples
  - Transition
- **Point 3**
  - Example(s)
  - Transition
  - **Close**
Opening

- Crucial
- Sets the tone
- Need to grab audience
Types of Openings

- Preview
- Ask a question
- Ask a rhetorical question
- Pose a hypothetical situation
- Describe something new or dramatic
- Make a startling statement
Delivery of a Good Presentation

- Be enthusiastic
- Use body language
- Talk to the audience
- Dress appropriately
Closing the Presentation

- Too important to wing it
  - A speech is like a love affair; any fool can start one but to end it requires considerable skill. - Lord Mancraft (1914-1987)
- Last chance to tell what to know and do
- Direct, brief, and strong
Closing Styles

- Summarize
- Call to action
- Anecdote or story
- Rhetorical question
Summary
Elements of a good presentation

- Be clear about its purpose.
- Prepare.
- Have an attention-getting opening.
- Make the content organized and interesting.
- Be enthusiastic.
- Talk to the audience.
- Have a memorable closing.