

## TIPS ON DELIVERING A PRESENTATION

- Types of presentation: *press conference, briefing, demonstration, product launch, lecture, talk, seminar, workshop,*
- **stand-up presentation** – one person talking to an audience

### PREPARATIONS

- ❖ Worth doing BEFORE you appear in front of your audience:
  - Find about the audience. **How many people, who they are, why they are there, how much they know about the subject**
  - Find about the venue and the facilities. **The room, the equipment, the seating plan etc.**
  - Plan the content and the structure. **Don't write the complete text of the presentation**
  - Try to memorize the first five sentence of your talk.
  - Rehearse your presentation. **Practice it so that it becomes very familiar with friends or colleagues**

### PARTS OF PRESENTATION

- 1. Introduction** – introduce yourself, outline, prompt questions
  - **My name is .., I work for .., My talk is called ..**
  - **There are ... I want to talk about**
  - **If you have any questions, I'll be happy to answer them at the end of the session**
- 2. Main part** – gain the audience's attention, **voice**, more tips
  - **Telling an anecdote, story, perhaps a personal one**
  - **Mentioning really surprising fact or statistics**
  - **Stating a problem**
  - **Asking a question**
  - **Speak in a natural tone of voice, don't shout**
  - **If using a microphone, don't hold it too close to your mouth**
  - **Don't speak in a monotone = on the same level all the time, vary the level of your voice**
- 3. Closing** – bring the presentation to a close, answer questions, final phrase
  - **Let me sum up**
  - **That brings me to the end.**
  - **Are there any questions?**

### MORE RECOMMENDATIONS

- a. Start on time – **don't wait for latecommers**
- b. Keep to your timings – **plan how long you're going to spend on each point and keep it**
- c. Don't spend too much time on something
- d. Don't digress – **don't talk about the things that have nothing to do with the subject, unless you have a particular purpose in mind :/)**
- e. Finish on time – **don't run over, it looks bad if you don't have time to finish all your points and answer questions**

### BODY LANGUAGE

- Make eye contact. – **look at each person in the audience for about a second, before moving on to the next person. Don't concentrate on just one or two people.**
- Face your audience at all times. – **don't speak to the equipment or the screen**
- Smile – **at appropriate moments**, but not too much
- Use gestures. – **hand movements to emphasise the key points.**
- Stay more or less in one place. – **don't move around too much**