Presentation Skills

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The Student Learning Advisory Service (SLAS)

Next to Santander Bank

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- Workshops
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Why give presentations?

- Preparation for world of work
  Required in almost every field

- Personal development opportunity

- Form of assessment
A good presentation

- **Good content**
  well-researched, relevant, interesting

- **Clear structure**
  logical sequence

- **Competent delivery**
  audible, at ease, in charge

> an *art & a technique* which can be learnt
Planning (the content)

- Brainstorm ideas & points to be included
- Filter out key points
- Group points together
- Plan your line of reasoning (logical flow)
- Rehearse everything

- Set realistic targets (time to research/ time to present)
- Keep detailed bibliographical record
Planning the ‘story line’

1. Issue/ problem
2. Background
3. Your argument
4. Case study/ examples
5. Conclusion
Communication

- Sender
- Medium: verbal/ non-verbal
- Receiver(s)

Message

Noise
- (visual) distractions

Interference

Language
- Culture
Planning format

- Know your content
- Structuring your work
  - Introduction
  - 3 or 4 main points
  - Conclusion
- Decide on support material (for you)
  Large print notes/bullets
Planning: Audience

- Who is coming?
- What’s their level of knowledge/experience?
- What may (not) interest them?

Planning: Venue

- Seating
- Visibility

What will you need to do to ‘hold’ this group?
Take charge of yourself & your body language

- Voice (speed – volume – intonation)
- Eye contact (continuous – overall)
- Stance/ posture (not too informal)
- Hands (movement - position)
- State of mind (positive)
With a partner, note down any improvements you think Laura could make to her presentation style:

- Laura presenting to business students
  [video link] 
  http://www.youtube.com/watch?v=bt8YFCveNpY&feature=related
Has Laura dealt with the issues you identified?

- Laura: take two (from 1m 50s)
  [link](http://www.youtube.com/watch?v=bt8YFCveNpY&feature=related)

- Have the issues been resolved?
Presentations are a physical experience

It all begins with breathing

- Meditation
- Yoga
- Relaxation techniques
- Life
Delivery – be ‘audience friendly’

- pause before you talk
- look around – establish eye contact – smile
- greet the audience
- move through in sequence
- check your watch (on table)
- pause between (key) stages
- use signposting language
- keep looking up
- stay focussed
- encourage questions, at the end

Rehearse !
Rehearse !
Rehearse !
Delivery cont.

Speak slowly and clearly
You can use:

- your memory
- notes, cue cards (no full text, please)
- PowerPoint®, Beamer (LaTeX), Prezi
- visual aids
  (graphs/ charts, pictures, handouts, posters, video clips, activities...)
Example 2

How could Yann improve his presentation style?

http://www.youtube.com/watch?v=kql-pvni0s&feature=related
Advantages of Slide Shows

- Pre-prepared sequence
  - keeps speaker on track

- Embed visual aids (video clips, pictures, graphs)

- Speaker is in control of information displayed
Etiquette

The Dos

- One key message per slide
- One slide per minute (approx.)
- Minimum of words
  - Use the language on the slide
  - Use larger fonts (24 +)
  - Use readable fonts (e.g. Arial, Calibri, Verdana)
- Be consistent
- Explain graphics, diagrams
Etiquette

The Don’ts

- Overload slides
- Mix font styles
- Use unreadable ‘backgrounds’ or colour schemes
- Use graphs as decoration
- Overuse animation and sounds
- Read the slides

- Keep it simple: avoid distractions
Well...?

This doesn't really work...
Suggestions for Improvement

- How many presentation issues can you identify in the following slide?
Other ‘tips’

- Don’t Forget details, one is permitted to utilise memory aids in order to support your delivery.
- You can ask questions.
- Patience.
- Honesty, Keep calm.
- When inserting a hyperlink make sure that it is live, i.e. you can click on it www.kent.ac.uk.

It is not a good idea to write long sentences. But if you absolutely have to. Then at least get the punctuation. Right?

- When using bullet points, are you consistent?
  - Don’t indent for no reason at all, unless this is a sub point.
  - Overcrowding of slides.
FEARS

- Forgetting details/ getting stuck
- Interruptions
- Not getting the message across
- Boring the audience
- Timing
- Hostile/difficult questions

➢ FEAR can be energising
   (attempting something new - a challenge)
Handling questions

- Be prepared
- Questions are an opportunity
- Listen carefully
- Repeat question so that everyone can hear
- Answer concisely
- Take questions from around the room
- Remain resolute and in control
- Don’t ramble on or invent answers
Positive Thinking

• Helpful, supportive friends
• Anxiety? Rescue Remedy
• Ask for help
• Be positive about errors
  • reflect - get feedback - learn - improve
• Opportunity to practise in a safe environment
• Practice with a SLAS adviser

Anyway … what’s the worse that can happen?
In summary:

- Have a plan
- Use a logical, structured approach
- Keep it audience friendly (visuals/sounds)
- Rehearse (timing!)
- Try to relax
- Maintain a clear delivery
- Know your material
- Be prepared for questions

Breathe and enjoy!