

Presentation Tips

Unit Summary

This document consists of two chapters:


1. The four parts of a presentation
2. Signposting

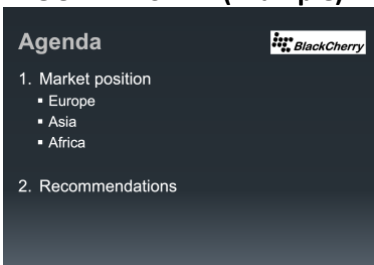
1. The four parts of a presentation

Breaking down your presentation into these four logical parts will ensure you do not miss any crucial phase: **(1) Opening, (2) Body, (3) Conclusion and (4) Questions.**

Part 1: Opening

Two slides will suffice for an effective opening: the “title” and “outline” slides. You should only be spending about a minute on this part of your presentation.

TITLE SLIDE (Example)	
	<p>The purpose of this slide is to:</p> <ul style="list-style-type: none">• greet the audience• present yourself (optional)• introduce the title or state the purpose of your presentation <p>Tips for a good title slide:</p> <ul style="list-style-type: none">• Include all the necessary items (title, your full name, class and date of the presentation).• Check with your teacher if you are expected to include their name as mentor. You do <u>not</u> need to include my name (Amresh Torul) as one of the mentors.• This is also a good time to set the language of your presentation file to English. <p>I am sure you remember Mr. Dabs and the presentation he gave to the board of investors of struggling smartphone maker BlackCherry. This is how Mr. Dabs started this presentation:</p> <p><i>Good morning, everyone. My name is Steve Dabs, the new CEO of BlackCherry and <u>today I'm going to talk about strategies to save our company from bankruptcy.</u></i></p>

OUTLINE SLIDE (Example)	
	<p>The purpose of this slide is to provide an overview of the main topics of your presentation, thus letting your audience know what to expect. The outline, if structured properly, lays out a clear path for you and your audience to follow.</p> <p>Tips for a good outline slide:</p> <ul style="list-style-type: none">• Include main topics only, not the title of every slide in your presentation.


	<ul style="list-style-type: none"> When presenting this slide, do <u>not</u> simply read the topics, instead describe the content, just like Mr. Dabs did: <p><i><u>I'll start by explaining our current market position in Europe. Then, I'll move on to the improvements we've made in Asia. After that, I'll consider the opportunities we see for further expansion in Africa. Lastly, I'll quickly recap before concluding with some strategies going forward.</u></i></p> <ul style="list-style-type: none"> One item Mr. Dabs did not cover when presenting his outline was setting the rules for questions from the audience. You are encouraged to make it clear to your audience when they can ask questions. Set this rule right after presenting your outline: <i><u>I'll be happy to answer your questions at the end of the presentation.</u></i>
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Part 2: Body

The body of a presentation should be dedicated to its actual content. Important points to remember when planning this part are:

- 75% of your time should be spent on this part.
- Stick to one core idea per slide, wherever possible.
- Your slides should have less text and more visual aids, wherever possible.
- Use **signposting** (a.k.a. signalling) to guide the audience throughout your presentation:
 - ⇒ Avoid reading the actual title of a slide you are about to present. A better way to introduce the topic is to describe what the slide is going to deal with.
 - ⇒ Once you have finished with a slide or main topic, make sure to inform the audience that this part is over, thus “closing” it.
 - ⇒ Every signpost expression used by Mr. Dabs is underlined for your convenience.
 - ⇒ Read more about signposting in chapter 2 of this document.

<p>BODY SLIDE (Example #1)</p> 	<p><i><u>So, how are we doing in Europe? Unfortunately, we have once again lost considerable ground in this market. As you can see on the charts shown here, our market share in Europe went from 40% to only 20% just in the last year. Based on initial reports from our European Head Office in Paris, this current trend will persist through the next year as well.</u></i></p>
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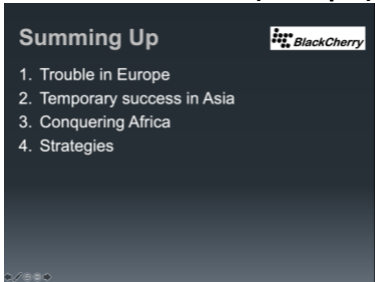
<p>BODY SLIDE (Example #2)</p> 	<p><i><u>With Europe being our most important market by far, it is crucial that we understand the reasons behind our current failures. We have been able to identify 3 main factors.</u></i></p> <p><i><u>Firstly, both Apple and Samsung, our main competitors, have released far superior smartphones than ours in the last 2 years.</u></i></p> <p><i><u>Secondly, several emerging brands such as Prestigio and GoClever have managed to grab a percentage of the market</u></i></p>
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	<p><i>share thanks to competitive prices and huge support from the tech community.</i></p> <p><i><u>Lastly, our own marketing strategy in Europe has been poor to say the least.</u></i></p> <p><i><u>That's all I have to say about Europe. Let's now turn to Asia.</u></i></p>
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Part 3: Conclusion

The final message you deliver to your audience is of paramount importance, and if executed properly, can leave a lasting positive effect. To achieve that, make sure to follow these steps when you are ready to “finish” your presentation:

- **Signal** (inform the audience) that you have covered all the main points of your presentation.
- **Summarise** the main points.
- Present your **conclusion**, which can take different shapes or forms depending on the initial purpose of your presentation. Here are 3 examples:
 - ⇒ **Make a call for action** (if the presentation was about a situation that needed to be solved)
 - ⇒ **Make recommendations** (if you wished to give professional advice to the audience)
 - ⇒ **Present your outcomes or results** (if you were presenting the findings of a research)
 - ⇒ **Or simply assure your audience that they are better informed** (if your intention was to increase the audience’s awareness on the topic)

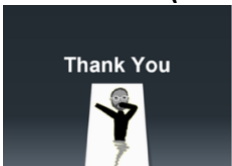
<p>CONCLUSION SLIDE (Example)</p> 	<p><i><u>Well, we've looked at the three continents Europe, Asia and Africa. I'd like to sum up now.</u></i> [This is how Mr. Dabs signals that all the points in the body section have been covered]</p> <p><i><u>As we have seen today, ...</u></i> [Mr. Dabs then summarises the main points of the presentation.]</p> <p><i><u>What does this mean for BlackCherry?</u></i> [Finally, Mr. Dabs proposes his strategies for saving the tech firm.]</p>
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Part 4: Questions

Question time is your chance to clarify points your audience may not have understood properly, therefore should be seen as an opportunity in your eyes, not a threat. This part is best tackled in 3 steps:

- **Signal the end** of your presentation.
- **Thank the audience.**
- **Invite to ask questions.** Be polite and professional when answering your audience’s questions.

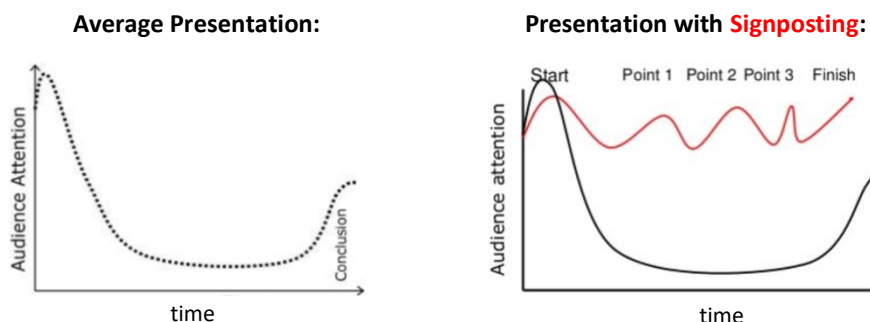
A simple “Thank You” slide can be used for this part, while some presenters prefer to display a quote from a famous person, for a more thought-provoking ending to the presentation.

<p>QUESTIONS SLIDE (Example)</p> 	<p><i><u>We have reached the end of this presentation now. Thank you for listening. If you have any questions, I would be glad to answer them.</u></i></p>
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2. Signposting

Signpost language is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next. In other words, signpost language guides your audience through the presentation, which helps retain their attention for as long as possible. The graphs below demonstrate the effect of effective signposting on the audience's attention span.

The Attention Curve



The table below contains a set of signpost expressions and their functions in a presentation.

Function	Signpost language
Introducing the topic	<ul style="list-style-type: none"> • The subject/topic of my talk is... • I'm going to talk about... • My topic today is...
Providing an outline of the presentation (overview)	<ul style="list-style-type: none"> • I'm going to divide this talk into four parts. • There are a number of points I'd like to make. • Basically/ Briefly, I have three things to say. • I'd like to begin/start by... • ...and then I'll go on to... • Let's begin/start by... • Then/ Next... • First of all, I'll... • Finally/ Lastly...
Finishing a section	<ul style="list-style-type: none"> • That's all I have to say about... • We've looked at...
Starting a new section	<ul style="list-style-type: none"> • Moving on now to... • The next issue/topic/area I'd like to focus on... • Now we'll move on to... • Turning to... • I'd like now to discuss... • Let's turn now to...
Analysing a point and giving recommendations	<ul style="list-style-type: none"> • Where does that lead us? • What does this mean for...? • The significance of this is... • Let's consider this in more detail... • Why is this important?
Giving examples	<ul style="list-style-type: none"> • For example,... • As an illustration,... • To illustrate this point... • For instance... • To give you an example,... • A good example of this is...
Drawing attention to visual aids	<ul style="list-style-type: none"> • If you look at this graph... • A picture of the device can be seen on the top right corner. • As you can see on the chart...
Summarising and concluding	<ul style="list-style-type: none"> • To sum up... • Let's summarise briefly what we've looked at... • If I can just sum up the main points... • Finally, let me remind you of some of the issues we've covered... • To conclude... • So, to remind you of what I've covered in this talk,... • Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that... • To summarise... • In conclusion... • In short... • I'd like now to recap...
Invitation to discuss / ask questions	<ul style="list-style-type: none"> • I'm happy to answer any of your questions. • Please feel free to ask questions. • If you would like me to elaborate on any point, please ask. • Would you like to ask any questions? • Any questions, please?