

Presentations and Public Speaking





Presentations aim to....

■ Inform

■ Persuade

■ Entertain



Planning

1. Define the purpose
 - Is it selling or just informing?
2. Analyse the audience
 - Are they experts in the topic already?
3. Consider context and setting
 - Will it be in a lecture theatre or to a small group?
4. Identify the main ideas
5. Research for supporting material
6. Plan and organise



Preparing the Presentation

1. Write the presentation
 - Create interest with the introduction
 - Develop central theme in the body
 - Conclusion reinforces main idea
2. Rewrite for the ear
3. Practise and revise the content
4. Organise the visual aids (see over)



VISUAL AIDES

- Smell = 3%
- Taste = 4%
- Touch = 7%
- Hearing = 11%
- Sight = 75%

**So VISUAL
aides are
important for a
successful
presentation**

(Simon & Schuster, 1988)

VISUAL AIDES

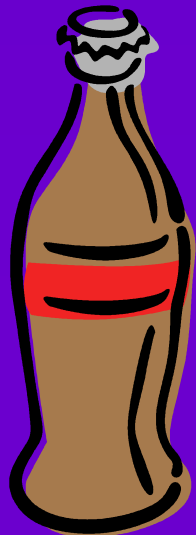
TASK: Think of a presentation that you have to give. Decide on some possible visual aides.

For example:

Rise and fall in advertising costs:

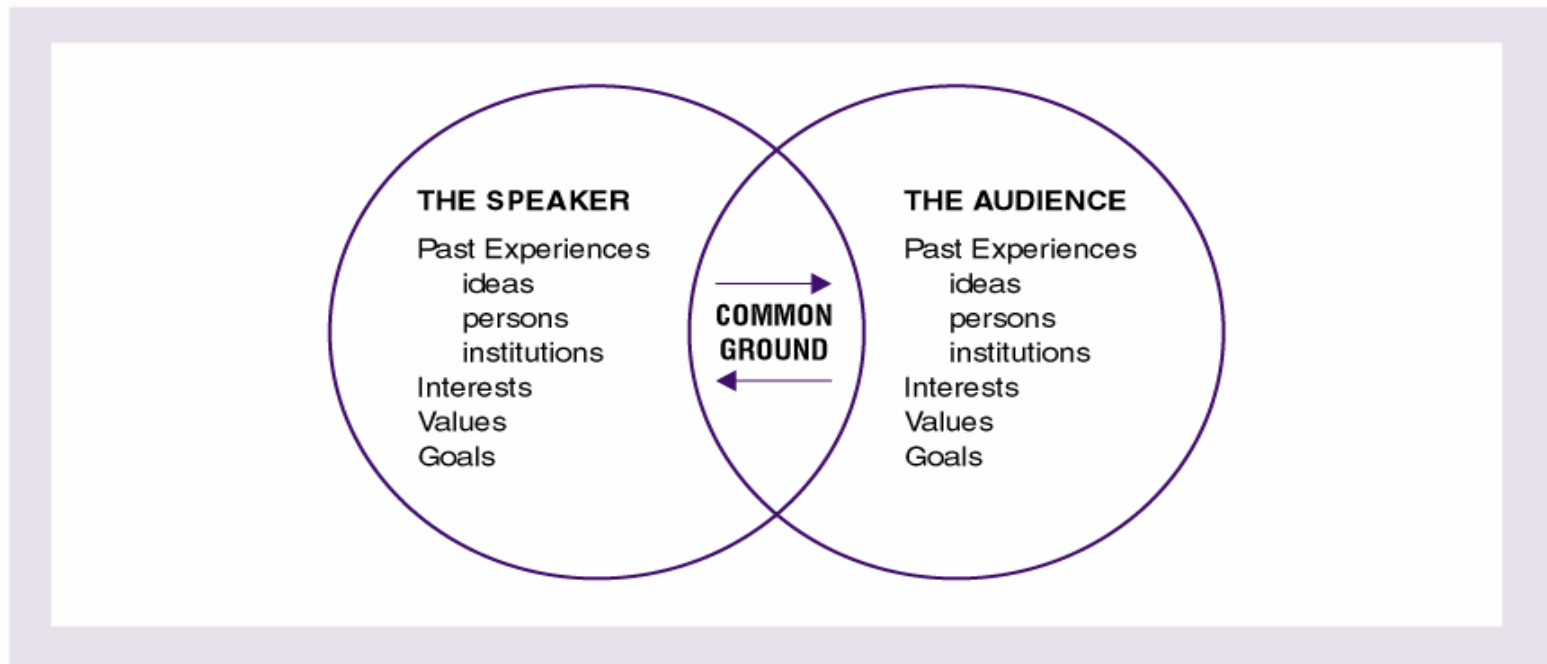
- *A Graph*
- *A few advertisements cut out from a magazine*

- *A sample product eg: Bottle of Coca-Cola*



Preparing the Presentation

Figure 19.1: Diagram showing common ground between speaker and audience



Source: Lane, Leroy L., *By all means Communicate*, Prentice Hall, New Jersey, 1987, p. 268. Reproduced with permission.



Delivering the Speech

- Establish and maintain relationship with audience
 - Involve the audience
 - Consider casting
 - Audiovisual aids keep the audience active
- Match verbal and nonverbal behaviour
- Preparation and practice reduce anxiety



Handling Stress

Homework:

- Visit <http://www.toastmasters.org/> and find the 10 tips for successful presentations