

SOME GUIDELINES ON HOW TO DELIVER A GOOD PRESENTATION

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COE 390 - Seminar

Outline



- Motivation
- Before the presentation
- Presentation organization
- Preparing slides
- Delivery of presentation
- Using presentation software
- Question time
- Presentation assessment
- Conclusion

Motivation



- You are trying to sell a product!
- Do not just throw the results at your audience
- Try to convince others that what you are up to is interesting/worthwhile
- Learn to present an argument in clear and articulate fashion
- You want feedback on your data or ideas, so put them across well

Before the Presentation ...



- Research your audience
 - ▣ Audience level of understanding
 - ▣ Background
 - Affiliation
 - Education
 - Rank
- Research your subject ..
 - ▣ Objective
 - Research
 - General Seminar
 - Technical Project
 - Hidden Agenda

... Before the Presentation ...

- .. Research your subject
 - ▣ Communicate the key ideas
 - Think simple
 - Don't get bogged down in details
 - Leave out obvious issues
 - Leave out complicated issues
- Research your environment
 - ▣ Location
 - ▣ Contacts
 - ▣ Size of audience and room
 - ▣ Equipment and media → Have a backup plan

Presentation Organization



- Organize and structure your presentation
 - ▣ Break the presentation into several parts
 - ▣ Use a top-down approach
 - ▣ Follow a logical structure
 - ▣ Use BIG standard fonts
 - ▣ Be consistent with respect to slides style
 - ▣ Run a spell checker
 - ▣ Avoid irrelevant slides
- Review, rework, revise: Give it your best

Presentation Organization

- Outline: A brief guide to the talk
- Introduction: Tell them what you are going to tell them
 - Introduce subject
 - Motivate audience
 - Introduce minimum terminology
- Main Body: Tell them
 - Describe key ideas
 - Explain significance of proposed ideas
- Results: Show supporting data
- Conclusion: Tell them what you told them

Preparing Slides

- Things to use and improve
 - Visual aids to enhance quality of presentation
 - Appropriate visual aids
 - Explain ideas with pictures & diagrams
 - Use graphs in preference to tables
 - Graphs/Diagrams:
 - Use the right kind of graph for the data
 - Include a title & make a single and clear point
 - Avoid too many symbols and colors
 - Use a bare minimum of ticks and numbers on axes
 - Use LARGE symbols on plotted points.

... Preparing Slides

- Things to avoid or minimize
 - Full sentences
 - Rule of thumb for word charts:
 - No more than seven words per line
 - No more than seven items in a bulleted list
 - Overload slides
 - Too many slides
 - Assume 1-2 minutes per slide
 - Back track to a previous slide
 - Use duplicates

Delivery of Presentation ...

- Rehearse
 - ▣ Check that your slides are in the right order and orientation
 - ▣ Check the animation and the transition between slides
 - ▣ Check your timing
- Give audience a roadmap and follow it
- Make your voice clear
- Change your tone as appropriate to stimulate your audience
- Minimize language difficulties
- Speak at the right pace
- Control your motion

... Delivery of Presentation

- Make eye contact with as many people as possible
- Keep facing the audience & interact with them
- Use phrases to smoothly link one part to the next
- Fit your talk to the allowed time
- Try not to get anxious and nervous
 - ▣ Multiple rehearsals are key to be relaxed
 - ▣ It is normal to be anxious at the start of your presentation
 - ▣ Prepare well how you will start your presentation
- Do not read the slides

Using Presentation Software

- Do not let your slide show get the best of you
- Avoid busy backgrounds
- Proper choice of colors
- Use clever builds or reveals of bulleted charts
 - ▣ Appear or drop one bullet at a time
 - ▣ Do not use word by word animation
- Avoid using images that can slow your presentation
- Clip Arts must be appropriate, well-drawn, and fresh
- Equipment failures
 - ▣ Allow time to test equipment and run files
 - ▣ Prepare overhead transparencies as backup

Question Time



- ❑ Let your questioner finish the question
- ❑ Be prepared to rephrase the question
- ❑ Answer questions effectively and smoothly
- ❑ Keep your answers short
- ❑ Be honest and polite
- ❑ Confess your ignorance
- ❑ Don't be defensive or attacking
- ❑ Deflect hostile questions with an informed response
- ❑ Be confident and well-prepared

Presentation Assessment ...

	Needs Improvement	Meets Expectations	Exceeds Expectations
<p>Quality of Content</p> <ul style="list-style-type: none"> • Audience awareness (interacts with audience: e.g., stepping toward audience and speaking to them, not at them) • Focus: goal, evidence, conclusion (gives audience a roadmap and follows it) • Transitions (phrases smoothly link one part to the next) • Use of visual aids (to tell the story and enhance the quality of the presentation) 	<ul style="list-style-type: none"> • Does not interact with audience • Does not give audience an adequate roadmap of goal, evidence and conclusion • Abruptly transitions from one phase to the next • Does not use visual aids effectively to tell the story; too much dependency on visual aids 	<ul style="list-style-type: none"> • Some interaction with audience • Gives audience an adequate roadmap of goal, evidence and conclusion • Transitions are generally smooth • Overall, uses visual aids effectively to tell the story; visual aids add to presentation 	<ul style="list-style-type: none"> • Interacts with audience throughout presentation • Gives audience very clear road map of goal, evidence and conclusion • Very smooth Transitions • Uses visual aids very effectively to tell the story; visual aids enhance presentation

... Presentation Assessment

	Needs Improvement	Meets Expectations	Exceeds Expectations
<p>Mechanics</p> <ul style="list-style-type: none"> • Body position (e.g., facing audience or screen) • Eye contact (e.g., scanning entire audience) • Body movement (e.g. hand gestures, stepping back) • Visual aids (e.g., clear, not too busy, readable size font) • Delivery (e.g., fluency, pace, voice projection, um's, uh's) 	<p>Does not effectively use (e.g.'s):</p> <ul style="list-style-type: none"> • Body position (faces screen) • Eye contact (not enough, looking down a lot) • Body movement (lack of gestures, glued to overhead) • Visual Aids (too busy, blurry) • Delivery (too fast, too many um's, not projecting voice, lack of enthusiasm) 	<p>Effectively uses (e.g.'s):</p> <ul style="list-style-type: none"> • Body position (faces audience most of the time) • Eye contact (some scanning of audience, looking at people) • Body movement (some hand gestures, steps back f/ OH)) • Visual Aids (can read clearly, usually not too much material) • Delivery (good pace, usually projects voice, some enthusiasm) 	<p>Very effectively uses (e.g.'s):</p> <ul style="list-style-type: none"> • Body position (always facing audience) • Eye contact (excellent scanning of audience, looking at people) • Body movement (good use of hand gestures, steps back) • Visual Aids (clear, right amount on each slide) • Delivery (excellent pace, projects voice, great enthusiasm)

... Presentation Assessment

	Needs Improvement	Meets Expectations	Exceeds Expectations
Questions <ul style="list-style-type: none">• Asks audience for questions• Answers questions effectively and smoothly	<ul style="list-style-type: none">• Does not ask for questions• Does not answer questions adequately	<ul style="list-style-type: none">• Asks for questions• Answers questions adequately	<ul style="list-style-type: none">• Effectively opens (“I’d be happy to answer questions”)• Answers questions effectively and smoothly

Conclusion



- Plan and organize your presentation
- Think simple and focus on key ideas
- Will it help get the message across?
 - ▣ Yes: Do it
 - ▣ No: Drop it
- Give it your best shot and be creative
- Rehearsal is key for successful presentation
- Use presentation assessment guidelines