
Some Guidelines on How to Deliver a Good Presentation

Mohammed H. Sqalli

King Fahd University of Petroleum & Minerals

Computer Engineering Department

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Outline

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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 ...

- **Knowledge of presentation subject**
- **Know your audience**
 - Adapt the presentation to their level of understanding
- **Think and plan your presentation**
- **Communicate the key ideas**
 - Think simple
 - Don't get bogged down in details
 - Leave out obvious issues
 - Leave out complicated issues

... Before the Presentation

- **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**
- **Practice, practice, ..., and practice your talk**

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 ...

- **Need not write full sentences**
- **Rule of thumb for word charts:**
 - No more than seven words per line
 - No more than seven items in a bulleted list
- **Do not overload slides**
- **Do not use too many slides**
 - Assume 1-2 minutes per slide
- **Use duplicate slides rather than back track to a previous slide**

... Preparing Slides

- Use visual aids to enhance quality of presentation
- Choose and prepare 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.

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**
- **Minimize language difficulties**
- **Speak at the right pace**
- **Control your voice and motion**
- **Change your tone as appropriate to stimulate your audience**

... Delivery of Presentation

- **Do not read the slides**
- **Do not flash slides on the screen**
- **Point to details on a slide**
- **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**
- **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
- **Fit your talk to the allotted time**

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**