# *Presentation skills*

# Introduction:

Presentation skills are an impressive and powerful tool that will take you so much further than just speaking in the classroom. With our communication skills training, you’ll become a good presenter all round, structuring and expressing your ideas clearly. Knowing how to make a good presentation will help you in job interviews, to make new friends, to sell a product and make business deals successfully. Your body language, hand gestures and eye contact will improve too. This helps captivate your audience. Your ability to plan and prepare materials, to convince your audience of what you have to say, will excel too!

The single-most important thing you can do for any presentation you deliver is to be prepared.

* Being prepared before your presentation will help you deliver that presentation more effectively.
* Preparation will improve the interpersonal and technical components necessary for a successful presentation. In other words, preparation is the most important thing you can do before a presentation in order to do a good job during the presentation.

***Five Steps for organizing a Presentation:***

1. Develop the objectives.

2. Analyze the audience.

3. Develop content.

4. Prepare a presentation outline.

5. Develop visual aids, handouts, and notes.

Step 1: Develop the objectives:

The presenter must understand several things beforehand.

* Purpose of the presentation: What is the key point?
* The results of the presentation─ What do I want the audience to understand, learn, or apply after attending?

When the presenter knows both of purpose and results of a presentation, he or she has a necessary starting point for a presentation.

Step 2: Analyze the audience.

Consider audience’s level and interest.

Focus on what your audience needs to know, Not- what you know.

*The key point is to have a rough idea of their knowledge base.*

* What do they know already?
* Why do they need this knowledge?

Step 3: Develop content:

Once the objectives of the presentation are established and the background of the audience is understood, the next task is to decide what information will be presented.

What types of information can I gather to support the main ideas I will present? i.e Statistics ─ Historical trends ─ Research ─ Pictures (photos, graphics, or other visual components) ─ Quotes ─ Telling a story from past experience.

Step 4: Prepare a presentation outline:

This step is centered on planning how to deliver the elements of your presentation. In other words, this purpose of this step is for the presenter to plan his or her “marching orders” for the presentation – the sequence of how and when to deliver the content.

There are elements that must be coordinated by the outline:

Time the presentation so that it has a beginning, a middle, and an end.

─ Introduction (a beginning so it opens well)

─ Body (a middle so it moves along well)

─ Conclusion (an end so it finishes well)

Step 5: Develop visual aids, handouts, and notes:

This step is centered on creating the visuals and handouts that enhance the delivery and

effectiveness of a presentation. This step also includes preparing your own notes to use when

delivering a presentation.

## How to make a presentation fantastic

### Start strong: To engage the audience immediately, tell an interesting story, show an intriguing picture or do something entertaining.

Speak clearly: Good public speakers make a presentation even better by speaking clearly. You want your audience to hear what you are saying, so make sure you speak at a good volume.

Be confident: Try to be confident. If your calming techniques do not work, it is still possible that people cannot see just how nervous you actually are! Even if you do not feel confident, acting confident helps.

**Tips and Techniques for effective presentation:**

* speaking clearly and confidently.
* convincing the audience your subject is important.
* presenting your information in a logical and interesting way.
* answering questions from the audience
* managing a discussion afterwards.

***CONCLUSION***

A good presentation contains many of the same constituents as a good book. The readers should be curious about the subject. The most important factor in the success of both a book and a presentation is the attitude of the consumers. The three ingredients for a successful presentation are the audience, the content of the presentation itself and the presenter – of these, the starting point should always be the audience. If you consider their needs and interests, you can’t go wrong.