

## **YOU, THE PRESENTER, ARE THE MESSAGE TIPS FOR AN EFFECTIVE PRESENTATION**

Three characteristics of great presenters:

1. Sincerity
2. Knowledge of Content
3. Humor

Approach your presentation from the audience's perspective, not your perspective. Do your homework: Gather critical information (pre-assessment) about the audience so that you connect to their needs. If you do not connect, they won't listen, remember, or implement.

All presentations are made twice: First in the presenter's mind during the design stage and then during the actual presentation. 85% of the quality of the second presentation is a product of the first. The remaining 15% comes from personal energy, charisma, and openness to relationships with the audience.

Seven Deadly Sins:

1. Lack of enthusiasm
2. Distracting visuals, verbals, and vocals
3. Material that is too technical
4. Failure to stop talking
5. Poor preparation
6. Information overload
7. Inappropriate pace

## **EVENT DESIGN**

Start with a presentation checklist:

- Topic
- Date of presentation
- Place presentation will be given
- Time of presentation
- How many people?
- What type of audience?
- How long is the presentation?

Five Presentation Stages:

1. Before the opening, arrive early. Pay attention to comfort and workspace for presentation.
2. Opening: All audiences come with three questions. 1) Who are you? 2) What is the topic? 3) How does the topic relate to me? Answer these as straightforwardly and as early as possible.
3. While answering those questions, build rapport, energize learning, and set expectations.
4. PRIMARY EFFECT: People tend to remember what they hear first and last.
5. Give ground rules after opening.

## The Understanding Curve – Our Retention Rates

- 16% of what is read
- 20% of what is observed
- 30% of what is heard
- 50% of what is observed and heard
- 70% of what is observed, heard, and from which a response must be made
- 90% of what is observed, heard, responded to, and then applied/acted

### **OPENINGS**

- Startling Statements: Statistics, piece of information that startles.
- Anecdotes: Focus the audience with a brief story that relates directly to the topic of the day.
- Ask the participants about their concerns: “What are your concerns about this topic?”

**Audience rapport is essential.** During the first few minutes of a presentation, most audience members are making judgments about the presenter’s credibility. Connect to their needs and they will remember you and your presentation. Come prepared. Communicate respect and caring.

### **MAIN PART OF YOUR PRESENTATION OR THE BODY**

- Foreshadowing: Helps people know where the presentation is going, “When we return, we will...”
- Bridging: Provides a transition between one content chunk and the next.
- Backtracking: To backtrack 2 or 3 times during the presentation is not too much.
- Giving directions: Be very specific.
- Processing: Summarize what has just been said.

### **CLOSINGS**

Closings should be as powerful as possible. How you close will strongly influence the audience’s memories of your presentation. Leave the participants with a sense of accomplishment, worthiness, and completion/

- Provide a summary of the day. Support with visuals.
- Acknowledge the work and contribution of the audience.
- Inspire.

Start on time. End early (shows respect for participants’ schedules. Be available 15-20 minutes after closing for questions. Don’t start packing up until participants leave.

### **VISUALS**

- Keep them simple (bulleted phrases instead of sentences)
- 6 words maximum per line.
- 6 lines maximum per page.
- Use large print.
- Use uppercase and lowercase letters.
- Use color.
- Use charts.

## **TECHNIQUE OF CONDUCTING YOUR WORKSHOP**

A speaker's personal characteristics and techniques have a great effect on his/her listeners. These suggestions may help you in your training.

**MINGLE WITH PEOPLE AS THEY ENTER...**This will make them feel at ease and encourage lively discussions once your training begins.

**BE NATURAL...**This will also make your participants feel more at ease. It will be easier for you to give the training if you feel like you are just chatting with your co-workers.

**MAINTAIN GOOD EYE CONTACT...**If you talk with your participants as you would if you were just talking to one or two of them, you will "keep them with you." They will be able to identify more easily with what you are saying than if you look at the back of the room and recite your talk.

**LISTEN WITH INTEREST...**When your participants ask questions or make comments, listen carefully to what they say. Nothing alienates an audience more than someone who doesn't answer the question or misrepresents what is said. Be careful to sympathize with them.

**DON'T RUN OVER THE ESTIMATED TIME...**Both your participants and the people waiting for them to return to their jobs or home will become restless if time drags out. If the discussion is lively suggest reconvening at another time.

## **AVOID COMMON PITFALLS**

Sometimes there will be problems no matter how extensive your research or specific your talk. Anticipate these problems. Attempt to avoid them. Remember though, that there will be times when you will not be able to avoid them.

**OVERLY TALKATIVE PERSON IN THE GROUP...**It is healthy to have the group involved in discussion. However, when one person monopolizes the discussion making it irrelevant to the rest, it is distracting. If the rest of the group seems restless and bored, then attempt to control the discussion with a "Let's talk this over in detail after the training session."

**GROUP PARTICIPATION...**You have the responsibility of drawing your listeners out. The training will be more successful if you encourage the group to participate. Let them talk. Your listeners will remember more if they participate in the discussions. The degree to which your group participates depends on THEIR INTEREST and YOUR APPROACH. If you are natural and maintain good rapport with your listeners, they will be more likely to participate than if you are insensitive.

**QUESTIONS YOU ARE UNABLE TO ANSWER...**No matter how well prepared you are there may be questions that you are not able to answer. Explain that you don't know the answer and that you will research it and notify the asker.

## **QUESTIONS/PROMPTS**

What do you think about this?  
Could you be more specific?

Would you say more about this?  
Who would volunteer to share? Who else?  
How did you feel about that?  
How many feel the same way?  
What does that mean to you?  
What did you learn?

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