

Presentation: An Introduction

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- Online study material relevant for B.com.hons and B.B.A.hons M.Com.(cbcs) and allied subjects of P.G. II sem E.D.C.cell of Communication Skills.

Meaning of presentation

- The act of making something publicly available, presenting ideas or other information by broadcasting or printing it, is called presentation. It involves formally making a person known to other or to the public.

Malcolm Goodale

Principles of presentation

- Principle of recency: Audience is well aware of the subject matter of presentation.
 - Presentation should be short (20 min.)
 - If it is longer, break into smaller presentations
 - Recap the whole presentation
 - Highlight the key points
- Principle of appropriateness: As per requirement.
- Principle of motivation: Enhanced by creating learning atmosphere.
- Principle of primacy: First impression (Key points in the beginning).
- Principle of two way communication
- Principle of feedback

Purpose and need of making a presentation

- Platform for sharing ideas
- Facilitate learning
- Aids in building confidence
- Presentation inspires (acceptance to belief and action)
- Helps in projection of the presenter (through charts, tables, pictures etc.)
- Meaningful suggestions

Why make presentations?

- E-mails or written communication cannot replace oral communication
- Telephonic talks cannot replace presentation (face to face)
- Video conferences are replacing traditional modes of presentations. But it is used as a mode of discussion.
- In tele-conferences there is no direct contact with the presenter. We can only hear but not see the presenter.

What is a skill?

- A **skill** is the learned ability to carry out a task with pre-determined results often within a given amount of time, energy, or both. In other words the abilities that one possesses.



Concept of presentation skill

- Presentation skill is a set of skills a person needs to offer both effective information presentations and effective training presentations.
 - Accuracy
 - Speed
 - Quality

Process of presentation

- Preparation
 - Establishing current level of knowledge of the audience in the given topic
 - Discussing skills with other experts
 - Drafting a plan to be followed for presentation
 - Preparing all presentation support materials
 - Preparation of introduction
- Demonstration:
 - Present at normal speed
 - Present again slowly
 - Verbal instructions from the group
- Student practice
- Assessment

Forms of presentation

- Oral presentation
- Interactive poster presentation
- Round table discussion
- Multi paper sets: Organized by a lead person and will contain 4-5 presentations under a common topic of interest to the group. The set will be submitted by the lead person.
- Symposium: Same as above but the presenters in each group must be at least from two different countries. A symposium proposal should not be submitted as a collection of individual papers but rather than amalgamation of them.
- Panel discussion
- Workshop

Good or Bad presentations

- The contents of presentations should be structured according to the needs, expectations and educational level of the audience.
- Same presentation should not be used at another place. While basic contents remain the same, examples and voice modulations may be different.
- It should be changed with change in the audience
- Confidence in the presenter, the belief in the self and the topic can be additional factors that lead to success of the presentation.

Presentation vs Public Speaking

Presentation

- Appeal is made to the intellect
- Audience is always knit together by one common thread (same department or needs). Presenter address a large group in a focused manner.
- There are not many variations in the audience expectations. Needs are simple but highly focused.

Public speaking

- Appeal is more to the heart.
- Group does not face the presenter as a single unit but as different components of an element.
- Leader has to deliver the presentation in such a way that it has mass appeal. Leader has to cater to the different interest groups.

Tips for making presentation

- Use simple visuals
- Look at the audience
- Show your personality
- Make them laugh
- Talk to your audience, not at them
- Be honest
- Do not over prepare
- Show some movement
- Watch what you say
- Differentiate yourself
- Less will impress
- Lift your language
- Centralize when you organize
- Make demands on your diction (choosing right words)
- Content