
Project Work Presentation Techniques
Workshop: Settlement Planning and Design
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Lecture Notes

Very often, people are requested to present a **PLAN**, A **PROPOSAL**, AN **IDEA**, A **PROJECT** or to give a speech for a group of people: a farewell, an introduction of a new employer, a welcome speech, etc.

There a number of issues that one must take into consideration before addressing himself to a particular public.

The idea of this lecture is to provide the participants with some **TIPS** and **ADVICE** which can make their presentation more effective.

When one has to make a presentation for a particular public, it is possible to list a long list of reactions it will cause on the person responsible for the presentation: **ENTHUSIASM**, **NERVOUS**, **PANIC**, **STOMACH PAIN**, **ETC.**

The first **wwwh** question need to be asked:

WHAT, TO WHOM , WHERE, HOW should I say ?

1. INTRODUCTION

The preparation of the presentation is just like preparing a lecture or a particular professional presentation for a particular public.

The subject one has to deal with, the type of public one has to speak to and the place where the presentation takes place will define the communication means, technique and approach one has to implement in order to be most effective.

The main goal of the presentation is not only to present the subject or problem but also the analysis, the method and the alternatives to tackle the problem. The thesis, the antithesis and the synthesis are therefore extremely relevant. One must be clear about them.

A project or a plan has its own cycle, sequence and phases of operation. A presentation is just like a project, it has its own presentation cycle.

A good preparation is the key for an efficient presentation.

- 1.1 Organize and assemble all the materials about the subject, theme or problem you will be dealing with.
- 1.2 Select the materials gathered and give them a logic order per theme or key words.
- 1.3 With a criteria, formulate a first structure of the theme according to the materials, the key words and subjects.



You are ready to improvise if needed.

2. THE PUBLIC

The type of public will define the way you will present your show. Is it a large or small group ? Is it a group of residents, students, teenagers, politicians, decision makers, a jury, a group of technicians ?

What level of knowledge does the public has about the subject ?

Do you want to convince them about your strategy ? Do you want to inform them about the developments of a particular plan or project ?

There are a number of questions which need to be asked when preparing and performing a presentation.

For every situation a particular approach is necessary.

It means that you might be able to use specialized terms without having to fear that the public will not be able to follow. If the public is not familiar with the issues, it implies that you will have to keep it simple, direct and bring a lot of illustration in a pedagogic way.

If it is a jury or a group of decision makers, it is better that you go direct to the point and use different means to emphasize your ideas, your particular approach, your solutions and the peculiarities of such a proposal.

In each case, the demands for communication means will be great and diversified.

Is it a large or a small group ?

That means that the distance between the speaker and the public can be direct or indirect, and will raise the question of motivation and keeping attention to your speech.

3. THE SUBJECT

The subject or theme is another important issue that will influence the way you will perform your "show".

If is a sensitive issue, it means that certain words, problems or themes will have to be dealt with care and much attention in order not to give the wrong idea of your intentions.

If you expect a lot of opposition, it means that you will have to go to the key points and explain the most controversial aspects of your ideas. It means that you will have to be prepared for that "kind" of questions.

4. COMMUNICATION MEANS

There are a great number of visual and communication means that one may use in order to effectively present a project, plan, an idea, a research output, a study, a publication, etc. There are a number of multimedia techniques that make the most empty or unimportant subject sound like something of extreme relevancy. That is the power of communication through videos, computers, slides, maps, transparencies, etc.

The way one manipulates these means will influence in the effectiveness of your presentation.

5. THE PREPARATION

If the public is familiar with the subject or theme of your presentation, a good starting point is to ask yourself: **in which way can I bring INTERESTING AND SURPRISING POINTS** of view about a subject which is already known by the public ? In which way can I highlight my analysis and show the peculiarity of my approach ?

The title & subject of the presentation is important because it will guide you throughout the whole presentation cycle.

Thus **TITLE & SUBJECT WILL BE YOUR GUIDE !**

You do not need to say everything you know about the subject but what is relevant for that particular presentation.

Thus **NOT ALL YOU KNOW ^{IS NEEDED} NEED TO BE SAID !**

Write down during the preparation all the **KEY WORDS** and keep in mind the theme, the key words and the "WWWWWH" questions ?

For example:

THEME: Low Income Housing

KEY WORDS: Informal housing
Squatters
New developments
Alternative Approaches

QUESTIONS: Who, What, Where, Why, When, Which and How ?

Ask all these questions in related to your theme and key words and try to give a clear answer to that.

To structure your presentation: THE THEMES (MAIN)
 THE SUBTHEMES (SECONDARY)

6. THE PRESENTATION

TWO KEY RULES: keep it simple and go to the point.

- 6.1 Give an introduction to what you are going to talk about. **THE OBJECTIVE.**
- 6.2 Speak about the **CORE** of the lecture.
- 6.3 Speak about the **CONCLUSION** remarks and recall what you have said before.

IMPORTANT:

The first 30 seconds are the most important moment of the presentation.

It is the moment that you have to capture the attention of the your public. The first impression will define the sphere of the lecture or presentation.

Stat with something personal and/or creative.

Give a conclusion in the end of the presentation and recall important points that you dealt with during the presentation.

Show conviction, honesty and optimism about your ideas. For example: I believe that....., or There are doubts if the process....., In the future I can predict that....

Try to finish with a provoking statement.

7. OBJECTIVES OF THE PRESENTATION

It is important that you define what you want to achieve with your presentation.

To stimulate the public about the theme or subject.

To prove to the public about a particular method, solution or approach.

To provoke the public about the controversial aspect of your ideas.

To inform and make the public aware about a particular subject.

Basically you want to inform the public about

- FACTS**
- ARGUMENTS OR OBJECTIONS**
- OPINIONS**

Thus, try to make the public think and build an opinion about the subject. Provide elements, examples, and convincing arguments.

8. COMMUNICATION MEANS

On the one hand, the use of visual support and communication tools will help you to bring your message if you correctly use them.

On the other hand, it can make your public more confused and distracted if you are not using these tools according to the basic message you want to pass.

The use of pictograms, illustrations, statistical data, head texts, key words, transparencies, images through video, slide, transparencies, maps, etc.

8.1 Statistical Data

Make clear with a further explanation about the numbers.

Never present many digits: 5,823

Try to simplify: instead of **50 %** speak about **half**

8.2 Texts

Never present a long text with much information because you will demand a lot effort from your public, to read, to understand.

Provide the information in a very visible way, using contrasts, different colors, big letter types, etc.

Never use a long definition.

8.3 Examples

Choose the right moment to use your examples and illustrations. The image speaks for itself most of the time. Avoid too much explanation.

With all these images and illustrations your objective is only one:

OBJECTIVENESS !

8.4 Posture

The way you communicate with your public is essential to keep the attention to what you are presenting.

Never underestimate the importance of your **BODY LANGUAGE, THE EYE CONTACT, THE TONE OF YOUR VOICE, THE RHYTHM OF THE LECTURE AND YOUR PRESENTATION, AND YOUR KNOWLEDGE OF THE SUBJECT.**

8.5 Improvisation

Even if you opt to make an improvised presentation, never forget to prepare your text and the written material about your presentation.

The combination between your written material and your improvisation will dictate the pace and the effectiveness of your presentation.

Try to make a scheme or main structure, giving an overview of your lecture, and a guideline with a clear sequence of topics you want to deal with during the presentation.

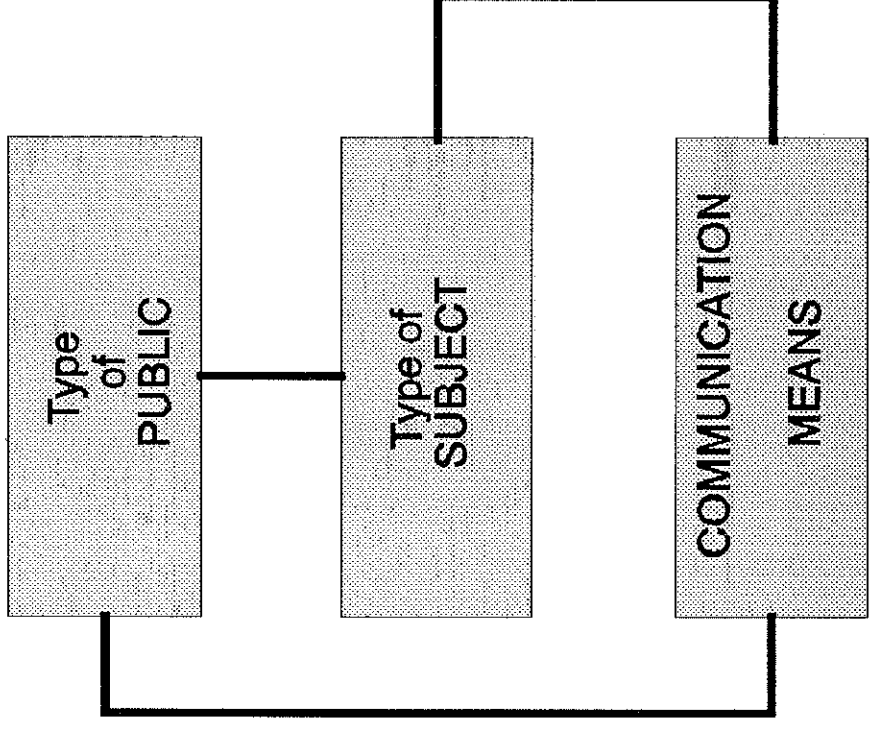
You have two ways to present: **TO READ YOUR SPEECH**

OR

TO GIVE A FREE SPEECH open for improvisation.

Each option will demand you a good preparation and a structured way of dealing with images, topics, communication tools, your posture, etc.

Techniques and Approaches for an effective presentation



**Techniques and Approaches for
an effective presentation**

Type
of
PUBLIC

A professional group
Politicians & decision makers
Commission for approval
Group of residents
A particular age/gender group

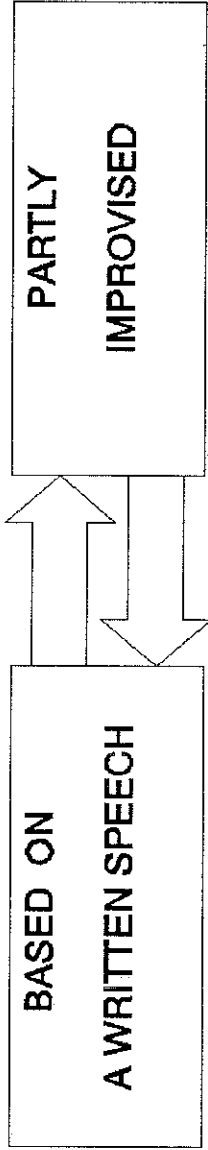
Type of
SUBJECT

A plan or a project
A financial output
A research outcome
A policy proposal , etc.

COMMUNICATION
MEANS

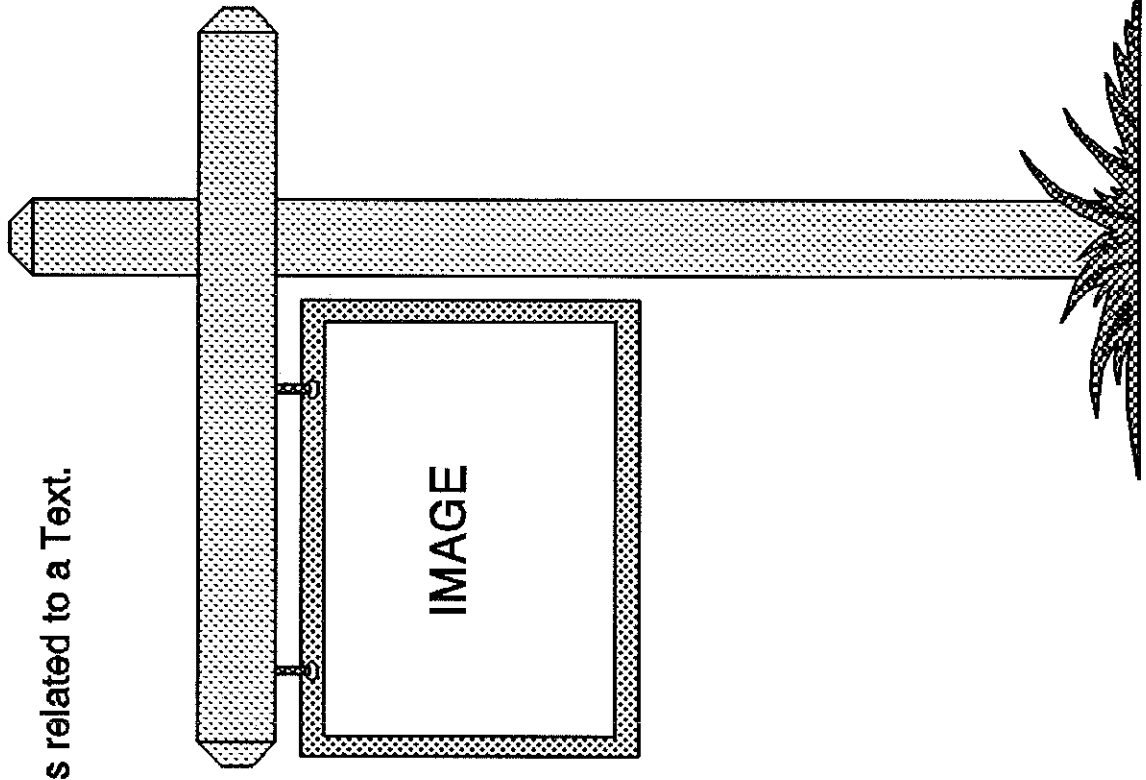
Transparencies, Figures
Pictograms, maps, tables
Slides, video film
Computer images, etc.

**THE
PRESENTATION**

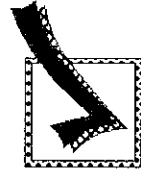


KEY WORDS	TEXT	IMAGES
1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____

Basic Rule : Every image is related to a Text.



An effective presentation



Body language.



Eye contact.



Tone and rhythm of voice.



Knowledge of the subject .

