



Presentation techniques

IHS



Structure of the session

- Introduction
- How to develop a presentation
Some hints



Session objective

- To enable the development of a high quality, well-structured and adequate presentation



Elements of a presentation

- Contents
 - Define the core elements / main messages to be transferred
- Structure
 - Introduction / development message / conclusions
- Timing
- Notes (do not read)
 - Key words, cards, Ohs, other equipment
- Speech (see hints)
- Audio visual
 - For support, structure, clarification, replacement of verbal message, illustration of a point, to raise attention, bring humor to the presentation.
- Discussion (see hints)



Preparations

- Make sure that you have something to say and share
- Prepare yourself well
- Set up and organize your materials beforehand
- Make yourself feel comfortable
- You act, but it is not show:
 - ➔ act naturally



Structure of the presentation

- Opening / introduction
 - Catch and keep attention (anecdote, joke, provoke, question)
 - Describe topic and objective of the presentation
 - Give justification / indicate relevance
 - Indicate duration and structure
 - Provide backward and forward linkages



Structure of the presentation

- Development of the message
 - Most important first
 - Logic in sequence (chronology, geographical, methodological, thematic, comparative, general to specific)
 - Logical linkages
 - Facts first, than opinion



Structure of the presentation

- Conclusions
 - Refer to the main topic and objectives
 - Sum up the essence to the presentation in a few sentences
 - Can end up with a last strong sentence (provoking though, wish for the future)
- A three part structure:
 - = provocative beginning
 - = convincing middle
 - = strong ending



Repetition for retention

- If people are exposed to:
 - 1 idea, 1 time → they retain 10% or less after 30 days
 - 1 idea, 6 times → they retain 90% after 30 days
- First, you tell “em what you are going to tell ‘em
you tell “em
what you told “em



Speech: some hints

- Speak slowly, loudly and clearly
- Avoid complication and jargon
- Speak directly to the audience
- DO NOT read full text from a document
- Avoid gestures, presentations, etc. that cause distractions, keep attention focused on what you are saying
- Avoid monotony: pace, volume, pauses



Discussion: some hints

- Listen.....and ask for clarification if the question is not clear
- Avoid a dialogue with the person posing the question
- Make sure that the audience has heard and understands the question
- Give short questions, do not wander in your answer or make sure that your reply contributes to the learning objective of the session
- Check to make sure the question has been answered



Visual aids

- Why?
 - Attract and maintain attention
 - Reinforce important idea
 - Support ideas stated verbally
 - Increase retention
 - Avoid misunderstanding
 - Add realism
 - Ensure covering key points



Overhead transparencies

- Hints

- Rule of thumb: no more than 6 lines per page, 6 words per line.....very hard to do!
- One idea per OH
- Bold, simple type face
- UPPER and lower case
- Cartoons and graphics are good
- Active words, short phrases
- Bullets or numbers
- NO vertical lettering or unreadable text (except for..)
- Use object animation for complicated diagrams/graphs but don't overdo



Flip charts / whiteboard

■ Hints

- Prepare ahead of time
- Spread out key sentences, leave room for adding
- Use a variety of colors
- Bottom 1/3 empty
- Underline / box in key words
- If recording ideas, number them (this keeps ideas flowing)
- Remove cleanly