



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 2 - Chapter 4

Chapter Name: Presentation skills

Today's Agenda

1. Presentation
2. Elements of Presentation
3. Designing a presentation
4. Using visual aids
5. Appearance and posture
6. Rehearsal for presentation
7. Tips for an effective presentation

1 Presentation skills



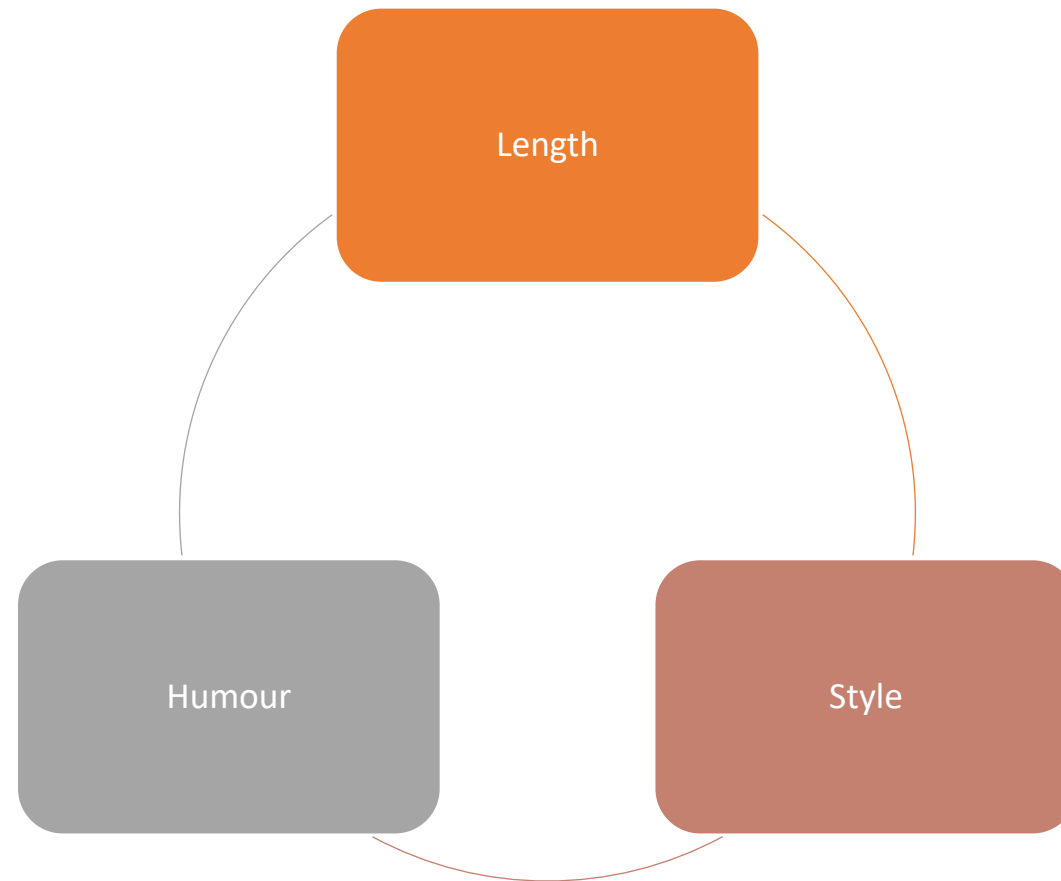
Its purpose is to inform, to explain and to persuade the audience or present a point of view. It may introduce a product or explain a process or narrate an experience

- Presentation skill can be cultivated and developed with some knowledge of the formal aspects and with practice as in the case of public speaking, preparation work has to be done in four stages:
 - Finding out about the environment in which the presentation is to be made or we can say it the different elements of presentation.
 - Preparing the text and the required visuals.
 - Taking care of one's physical appearance and body language.
 - Practising delivery of the presentation.

2 Elements of Presentation



3 Designing a presentation



4 Using visual aids

Posters

Flip chart

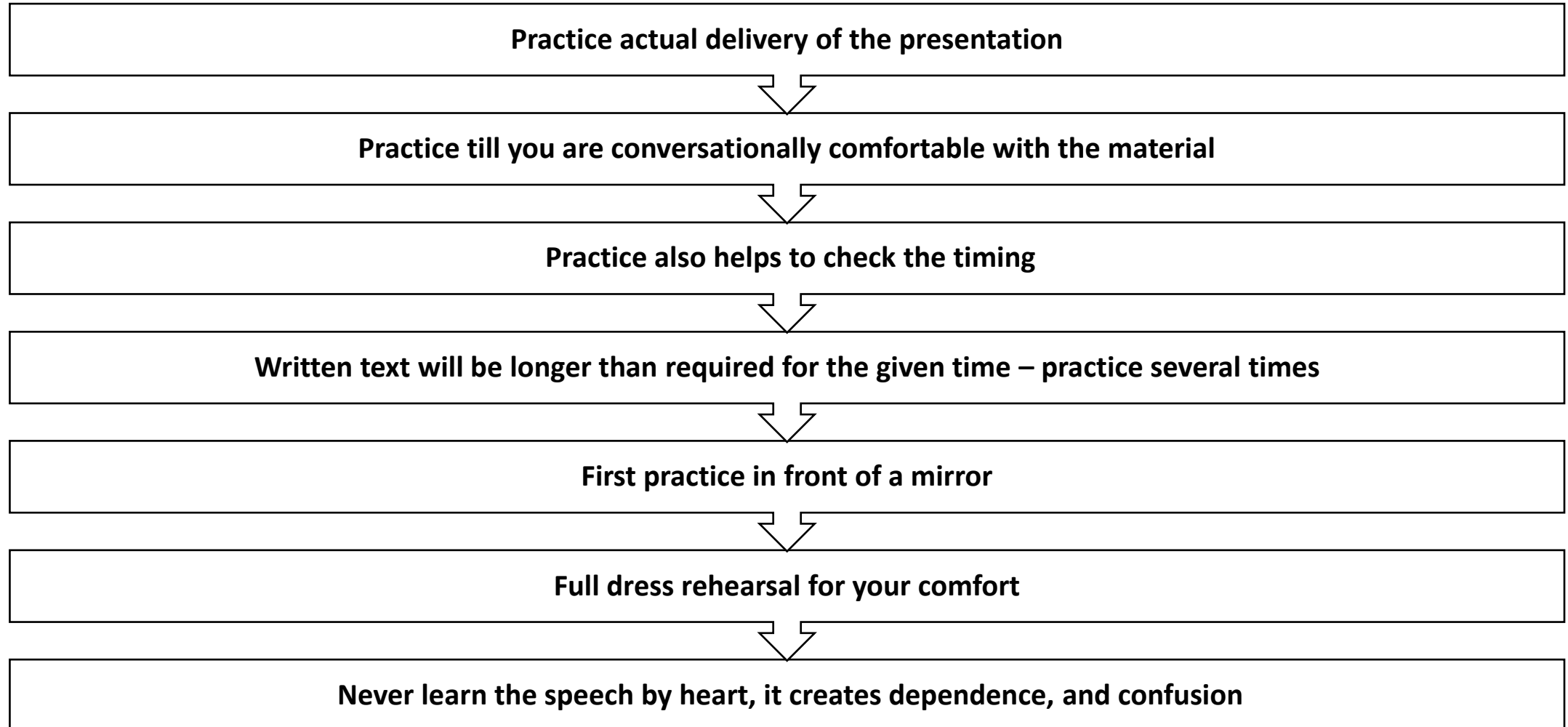
Overhead projector

Powerpoint

5 Appearance and Posture

- Be formally dressed. If you are not used to wear formal clothing make sure you are well groomed from head to toe.
- Audience notices your body language before you begin to speak.
- Practice standing comfortably, being still and quiet. Stand firmly and take a deep breath.
- Decide what to do with your hand (never in the pockets). Holding a paper, a bunch of cards and/or pencil may be useful.
- Relax your face. This may need practice.
- Eye contact is very important. Cast your eyes over the entire audience in five seconds.
- Remember to take in everyone in your glance. If you feel relaxed, smile naturally and say "Good morning".
- Speak loud enough to reach those sitting at the back. A very loud and very soft voice makes the audience inattentive.
- The voice should have variations and modulations to suit the matter and content of speech. 9. Use pauses. When too many sentences or ideas are given, listeners get overloaded.
- Take good care of your health. If you are in good health you will be energetic, enthusiastic and confident. Besides, the state of health affects the throat, the tongue and the entire speaking apparatus.

6 Rehearsal for presentation



7 Tips for an effective presentation

- Know your audience – They want to learn practical applications
- Preview, present and review. Open with an overview of what you plan to present.
- Relevant humor can be very helpful.
- Do not read directly from the text or from your slides
- Make eye contact with all groups in the room
- Remember the language barriers and speak slowly and clearly into the microphone.
- Maintain a rapid pace with control.
- Stand near the projector facing the audience
- When making a PowerPoint presentation (which the audience expects these days) on multimedia projectors, do not stand in the way of your audience and screen
- Keep copy to a minimum of not more than 6–7 words per line and not more than 6–7 lines per visual
- Keep copy simple, use several different visuals, each presenting one key point or relationship
- Disclose information progressively – use suspense
- Produce special work rather than copy from existing diagrams, illustrations, and technical drawings. Use colour visuals.

7 Tips for an effective presentation

- Use pictures, graphs, and charts, in preference to words. Remember, the easiest charts to follow (bar charts and pie charts)
- Use a large lettering size that will be legible from the back row
- Do not rush through the visuals and do not leave a visual on the screen after discussion on it is finished
- As a rule of thumb, figure on four visuals for every ten minutes of discussion
- Do not pass material around, it can be distracting
- Encourage questions (early participation). Give a pause. Wait patiently through the silence, use it to your advantage for eliciting questions
- Many people in the audience have industrial experience. Gear your presentation to their experience
- Do not apologize by saying, "I could not prepare" or "I am a last-minute replacement for so and so"
- Involve your audience in discussion and make an assessment of whether or not the message of your presentation has been received.
- Show enthusiasm, have fun.