



OLLSCOIL NA GAILLIMHÉ
UNIVERSITY OF GALWAY

CT 3112 - PROFESSIONAL SKILLS – TOPIC 1: COMMUNICATION SKILLS

Effective Presentation skills – Preparation and planning. Questions to consider: Why and who

Dr Natalia Resende

Preparation

Preparation is the single most important part of delivering a successful presentation

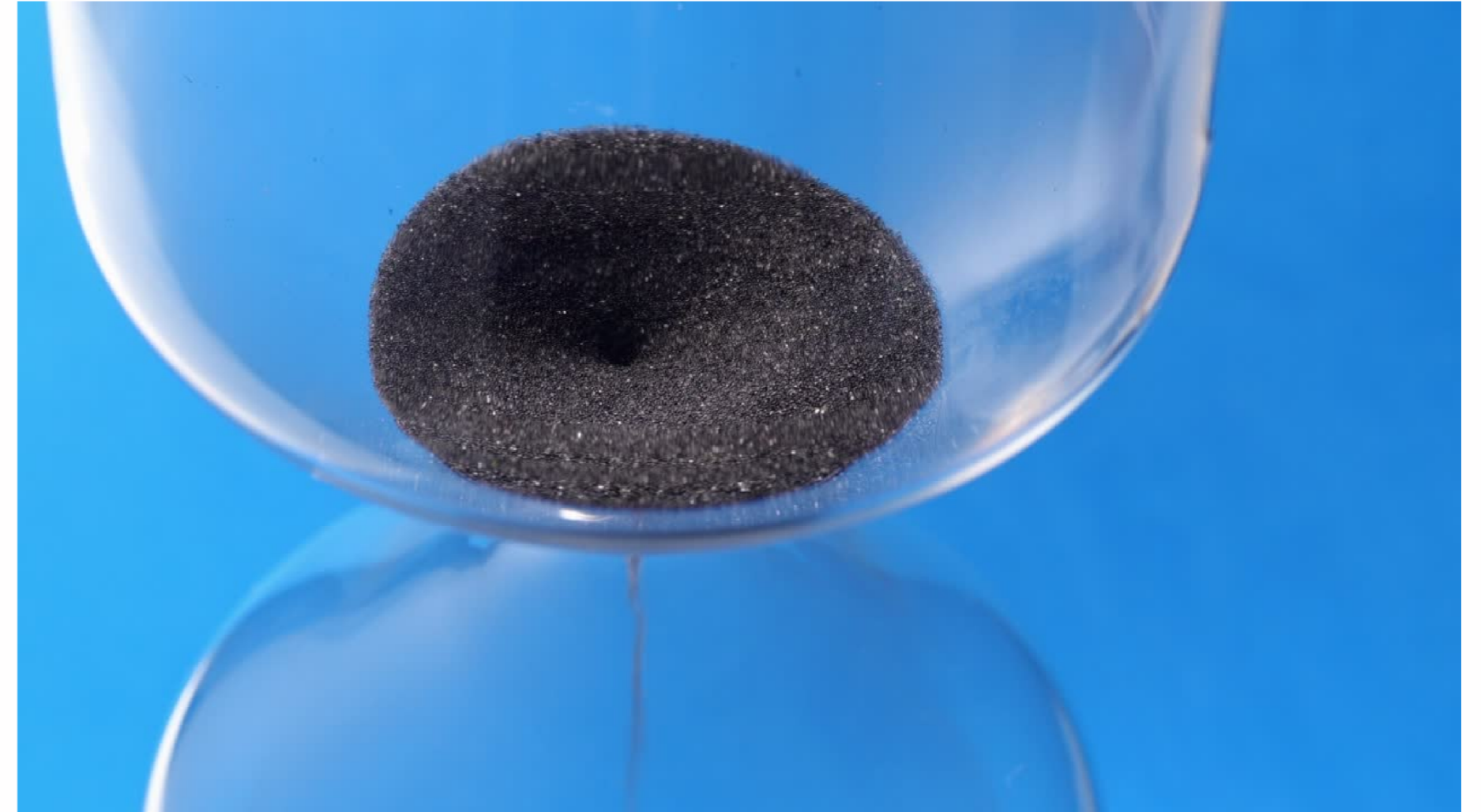
You should dedicate as much time as possible to preparing it



Preparation - timeline

How long to prepare?

- 5:1 ratio
- If your presentation is 1 hour
- Then you should prepare for 5 hours
- 10 minutes per 1 minute presentation time



Effective preparation

Effective preparation involves answering the following 6 questions:

- Why
- Who
- When
- Where
- What
- How



WHY?

Why have you been asked to present?

- Why have you been asked to speak/present?
- What is the aim/purpose of the presentation?
- What is the objective?
- What outcomes do you/the audience expect/need?



Why - aim/purpose of the presentation

The term **AIM** or **PURPOSE** is used to describe what you intend to do during the presentation

The purpose of this presentation is



Purpose

The purpose of today's session is:

To provide you with a brief overview of WHAT detoxing is. Why it is important to detox. The BENEFITS of detoxing and finally, to provide you with some ground rules to help introduce detoxing into your lives.

Why - aim/purpose of the presentation?

It is also important to consider whether your purpose is to:

- Inform
- Show progress
- Persuade
- Sell
- Disseminate results
- Teach
- Introduce a new idea



An OBJECTIVE is a statement describing a learning process

At the end of this presentation/talk you will be able to...



Example - Objective

At the end of today's session you will:

- Know what detoxing is
- Know why to detox
- Know the benefits of detoxing
- Know what to eat and what to avoid



WHO?

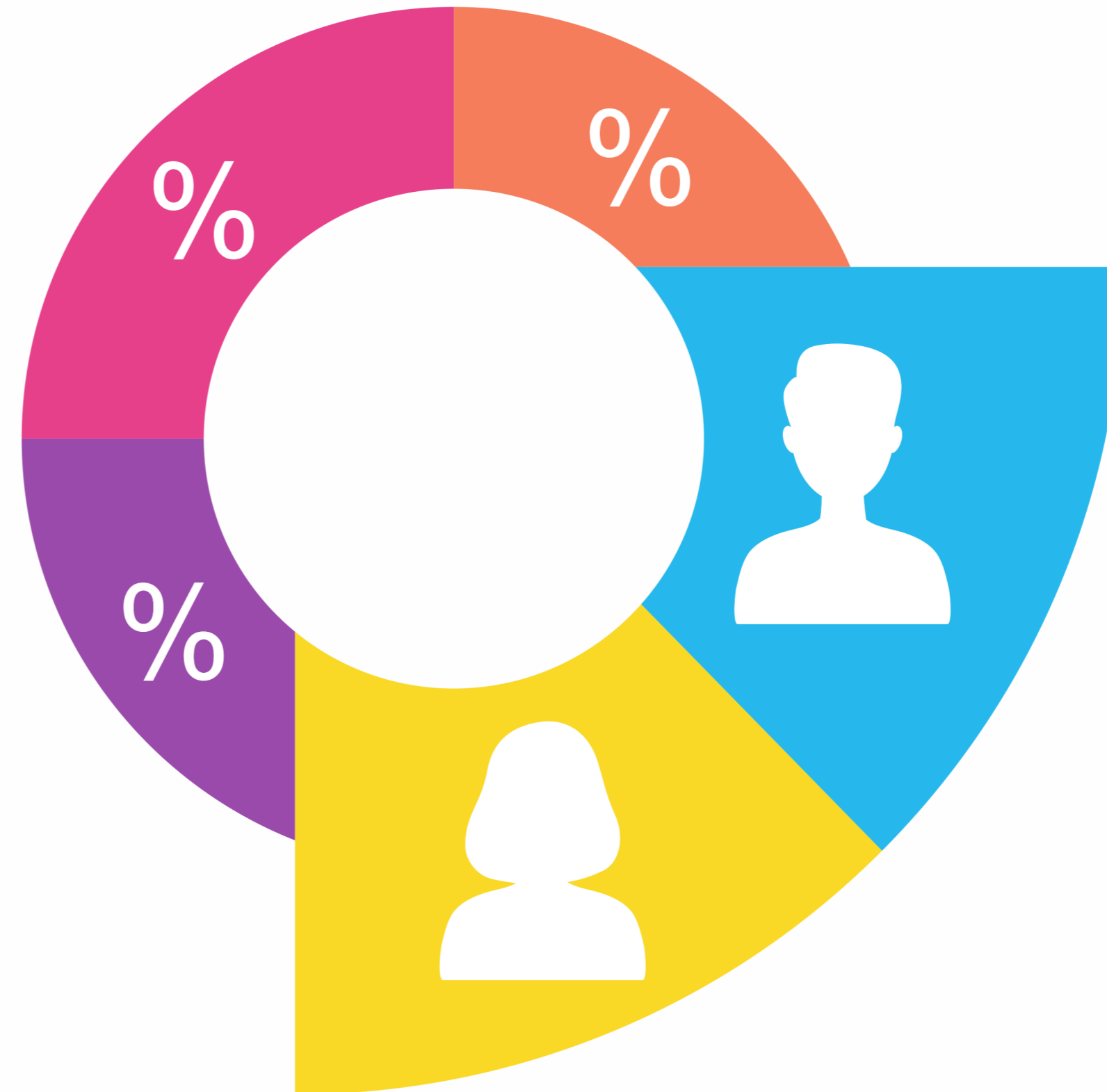
Who is your audience?

Size

Familiarity

Status

- Seniority
- Age
- Gender
- Culture Background etc.



Who is your Audience?

- Receptivity
- Experience/knowledge
- Expectation/needs





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**Effective Presentation skills – Preparation and
planning. Questions to consider: where, when, what
and how**

Dr Natalia Resende

Where will you deliver your presentation?

- Small room or lecture/conference hall
- Familiar setting or new
- Formal or less formal



Where will you deliver your presentation?

Additional considerations:

- Layout
- Seating arrangements
- Amenities
- Air/heat/lights
- Facilities & equipment
- Audio/visual equipment
- Parking



When

If you have a choice of when to give your presentation - consider the following points

- Morning
- Afternoon
- Evening/Weekend

**Always find out how long you have
to present**



What do you want/need to present?

- Knowledge analysis
- It is the subject/main content of your presentation
- Comes from the objective



What do you want/need to present?

Will your presentation be...

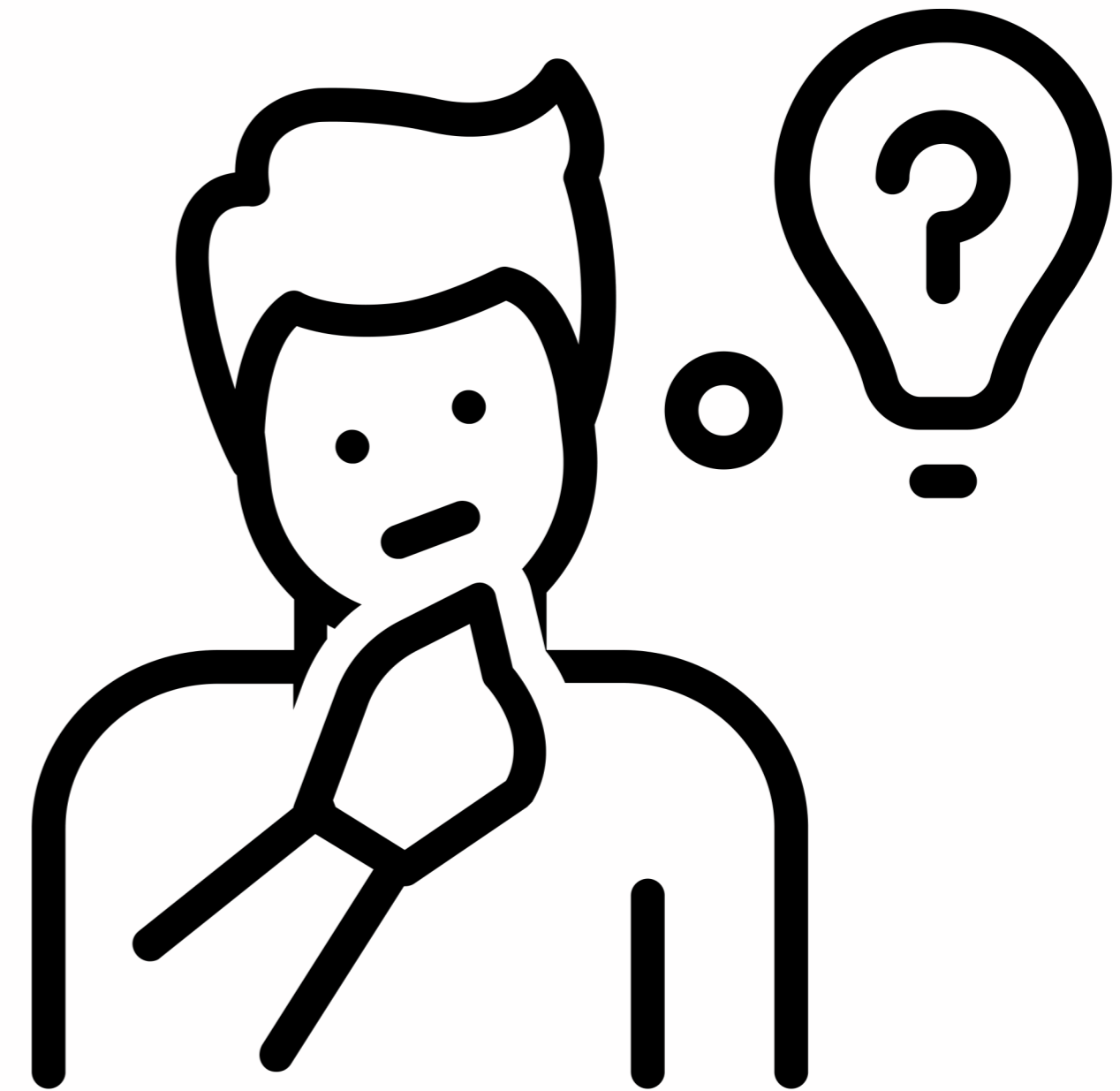
- An overview
- A basic introduction
- The development of an existing idea
- or a presentation of something new
- Inform, show progress, present results, introduce an idea etc.



What do you want/need to present?

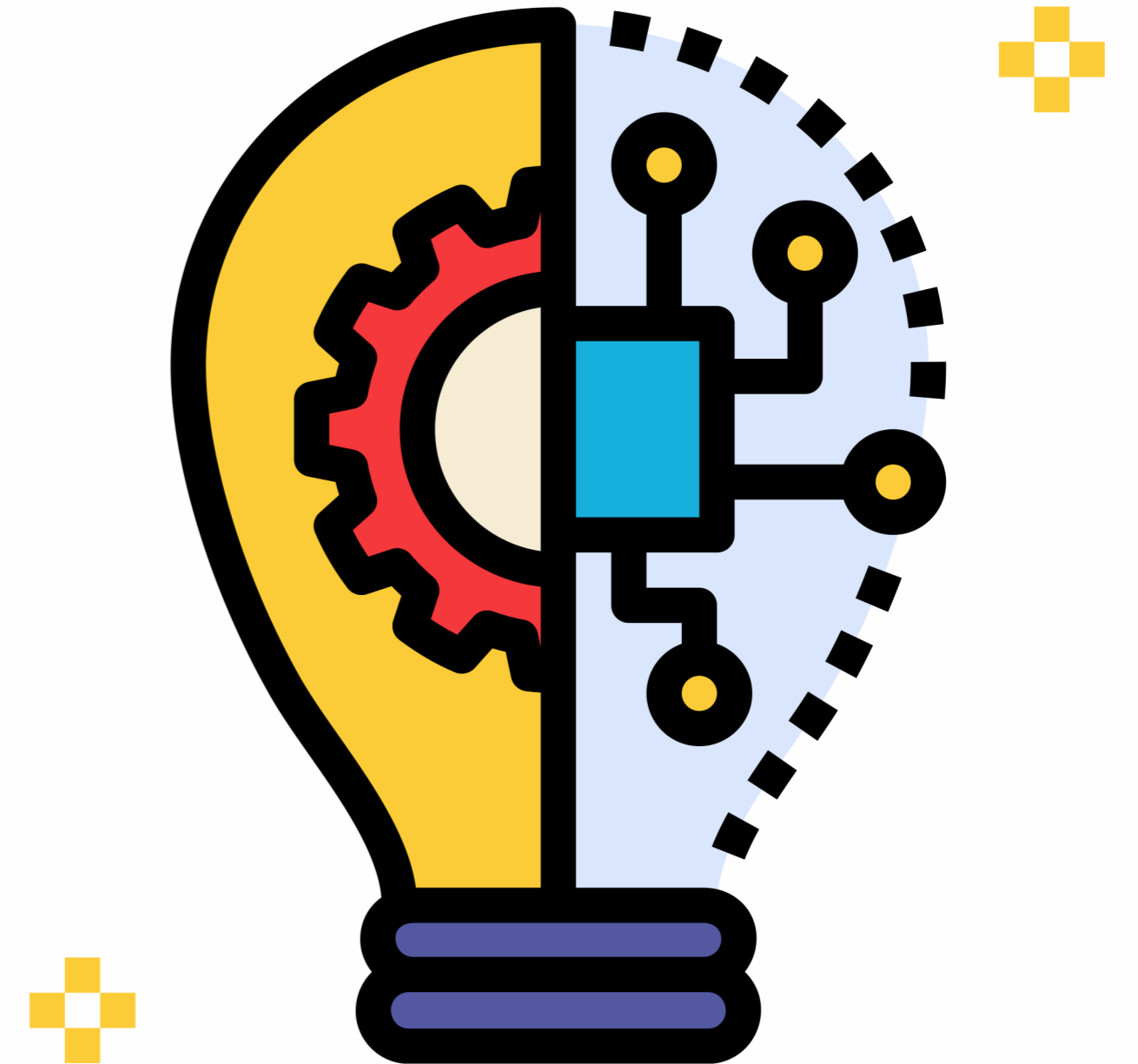
When preparing your material also consider:

- Must knows
- Should knows
- Nice to knows



How

- Structure
- Technology
- Visual aids – PowerPoint, overhead projector slides, flipchart or whiteboard
- Audio aids - Microphone

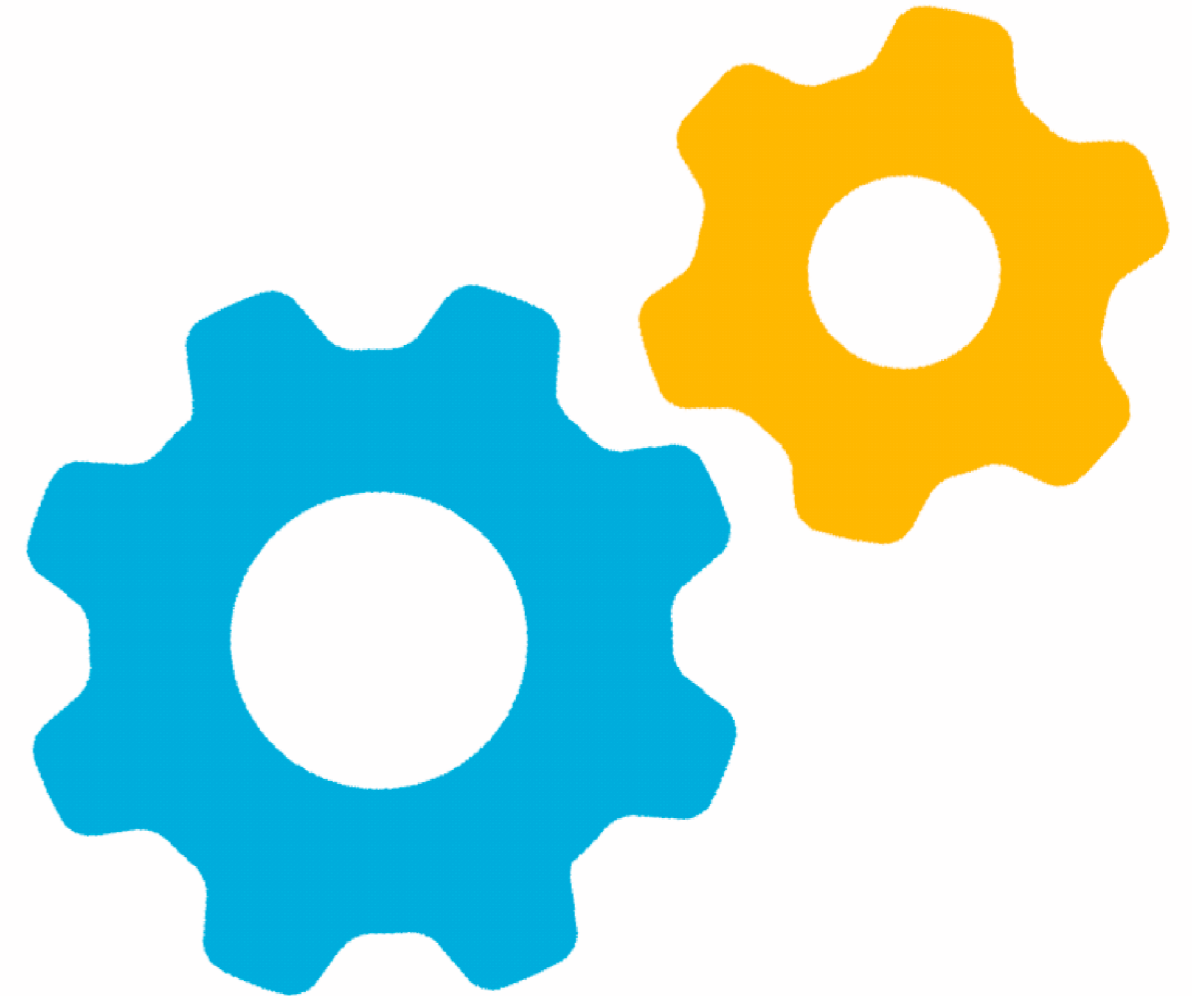


How

Equipment available

Delivery Technique

- Voice
- Movement – podium or space to move
- Appearance



presentationzen

Simple Ideas on Presentation Design and Delivery

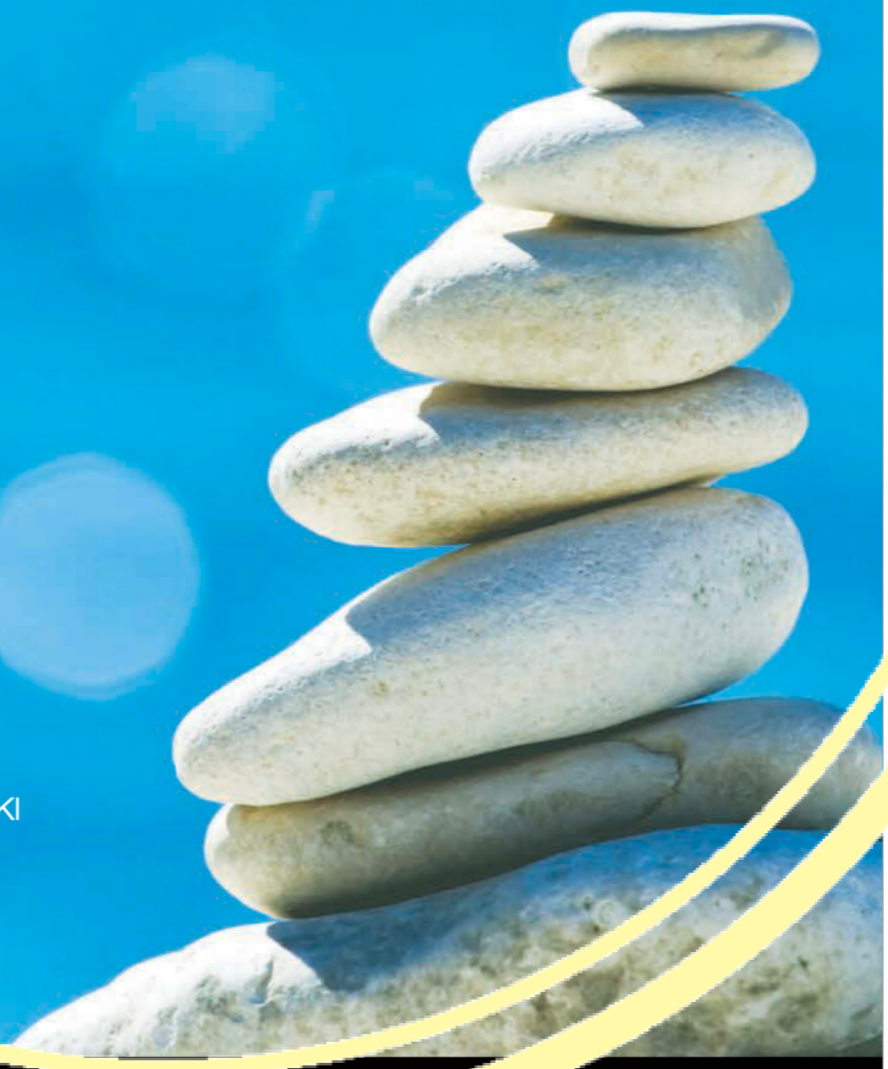
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Garr Reynolds

FOREWORD BY GUY KAWASAKI

New
Riders

THE THINGS THAT MATTER™



LET'S GET

STARTED



Brainstorm

“The best way to have a good idea is to have a lot of ideas.” Linus Pauling



Storyboarding off the computer



Sketch your visuals



Storyboarding on the computer

