From Ideas to Presentations
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Visual Message

<table>
<thead>
<tr>
<th>Do's</th>
<th>Don'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 words per line and 6 lines per page</td>
<td>Have too many visuals</td>
</tr>
<tr>
<td>Use a simple font with minimum 24 point size</td>
<td>Leave unwanted frames on slides</td>
</tr>
<tr>
<td>Keep a simple layout – visually clear</td>
<td>Stand in front so people cannot see</td>
</tr>
<tr>
<td>Use a bullet chart like this to show lists of ideas</td>
<td></td>
</tr>
<tr>
<td>Use a flow chart to show a process</td>
<td></td>
</tr>
<tr>
<td>Change numbers to a graph or chart</td>
<td></td>
</tr>
<tr>
<td>Change locations to maps</td>
<td></td>
</tr>
<tr>
<td>Use illustrations for a simpler, clearer focus</td>
<td></td>
</tr>
<tr>
<td>Use diagrams to show how something works</td>
<td></td>
</tr>
</tbody>
</table>

Visuals which work

- A picture can speak a thousand words
- Charts are easier to read than tables
- Show the big picture (handout for details)
- Choose the best chart to communicate
- Label charts clearly
- Use a bullet chart like this to show lists of ideas
- Use a flow chart to show a process
- Change numbers to a graph or chart
- Change locations to maps
- Use illustrations for a simpler, clearer focus
- Use diagrams to show how something works

What to say when you show a visual

- Introduce what the visual is about
- Explain the visual
- Emphasise the key points
- Pause to change slide

Checklist

- Spelling correct?
- Grammar correct?
- Logical layout?
- Colours match?
- Title slide?
- Thank you slide?

Spoken Message

Structure

- Title
- Aim
- Structure
- Background
- Body – parts 1, 2 … n
- Summary
- Conclusions
- Recommendations
- Questions

Content

- Keep it simple
- Use an outline
- Show where you are
- Check before show

Introduction

- Good morning, Chairperson, VIPs, ladies and gentlemen
- Welcome – say something nice about them to make the audience feel good about you
- I am so glad, so many of you, have given your valuable time to come here and listen to me today
- Self – although the mc has introduced you, names are not easy to remember, so give them your name again
- My name is … and I am the … of …
- Topic – tell them your topic, someone in the audience may have come to the wrong room, and those in the right room know what document to look at
- I would like to share with you my work on … , and tell you why it is important to you. You should all have received … which gives you more information
• What – explain what your topic is about
• I would like to explain to you …
• Why – explain why your topic is important / interesting
• This is important / interesting to us all, because …
• Overview – main point 1 > main point 2 > main point 3
• First, I will share with you …
• Second, I will tell you …
• Third, I will explain …
• Signpost – end of introduction and begin body
• That is all I want to say for the introduction, so let us begin with the first main point which is …

Body
• Main point 1 – details / explanations / numbers / examples
• Signpost – end main point 1 > begin main point 2
• Main point 2 – details / explanations / numbers / examples
• Signpost – end main point 2 > begin main point 3
• Main point 3 – details / explanations / numbers / examples
• Signpost – end of body and begin conclusion
• That finishes/ends the … part.
• Now I would like to/let’s move on to/turn to the … part
• Details – use details to give more information
• Explanations – use explanations when you need to give the process or reason for something
• Numbers – use quantitative information to support your qualitative information
• Examples – use examples to help the audience imagine the application of your point
• Signpost end of Body, begin Conclusion
• That bring us to the end of the main points, so let me conclude by summarising them for you

Conclusion
Summarise
• Important point to remember from main point 1 from Body
• First we learned that …
• Important point to remember from main point 2 from Body
• Second, we discovered that …
• Important point to remember from main point 3 from Body
• Third, we found out that …
• Signpost – end of summary, begin concluding statements
• I have finished the summary, so now let us go on to my concluding statements

Conclude
• Conclusion – limitations, recommendations, action to take
• This study had some limitations which were …
• I recommend that …
• These are what we should do next …
• Thank audience
• I would like to thank you for your attention
• Signpost – end of presentation, begin questions
• I will be happy to try to answer any questions you have

How to get your message across
• Speak clearly
• Intonation – change tone on keywords
• Pause – after each phrase
• Pronunciation – practice with someone
• Speak to your audience - not to the screen
• Use spoken not written language
• Volume about 50% louder than normal
Physical Message
- Smile
- Posture
- Focus attention
- Use your hands
- Stand straight
- Dress for the occasion

Eye Contact
1) Look at an area of the audience
2) Smile
3) Count silently 1-2-3
4) Change the area of the audience
5) Go back to (1) and repeat

Gestures
Gestures – Counting
1) Hold up the number of fingers for the number of a point
2) Say the point
3) Add one to the number of fingers you hold up and go back to (1)

Gestures – Emphasis
1) Move your body towards the audience
2) Move your hand
3) Use your voice (stress, volume or high tone) to add emphasis

Gestures – Illustration
1) Show the audience what you mean with your hands
2) Two hands are better than one
3) Move your hands slowly into place

Gestures – Comparison/Contrast
1) Show the audience what you mean with your hands
2) Two hands are better than one
3) Move your hands slowly into place

Intonation
Look confident
Be relaxed
Move

Where are you looking?
Be aware what your body is doing
Keep calm – do not panic
- The first minute is the worst, so make sure you can do it word perfect
- Get your workspace organised before you start
- Take a few deep breaths to calm you down before you start
- Look at your audience and give them a big smile and start

Emotional Bonding
What you see, you will remember
What you hear, you will forget
What you do, you will know forever

Create a good relationship with your audience
- Arrive early and make friends
- Look at your audience
- Talk to your audience, not at them
Emotional Memory Response

When you feel good about something, you remember it.

Sub-consciously the brain puts what you say into long-term memory.

Logistical Message

- Learn your script
- Practice your presentation
- Get organised
- Logo on slides
- Check slides - use a checklist
- Prepare thoroughly
- Check timing
- Arrange workspace
- Use a pointer to show important details
- Check slide show before showing
- Use a laser or physical pointer
- Use a remote mouse or presenter
- Prepare & Practice