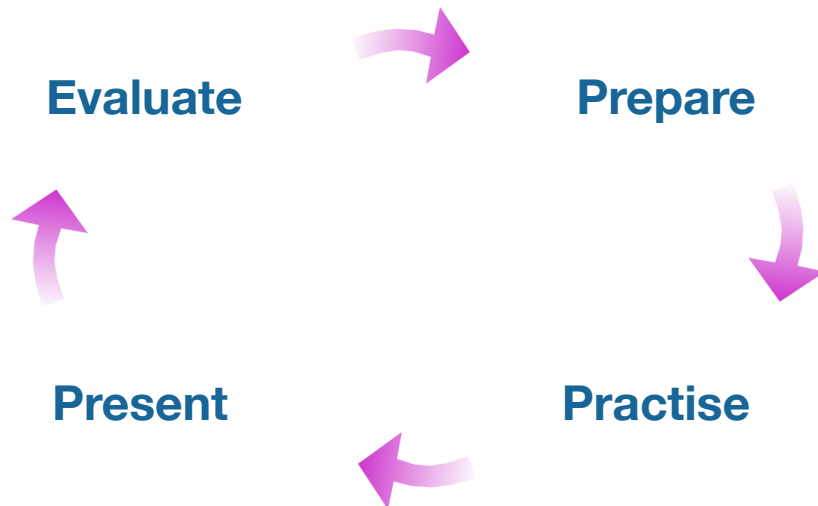




FULLCIRCLEARTSTOOLKITS

SERIES 2 professional development... Making presentations

some basic techniques...



These are your four key stages in developing your techniques and toolkit for making presentations.

1. **Every presentation needs to be prepared**

- be clear about what you want to say; what are the key points you want to get across? have you got plenty of examples and stories?
- plan your beginning, middle and end
- be sure about who your audience is going to be; is there jargon you need to avoid or explain? what will their interest be in what you have to say? what will their concentration levels be like?
- how much time do you have; can you say everything you are planning to say in that time without rushing?
- what visual aids will you use? do they really support the presentation or are you using them for the sake of it?
- will you use audience interaction? if so, are you confident with it? is it appropriate to your audience? have you considered people's access requirements?

2. **Every presentation needs practice**

- practise the timings
- practise the use of visual aids and technical equipment (and have a Plan B in case the equipment goes wrong!). Remember, your PowerPoint (if you are using it) is not your presentation. Don't ever just read off PowerPoint slides. Use the slides to give visual triggers and an outline of what you are saying; it is not the whole thing
- practise varying the tone of your voice
- practise being aware of your body language; ask someone: do you look nervous or do you look confident? practise finding ways of using your body language to convey authority, relaxation and confidence. If you have a physical habit that you do when you're nervous try and find a way of minimising it.

3. **Deliver the presentation with confidence and assurance**

- be aware of your context: are you first after lunch, or right at the end of the day? Then you will need to be dynamic! Are you following a really boring speaker? Then use it to your advantage and be sure you are a strong contrast! Are you following a really dynamic speaker? Then use it to your advantage and ride on the energy that's already in the room.
- once you are in the space, decide how you will sit or stand to present. Generally, avoid being behind a lectern, it alienates you from your audience. If you are comfortable moving around, then by all means do so but beware of moving too much and being distracting
- have a really strong opening
- make contact with the whole room; if you can genuinely make eye contact with your audience, that's great, but if that is too difficult or scary then make sure you at least look all around the room. If you look just above people's heads, you will give the impression of making eye contact. Divide the room into four zones and give each zone roughly equal amount of time in terms of your gaze.
- speak in a measured way, not too slow to be boring but slow enough for people to hear what you're saying and take it in
- vary your tone of voice, your pace, your delivery

4. **Get feedback and use this when you deliver your next presentation**

- The more you do it, the more confident you'll become. You may even start to enjoy it – and if this happens you're a long way to cracking it since your audience will enjoy it too!