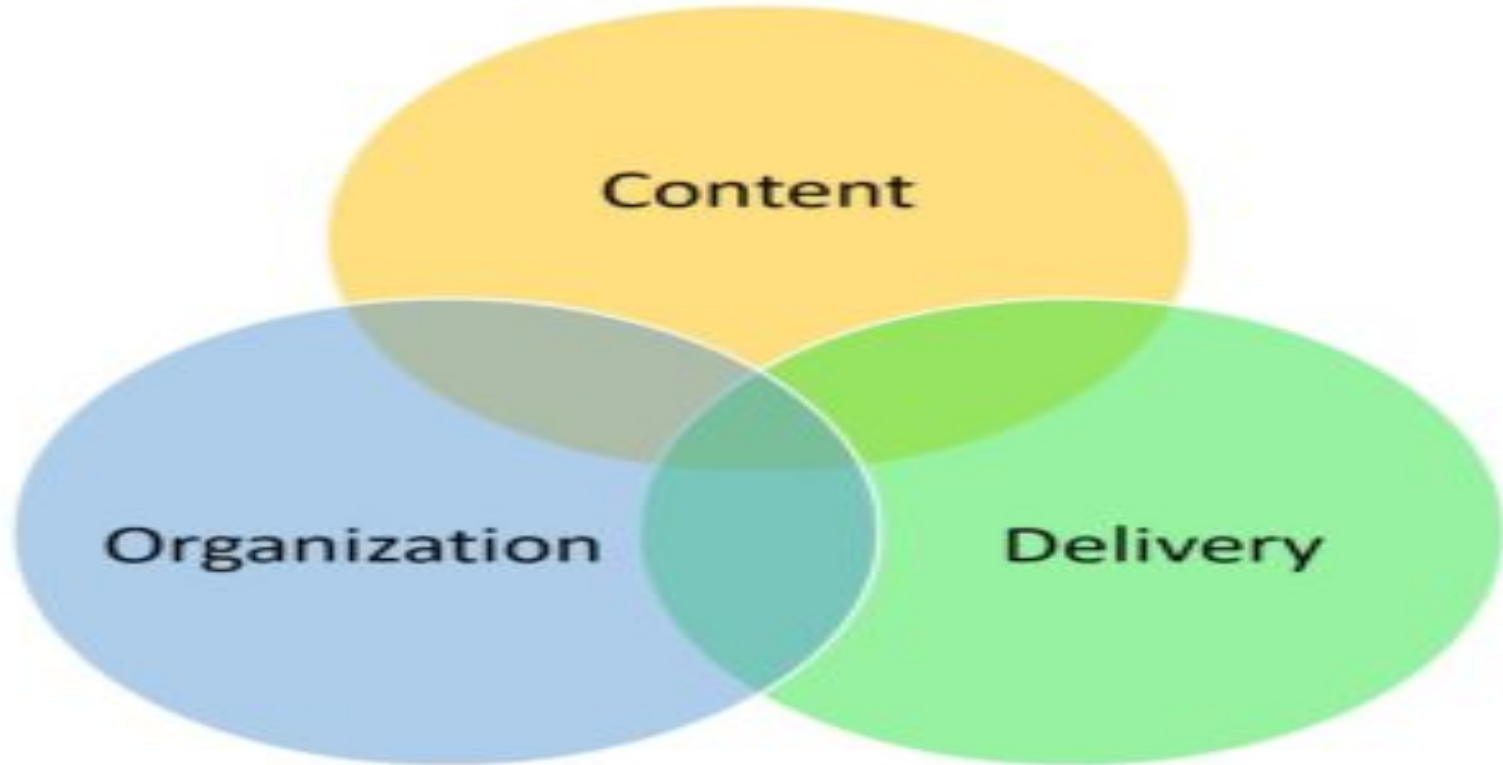


# **Presentation Basics**

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# Key Elements of Good Presentations



# Key Elements of Good Presentations

There are three key elements of good presentations:

- **Content, Organization, Delivery.**
- Your audience needs **interesting** and **appropriate content** in order to pay attention, especially at the start of a presentation.
- **Logical organization** helps retain your **audience's attention** – they need to be able to follow your train of thought.
- Delivery also is important, as **your own engagement** with the information **helps your audience engage.**

# Content

- Content deals with the **substance** of your presentation.
- Your ideas and information should be **original** and **significant**.
- Offer a clear analysis that's comprehensive and concise at the same time – **strive for the right amount of information for your audience's needs and the allotted presentation time.**
- **Make sure that your content is relevant to your audience**, so that they understand immediately why they should pay attention to your presentation.

# Content contd.

- Garr Reynolds, in his book *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, identifies characteristics of presentation content that create what he calls SUCCES(s):
- **Simplicity** – reduce information to key points and essential meanings
- **Unexpectedness** – pose questions, offer interesting statistics, “make the audience aware that they have a gap in their knowledge and then fill that gap”
- **Concreteness** – use specific language, provide real-life examples
- **Credibility** – use sources, facts, statistics to back up your content; deliver information confidently; know your information well
- **Emotions** – engage your audience to feel something about your content
- **Stories** – use examples and illustrations to create a “story element” to the presentation

# Organisation

- To make your content effective, **repeat key information throughout your presentation.**
- A German psychologist Hermann Ebbinghaus, found that **we forget approximately 50 percent of new information within 18 minutes**, with retention falling to 35 percent after a week.
- However, Ebbinghaus also discovered that **repetition of the new information at key intervals can change this trajectory**, a discovery known as the spacing effect.
- The lesson for presenters: **work repetition into your presentation content.**

# Organisation contd.

- Good organization requires a clear **beginning, middle, and end**.
- Link your ideas **logically** throughout the presentation to lead to an ending that **resolves the problem or summarizes the situation** you presented at the start.
- As long as you include main ideas, it's up to you to determine your presentation's organization based on your audience and purpose.
- Strive for **clear transitions** between individual points, slides, and topics.

# Delivery

- Delivery involves a range of factors from **body language** and **word choice** to **vocal variety**.
- **A good presenter has a passion for the subject** and an ability to convey and perhaps elicit that emotion in the audience.
- **Audience engagement** through eye contact, facial expression, gestures, and/or vocal tone contributes to an effective presentation.
- Delivery also deals with the **confidence** and **professionalism** with which you deliver the presentation.



# Understanding Presentation Audiences

- Audiences are egocentric, meaning that they operate under the principle of WIIFM: “**what’s in it for me**”.
- Listeners approach speeches with one question uppermost in mind: ‘Why is this important to me?’ ... What do these psychological principles mean to you as a speaker?
- First, they mean that your listeners will hear and judge what you say on the basis of what they already know and believe.
- Second, they mean you must relate your message to your listeners—show how it pertains to them, explain why they should care about it as much as you do.”

# Understanding Presentation Audiences contd.

- The point to remember is that you need to make conscious, reasoned decisions about ways to engage your audience.
- Keeping audience attention span and egocentrism in mind, strive for the following presentation basics:
  - Conciseness
  - Clarity
  - Connection with audience

# Understanding Presentation Audiences contd.

- Also, audiences have relatively short attention spans, and often decide whether or not to give you their attention within the first minute or so of a presentation.
- Various research studies indicate a five – twenty minute attention span for any type of presentation (note that results of studies vary).
- The more information you provide, the more information your audience will tune out and not remember.

# Conclusion

- All types of presentations consist of three basic parts: the **introduction, the body, and the conclusion.**
- In general, the **introduction** should be about **10-15%** of your speaking time, the **body** around **75%**, and the **conclusion** only **10%**.
- Planning is critical to the success of any presentation

**Thank You**