



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107



AN AUTONOMOUS INSTITUTION

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

PRESENTATION SKILLS

What Is A Presentation?

A presentation is a form of public speaking and sometimes the two terms are interchanged. However, in business practice, presentation usually means presenting your point of view on a subject orally, formally and with preparation. A presentation may be to inform, argue out your case, persuade. Presentations skills and public speaking skills are very useful in many aspects of work and life. Effective presentations and public speaking skills are important in business, sales and selling, training, teaching, lecturing, and generally feeling comfortable speaking to a group of people.

Your method of making a presentation may be:

1. By preparing a talk, making notes, memorizing only the ideas and illustrations, and speaking extempore (that is without reference to any written material)
2. By memorizing an entire speech and delivering it
3. Developing the confidence and capability to give good presentations, and to stand up in front of an audience and speak well, are also extremely helpful competencies for self-development and social situations.
4. Presentation skills and public speaking abilities are not limited to certain special people - anyone can give a good presentation, or perform public speaking to a professional and impressive standard. Like most specialisms, this requires preparation and practise.

The formats and purposes of presentations can be very different, for example: oral (spoken), multimedia (using various media - visuals, audio, etc), powerpoint presentations, short impromptu presentations, long planned presentations, educational or training sessions, lectures, and simply giving a talk on a subject to a group on a voluntary basis for pleasure.

Preparation and rehearsal are usually very manageable elements. It's a matter of making the effort to prepare and rehearse before the task is upon us. Presentations which do not work well usually do so because they have not been properly prepared and rehearsed.



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This is the basic sequence of actions for creating and preparing a presentation up to the point of actually delivering the presentation to an audience:

1. Define purpose
 2. Gather content and presentation ideas
 3. Structure the subject matter (sections, headings, order)
 4. Develop how to present it (style, elements, props, equipment)
 5. Prepare presentation (wording, design, materials, equipment)
 6. Practise and rehearsals (get feedback, refinement)
 7. Plan venue, control the environment
 8. 'Dress rehearsal' if warranted
 9. Relax and prepare yourself - confidence and control
1. the purpose?
 2. For whom?
 3. What outcomes and reactions are you seeking?

Consider the more detailed nature of:

1. Subject and content, audience needs, type of presentation, equipment and venue.
2. Create and gather ideas - brainstorm, mind-map, initially random, be innovative and daring.
3. Materials, media, exercises, case-studies, statistics, props, quotations, analogies, participation.
4. Anticipate questions, know your subject and reference points
5. Decide your notes system - cue cards, sheet notes.



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Create and design the presentation

1. Plan the structure - sections, order, headings, intro/middle/close.
2. Tell them what you're trying to tell them.
3. Points of interest ('spice') and activities - early impact - create a credible impression.
4. Consider audience attention span and audience profile to get the language and tone right
5. Build the presentation, prepare equipment, prepare materials and props, create your prompts or notes.
6. Dry-run practise, timings, fall-backs/contingencies.
7. Practise full presentation ('dress rehearsal'), get feedback, refine, practise and practise. Practise gives you control. Control gives you confidence. Confidence and control overcome fear.

Impressive body language requires:

- (i) **A comfortable posture**
- (ii) **Eye contact**
- (iii) **Graceful movements**
- (iv) **A pleasant expression**
- (v) **Mastery over the voice**
- (vi) **Pausing few seconds will also speak**
- (vii) **Energetic appearance**
- (viii) **React to the audience mood**