
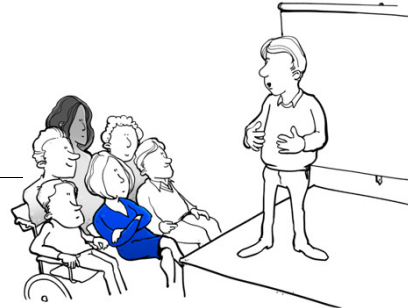


Presentation Skills

Interreg Project Management Camp
12-15 September 2017 | Utrecht, The Netherlands
 @InteractEU

Katerina Kring, Interact Programme

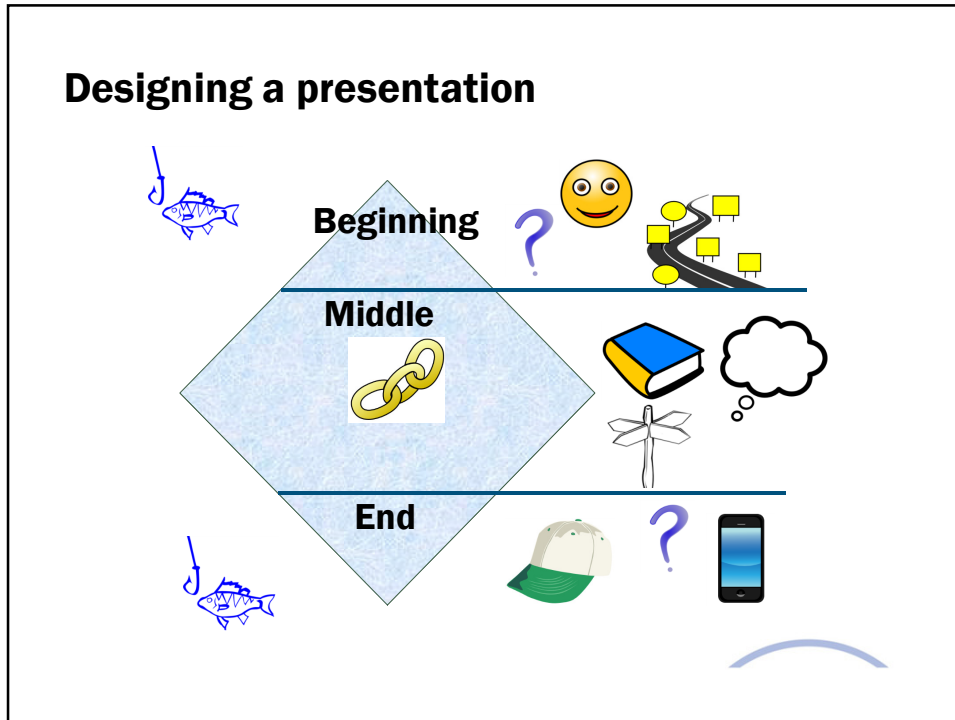


What are the differences between presentation and facilitation?

Presentation	Facilitation



Designing a presentation



3 essentials for delivering a presentation:

- **P**assion
- **P**ractice
- **P**resence

Carmine Gallo: "Talk like TED"

4Cs question handling technique

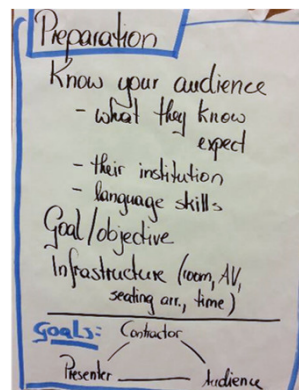
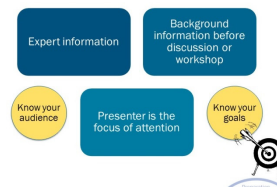
- **C**larify
Do you understand the question?
- **C**lassify
Why is the question being asked?
- **C**onsider
Who is the best person to answer the question?
- **C**ommit
Give your answer. Remember eye contact.



Good presentations are well-prepared

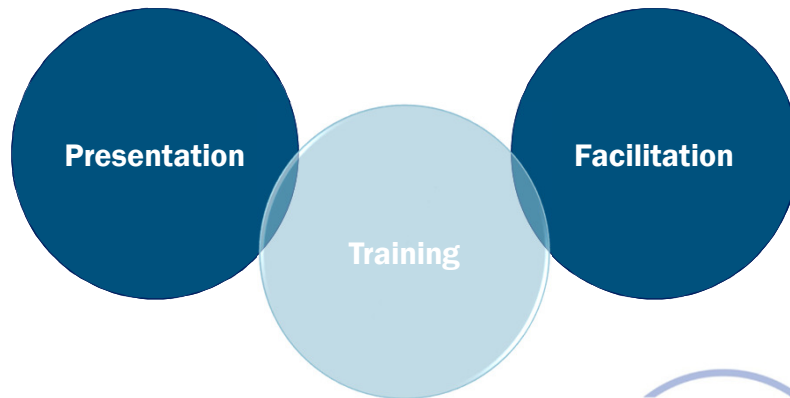
- Planning and preparation demands time & creativity
- Goal clarity is vital for selecting...
 - the right contents
 - a suitable delivery method (incl. choice of words, examples)
- Audience expects the presenter to address **their** needs – in **their** language
- Presenter takes role of expert and is seen as such by the audience

Giving Presentations



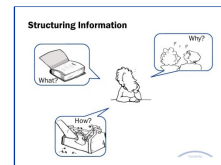
Conveying information

Use a combination of methodologies to engage your audience and ensure knowledge transfer....



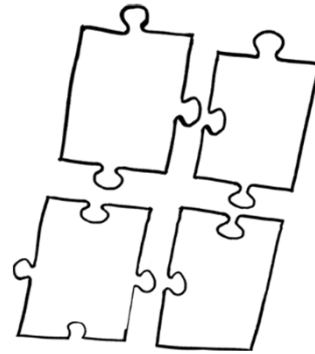
Conveying information

- Provide information in chunks
- Give structure to your presentation
 - General to specific
 - Problem first, then solution
 - Positive information before less pleasant points
- Use the technique of signposting:
 - Announce what you're about to say
 - Say what you want to say (group information into set of three)
 - Summarise the key message
- Let your audience have answers to questions:
 - What? - Why? - How?
 - Add who & when if necessary



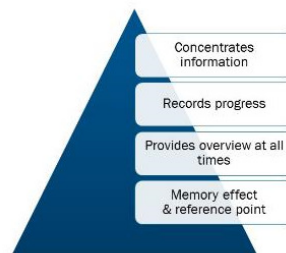
Presentation layout

- Ensure uniform structure
 - slide master / corporate template
- Easy guidance
 - 1 message per slide
 - maximum 6 bullets
- Meaningful headline
- Main elements at a glance
 - place core information in the centre
 - illustrations aide memory



Visualising information

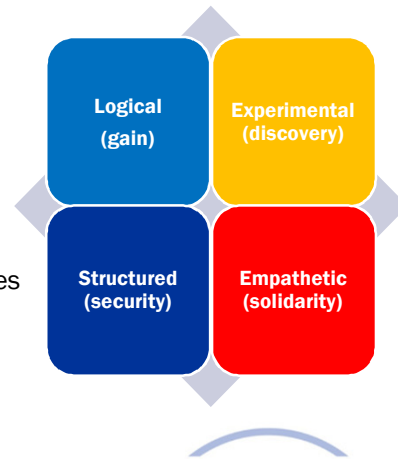
- 75% of all people process information over the visual sensory channel
- Visuals help to
 - focus attention
 - ease conveyance of complex contents
 - by showing connections & by highlighting key facts
 - enhance the memory effect by providing 'pictures' & by reducing the spoken word to key points
- Key tips:
 - Differentiate between presentation visuals and handouts
 - Visuals aim to aid the audience - do not abuse as speaker's notes
 - Less is more: avoid 'death by PowerPoint'
<https://www.youtube.com/watch?v=MjcO2ExtHso>
 - Consider alternating (e.g. flipchart) for longer presentations



Reach your target group

Provide different activators to address different (limbic) participant types:

- Logical type
 - facts, data, figures
- Green type
 - tried and tested contents, relate to known items
- Red type
 - human, love stories, positive outcomes
- Yellow type
 - love innovation, original references



Elements of speech

Work on delivery...

- **Volume:** speak out clearly
- **Melody:** avoid monotony
- **Tone/intonation:** use your voice to emphasise important /less important points
- **Speed:** give your audience time to catch up by pausing
- **Pause after each thought:** pauses emphasise, give orientation, aide understanding



Inviting participation

- Guiding /inviting
 - Let's consider this in more detail...
 - What does that mean for....
- Prompt by giving examples:
 - For example....
 - A good example for this is...
 - To illustrate...
 - To give you an example...



Key Tip: PICSFAL

Be...

prepared

interesting

creative

structured

focussed

authentic

and remember...

less is more

Put yourself
in your
audience's
shoes



Cooperation works

All materials will be available on:

www.interact-eu.net

Contact: Katerina Kring, katerina.kring@interact-eu.net