

Presentation skills

Interreg project management camp
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What are the differences between presentation and facilitation?

Presentation	Facilitation



Group work: Presentation challenges

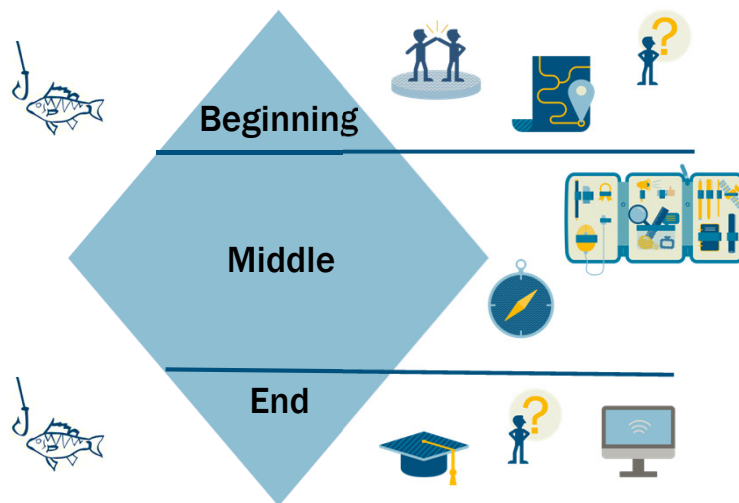
Identify solutions for up to 3 things that could go wrong when:

- Writing a presentation
- Preparing logistics for a presentation
- Delivering a presentation
- Answering questions during a presentation

How will it work?

- Each table is allocated one situation
- 5 mins – think of 3 issues and write on flip chart
- 10 mins – next table writes solutions

Designing a session



3 essentials for delivering a presentation

Passion
Practice
Presence



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.



Practical work: Presentation practice

To practice delivering a presentation when explaining key
Programme terminology:

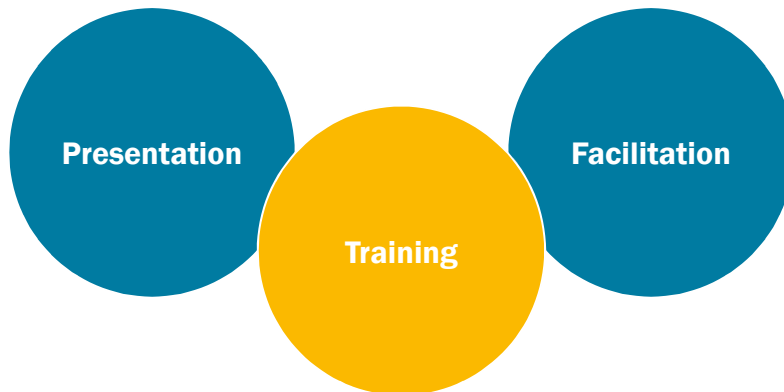
- Split into 6 groups, 3 groups per room
- Choose one of the pre-defined topics
- 45 mins (including break) – prepare presentation in small groups
- 7 mins max – small group presentation
- 5 mins – presentation feedback
- Repeat for other 2 groups

Good presentations are well-prepared

- Planning and preparation demands time and 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

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

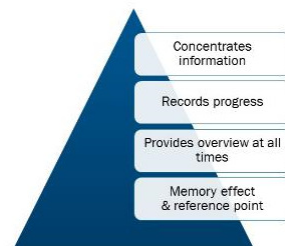
Presentation layout

- 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

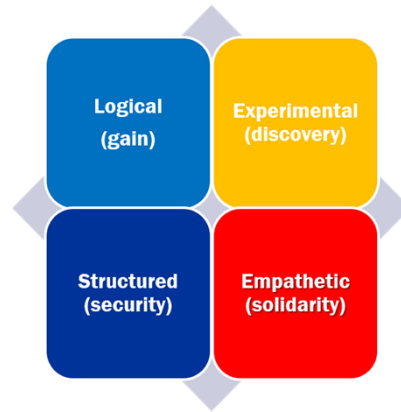
- 75% of all people process information over the visual sensory channel
- Visuals help to
 - focus attention
 - ease conveyance of complex contents by showing connections & by highlighting key facts
 - enhance the memory effect by providing 'pictures' & by reducing the spoken word to key points
- Key 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=Mjc02ExtHso>
 - 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 ...



Group work: Presentation design

Imagine you are presenting the role of the Joint Secretariat as described on the slide to potential project beneficiaries.

How would you present the information?

- As a group improve the slide to convey the main message and make it memorable (15 min preparation).
- Show your slide to the whole room and explain your idea (2 min per group).

Key Tip: PICSFAL

Be ...

prepared

focussed

interesting

authentic

creative

and remember...

structured

less is more

Put yourself
in your
audience's
shoes

Cooperation works

All materials will be available on:

www.interact-eu.net