

# Presentation Skills

Interreg Project Management Camp  
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 @InteractEU

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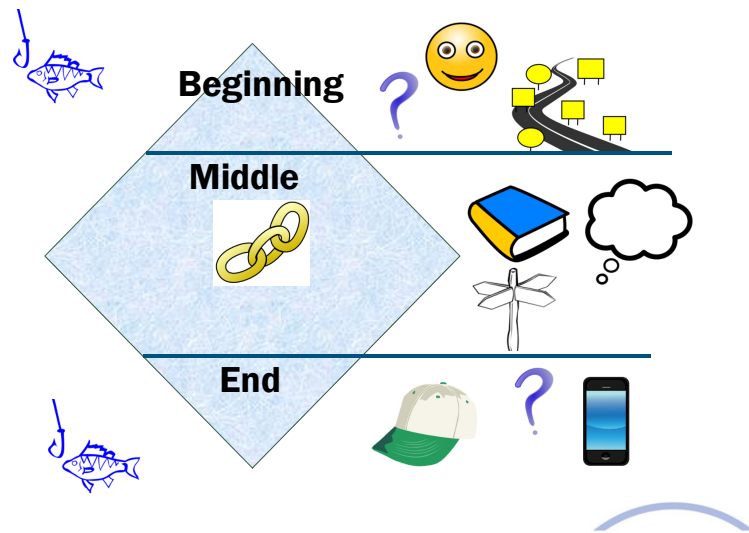


## What are the differences between presentation and facilitation?

| 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

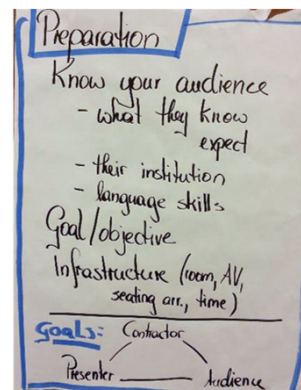
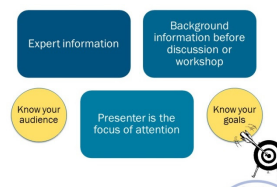
- **C**larify  
Do you understand the question?
- **C**lassify  
Why is the question being asked?
- **C**onsider  
Who is the best person to answer the question?
- **C**ommit  
Give your answer. Remember eye contact.



## Good presentations are well-prepared

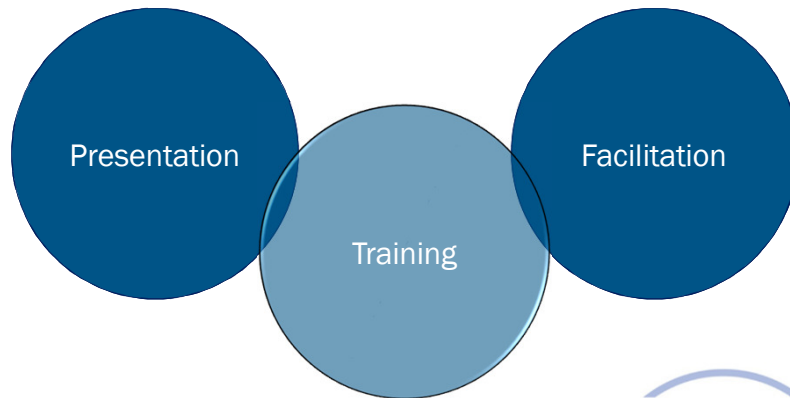
- Planning and preparation demands time & creativity
- Goal clarity is vital for selecting...
  - the right contents
  - a suitable delivery method (incl. choice of words, examples)
- Audience expects the presenter to address **their** needs – in **their** language
- Presenter takes role of expert and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

### Giving Presentations



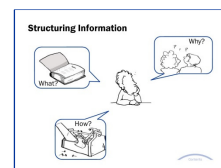
## Conveying information

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



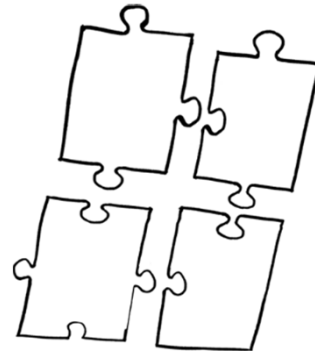
## Conveying information

- 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



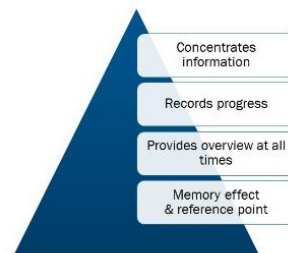
## Presentation layout

- 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

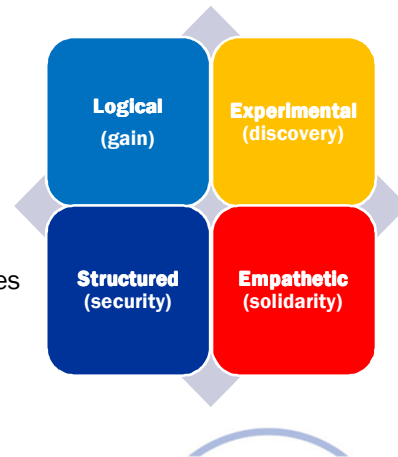
- 75% of all people process information over the visual sensory channel
- Visuals help to
  - focus attention
  - ease conveyance of complex contents by showing connections & by highlighting key facts
  - enhance the memory effect by providing 'pictures' & by reducing the spoken word to key points
- 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=Mjc02ExtHso>
  - Consider alternating (e.g. flipchart) for longer presentations



## Reach your target group

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

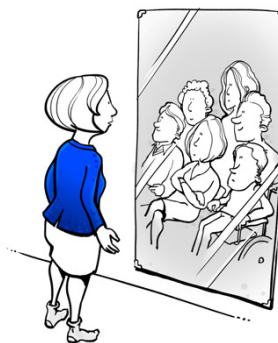
- **Logical type**
  - facts, data, figures
- **Green type**
  - tried and tested contents, relate to known items
- **Red type**
  - human, love stories, positive outcomes
- **Yellow type**
  - love innovation, original references



## 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...



## 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](http://www.interact-eu.net)

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