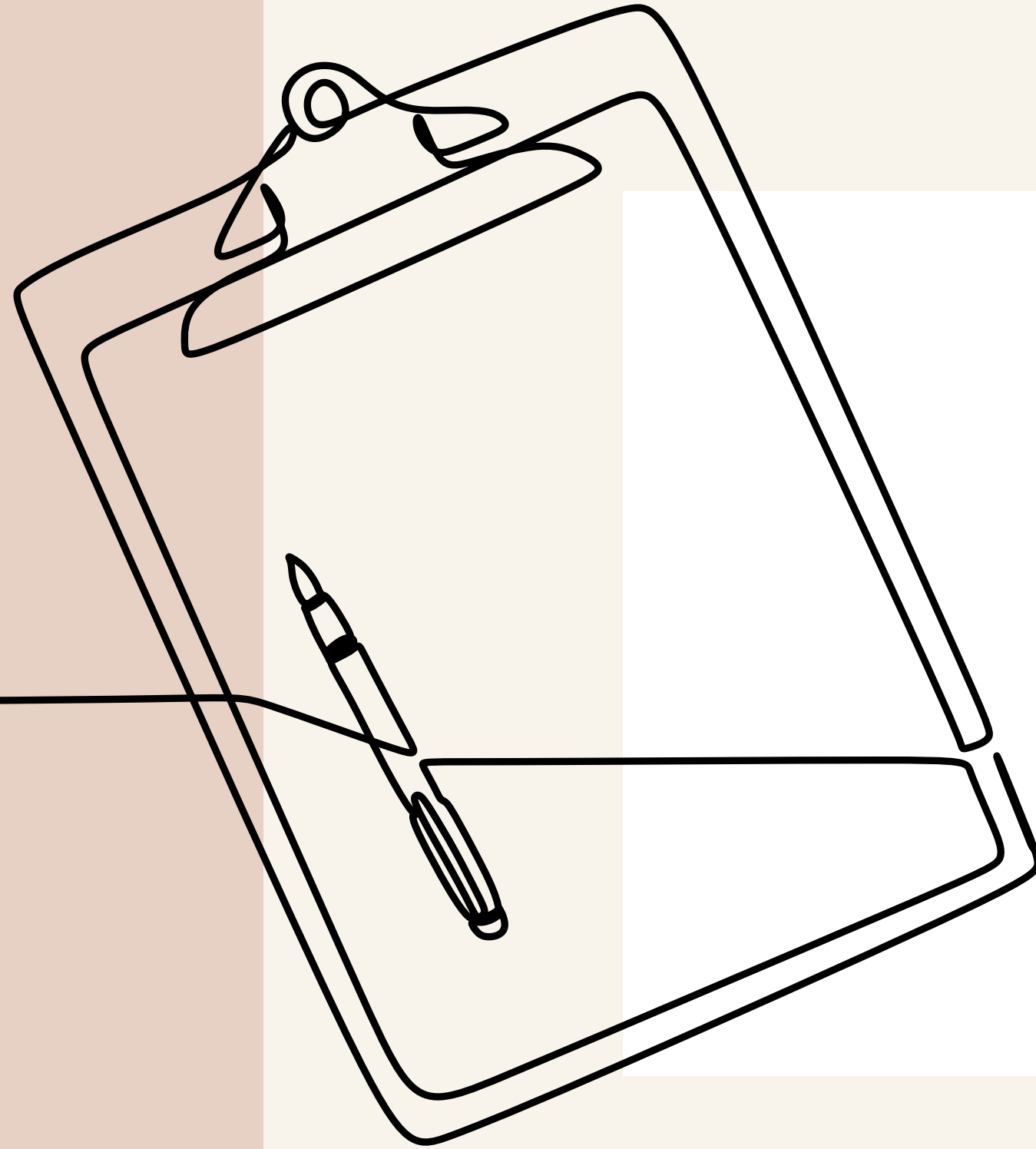




THE ART OF PRESENTING

ACADEMIC SKILLS FOR THE DIGITAL ERA
(BMSW4013)

LEARNING OUTCOMES

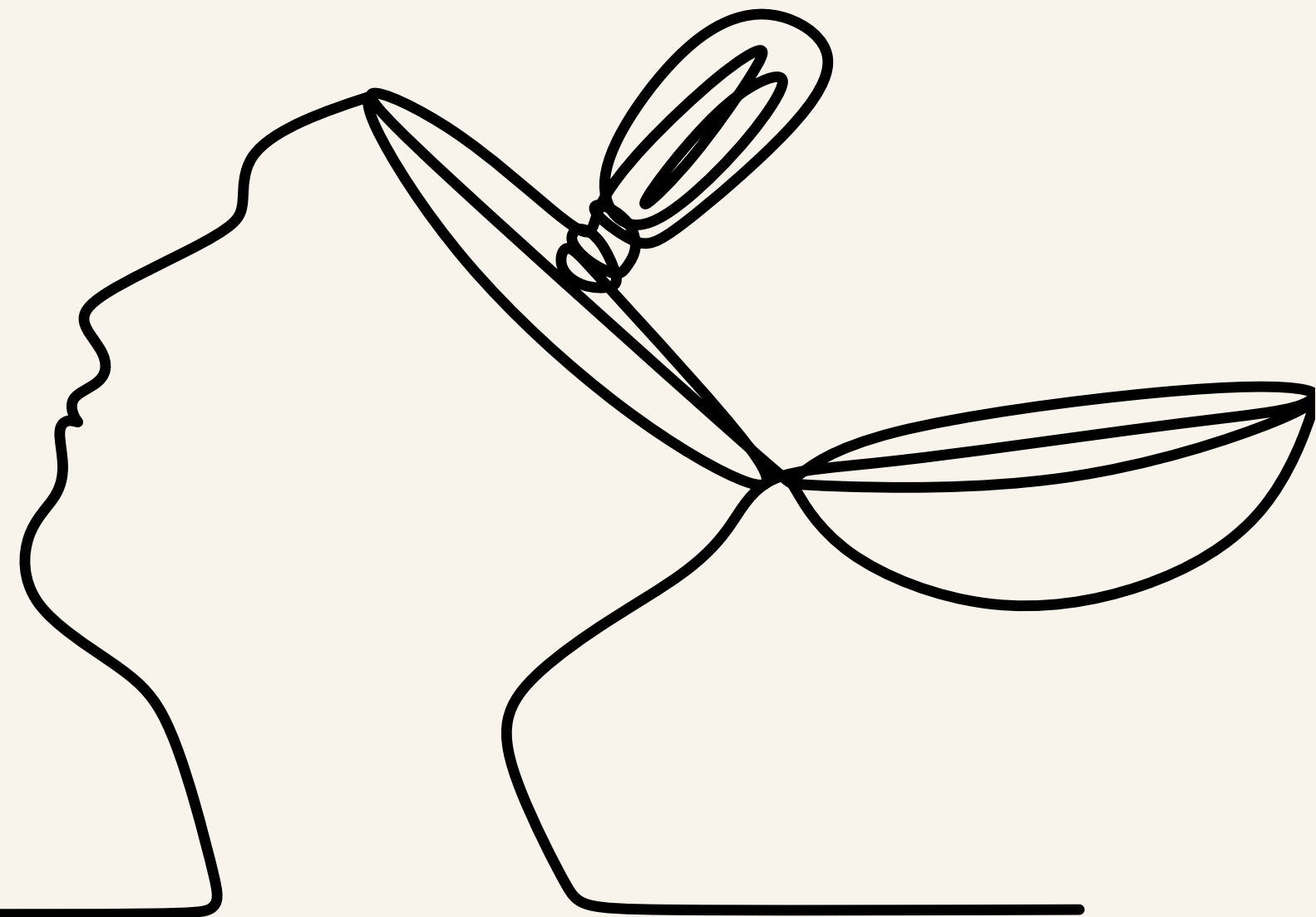


Upon successful completion of this lecture, students should be able to:

- Recall the five key stages of delivering a successful presentation: Plan, Prepare, Practice, Perform, and Present.
- Explain the importance of tailoring content and visuals to the audience's needs and explain how these elements contribute to an effective presentation.
- Demonstrate the use of effective body language, voice control, and visual aids to deliver an engaging presentation.
- PowerPoint workshop with Jessica Hill.
- How to plan and structure a presentation.

WHAT IS A PRESENTATION?

A speech or talk in which a new product, idea, or piece of work is shown and explained to an audience (Smith, 2020).



WHAT IS THE PURPOSE OF A PRESENTATION?





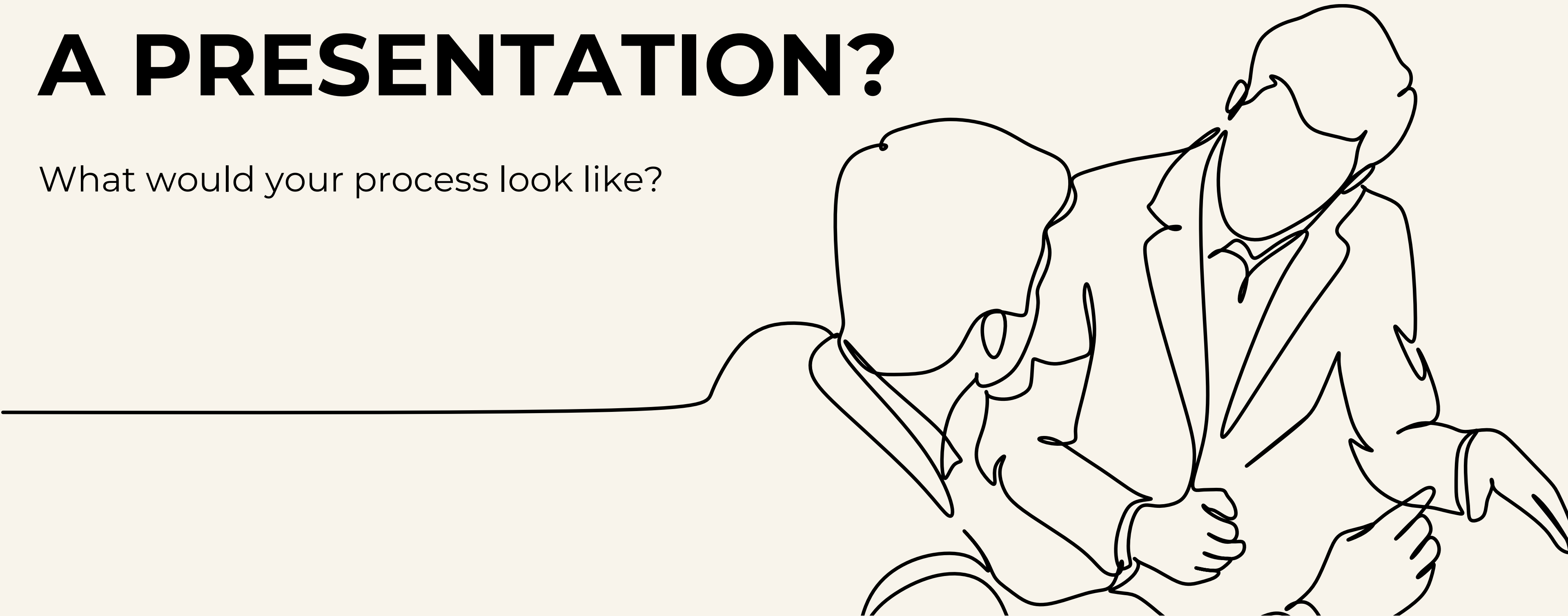
- Informing
- Persuading
- Inspiring
- Entertaining

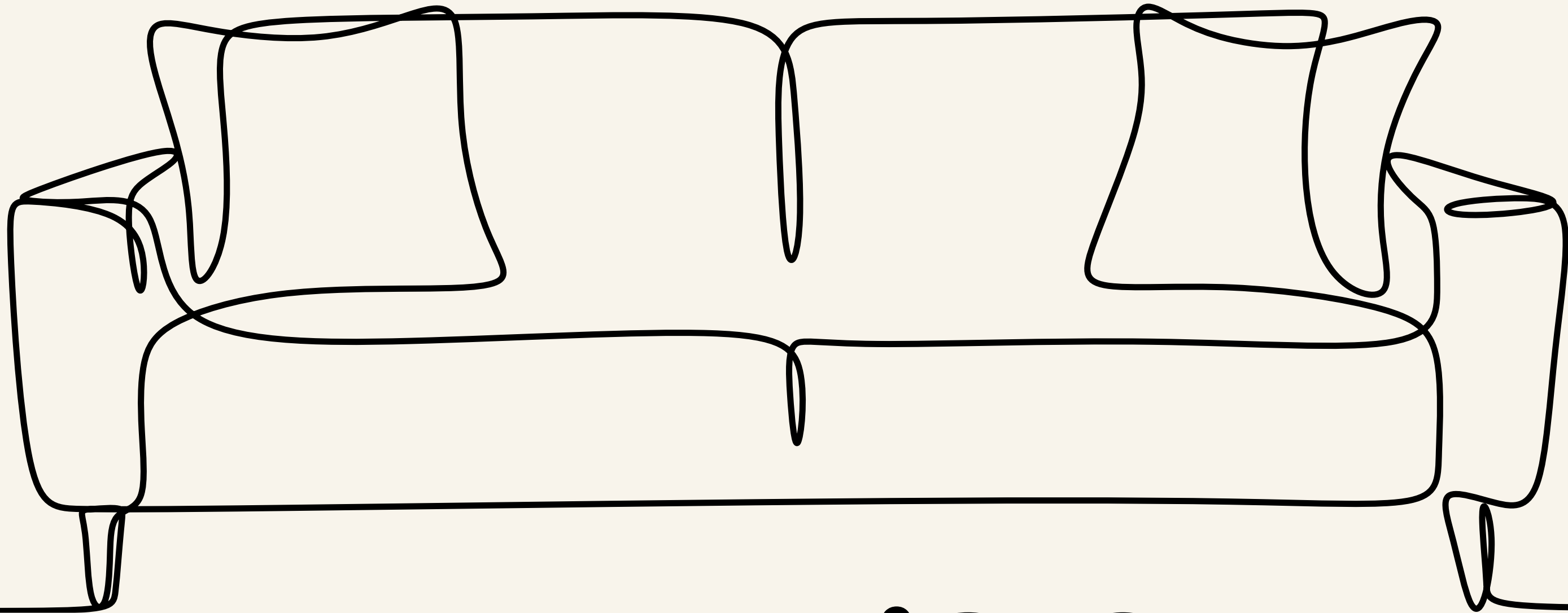


WHAT MAKES A GOOD PRESENTATION VS A BAD PRESENTATION?

HOW WOULD YOU PLAN A PRESENTATION?

What would your process look like?





THE 5 P'S OF PRESENTATIONS

PLANNING

- **Set Clear Objectives:** Outline goals and main messages.
- **Organise Content:** Structure flow to enhance clarity.
- **Audience Alignment:** Tailor content to meet audience needs.
- **Enhance Coherence:** Ensure every part serves a purpose to avoid disjointed messaging

(Johnson, 2018)



PREPARATION

- **Research Thoroughly:** Use stories, examples, and credible references.
- **Structure Your Content:**
 - Introduction – Explain the topic choice and why it matters.
 - Body – Organise information logically.
 - Summary – Reinforce key points and add references.
- **Create Visuals:** Use slides to support, not overwhelm, your points.
- **Prepare Notes:** Use note cards for main points, avoid full scripts.

(Harris, 2019)



PRACTICE (1)

- **Polish Transitions:** Practice smooth and clear transitions between points.
- **Anticipate Questions:** Prepare for audience inquiries and possible surprises.
- **Build Confidence:** Rehearsing reduces anxiety and increases adaptability.

(Miller, 2021)



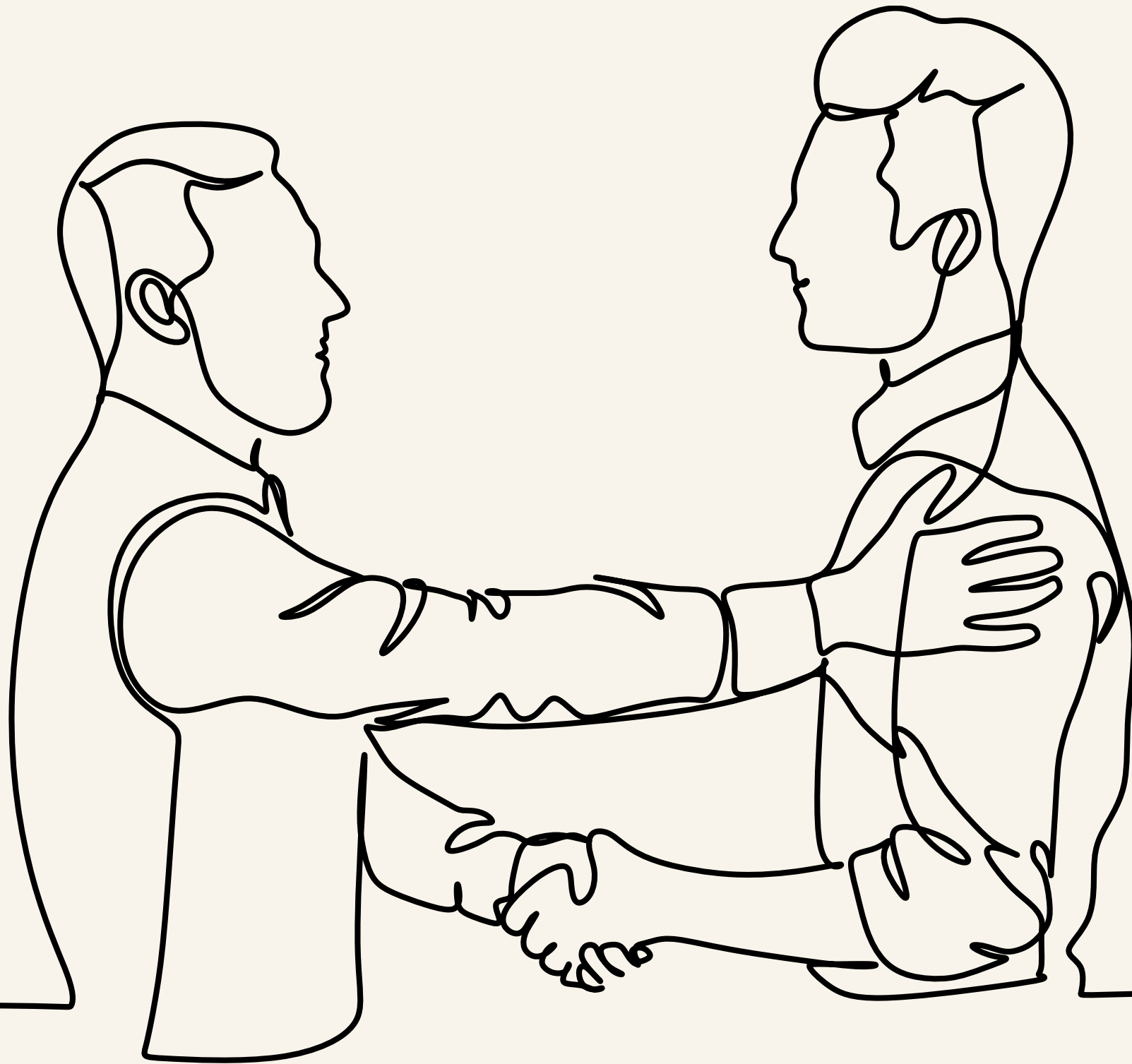
PRACTICE (2)

- **Voice Control:** Emphasise key points, vary tone, and avoid monotone. Speak clearly, slowly, and project your voice. Avoid filler words (um, er, you know).
- **Body Language:**
 - Stand confidently and plan any movement.
 - Use meaningful gestures and avoid distracting motions.
 - Make eye contact to engage the audience.

(Taylor, 2020)



PERFORMANCE



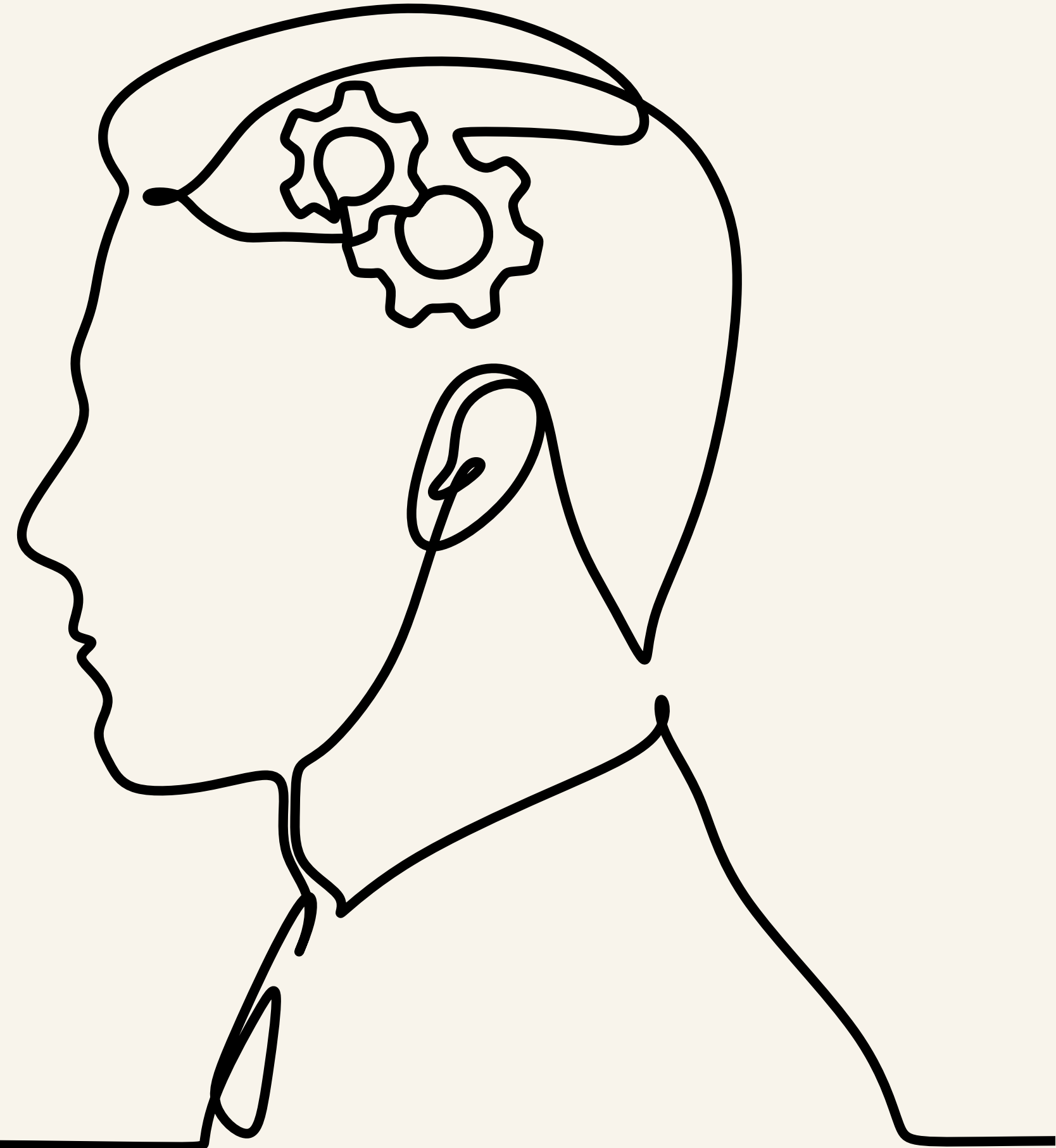
- **Manage Nerves:** Even experienced speakers feel nervous.
- **Body Language & Voice:** Use gestures and tone to add energy.
- **Audience Interaction:** Stay responsive and adjust based on reactions.
- **Hold Attention:** A dynamic approach captivates and keeps focus.
- **Pace Yourself:** Take deep breaths, keep water nearby.

(Parker, 2019)

PASSION

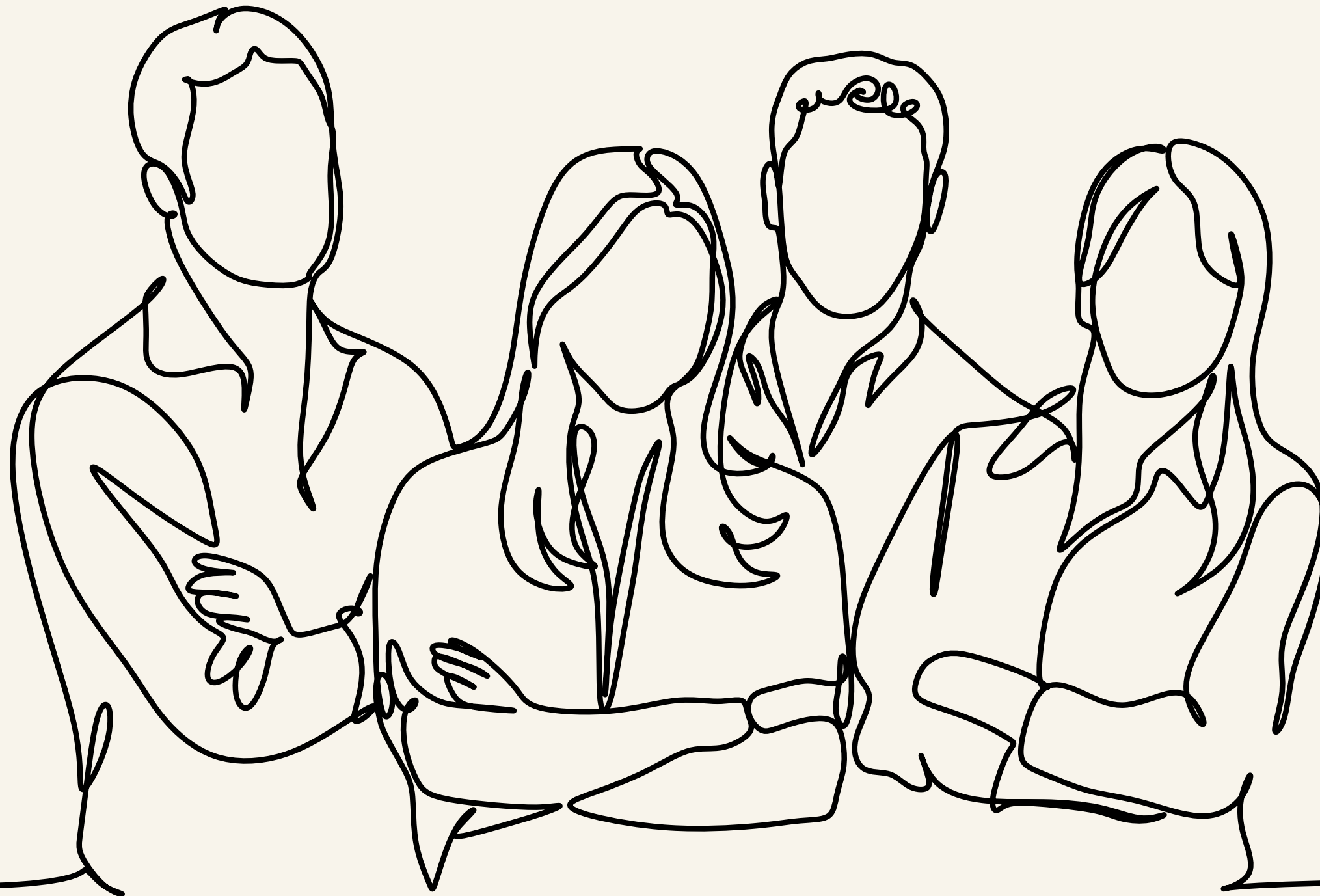
- **Show Enthusiasm:** Passion for your topic inspires others.
- **Engage Deeply:** Genuine interest resonates and builds audience connection.
- **Inspire Action:** A heartfelt presentation leaves a lasting impression.

(Roberts, 2020)



THE 5 P'S

Plan thoughtfully,
prepare thoroughly,
practice diligently,
perform dynamically,
and deliver with **passion**.



DESIGNING VISUAL AIDS



- Use a “visual hierarchy”, for example, arrange elements by importance (e.g., bold titles, larger fonts for main points).
- Maintain consistency throughout (fonts, colors, and sizes)
- Don’t be afraid of white space! Include adequate spacing to avoid clutter.
- Use contrasting colors to ensure readability (e.g., dark text on a light background).
- Include charts, diagrams, or photos that directly support the message.
- Don’t overuse animations or excessive decorative elements.

(Anderson, 2021)

DESIGNING VISUAL AIDS



- Use clear, professional fonts (sans-serif for digital screens, serif for print).
- Ensure readability at a distance, especially for presentations.
- Choose symbols, colors, and visuals appropriate for the audience.
- Consider interactive elements to engage the audience.

(Anderson, 2021)



You may have amazing
visual aids but you also need
to be able to deliver an
engaging presentation.

DELIVERY TECHNIQUES

- Look at your audience, not your slides or notes, to create a connection.
- Sweep the room to include everyone, avoiding focus on one person or group.
- Use a strong, steady voice with appropriate volume and pacing.
- Vary your tone to emphasise key points and avoid monotony.
- Incorporate purposeful hand gestures to emphasise points.
- Stand confidently and move naturally; avoid fidgeting or rigid postures.
- Transition visuals at the right time, explaining what they show without over-relying on them.
- Use visuals as a complement, not a substitute, for your spoken message.
- Ask questions, invite input, or respond to audience reactions to foster engagement.
- Tailor your delivery based on their reactions or level of understanding. (Clark, 2022)

HANDLING Q&A'S

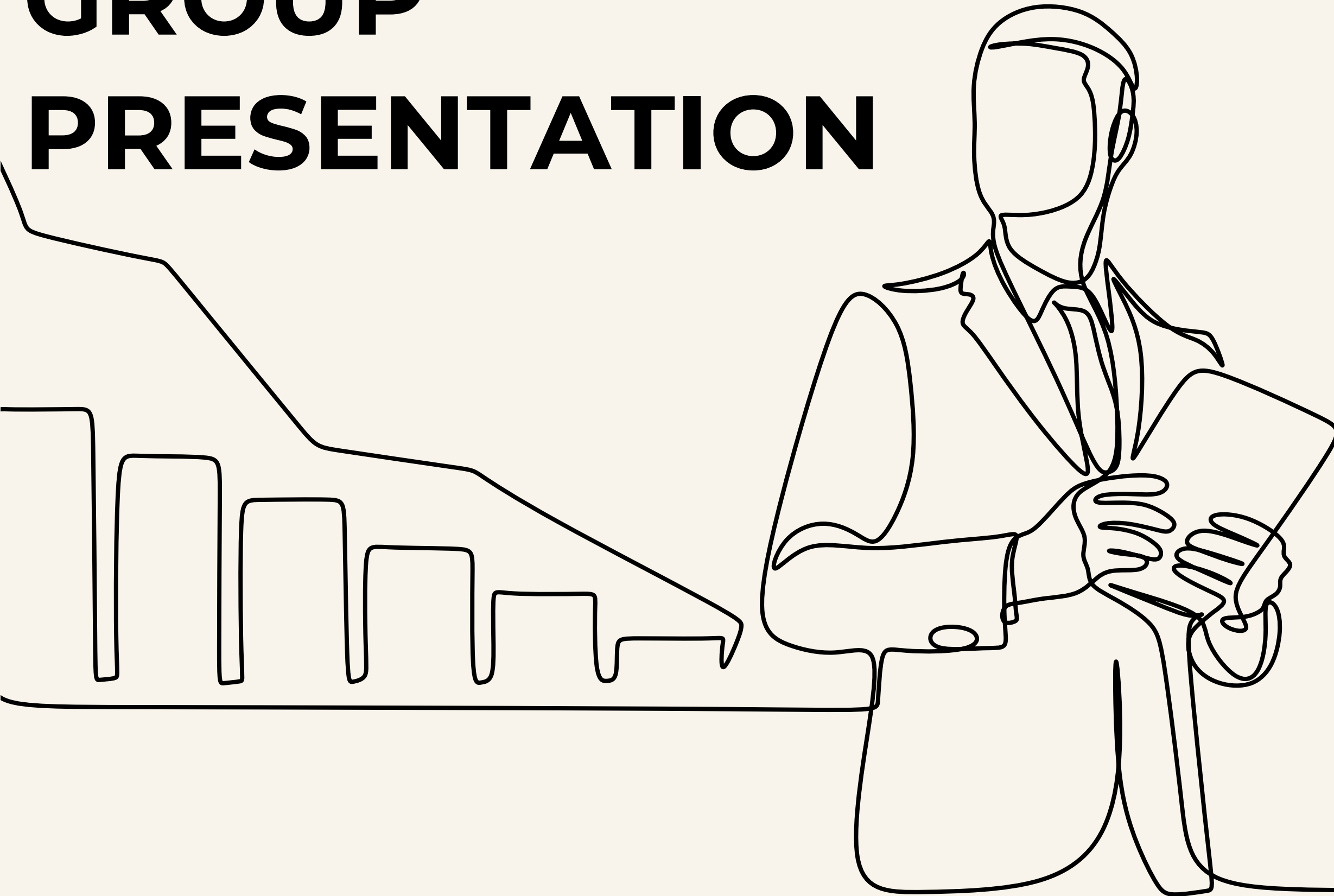
- Fully hear the question, then restate it for clarity and audience understanding.
- Admit when you don't know an answer and offer to follow up.
- Handle critical or challenging questions with composure.
- Address your answer to everyone, not just the person who asked.

(Jackson, 2020)



INDIVIDUAL VS GROUP PRESENTATION

**What are the
advantages and
disadvantages of
these styles of
presentations?**



INDIVIDUAL PRESENTATION

Advantages:

- Full control over content and delivery.
- Clearer, unified voice and message.
- Easier to manage time and pacing.

Challenges:

- All preparation and delivery responsibility falls on one person.
- Limited perspectives and creativity.
- No backup if something goes wrong.

(Williams, 2021)



GROUP PRESENTATION

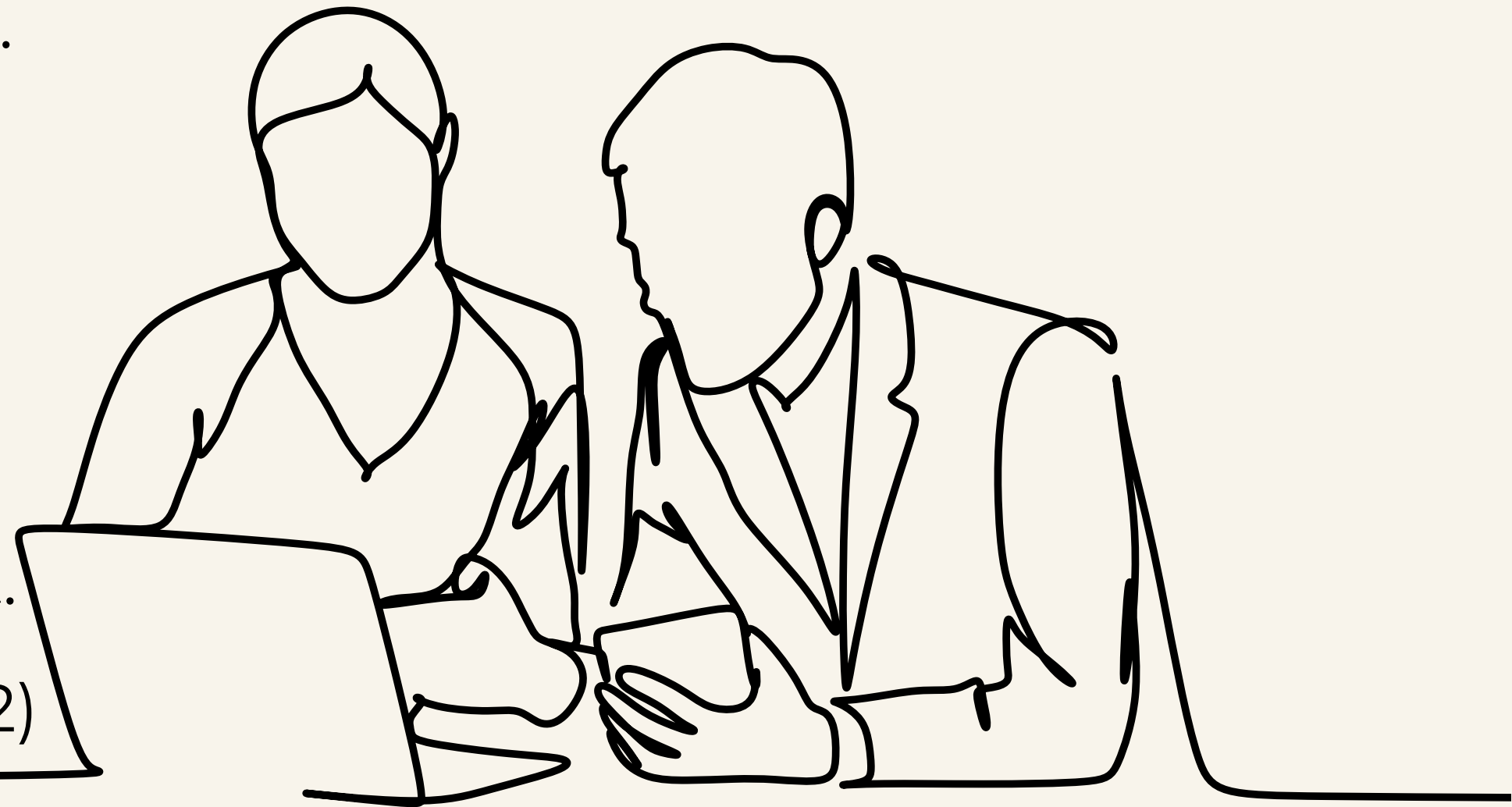
Advantages:

- Combines diverse skills and perspectives.
- Shared workload for preparation and delivery.
- Backup support during the presentation.

Challenges:

- Coordination can be time-consuming.
- Risk of inconsistent delivery styles.
- Unequal contribution may cause conflict.

(Mitchell, 2022)



Recap – Presentation Task 3

Please refer to the Module Handbook, and we'll go through the task together.

The Key to a Successful Presentation

The foundation of delivering a great presentation lies in **practice** and **experience**. Without these, it can be challenging to refine your presentation skills (Roberts, 2021).

Next week, you'll have the opportunity to put this into practice by presenting on a topic of your choice. Stewart (2019) suggests that people tend to feel more comfortable discussing topics they are passionate about.

Why is this the case? When you're confident in your subject matter, you're able to speak with authority, and you can respond to questions with ease and self-assurance.

Mock Presentations!

Choose a Topic:

- Pick a topic you are passionate about, something you can talk about comfortably for 5 minutes. This could be a hobby, interest, or anything you enjoy talking about.

Outline Your Structure:

1. Introduction (1 minute):

- Introduce your topic and explain why it's important or interesting to you.

2. Body (3 minutes):

- Break your topic into 2-3 key points. Each should be around 1 minute.
- Provide examples that make your points engaging and relatable.

3. Conclusion (1 minute):

- Summarise your key points.
- End with a call to action, a memorable quote, or a closing thought.

Let's look at my example!!

Next Week

Mock Presentations!

Please email me your presentations by next week or save them to a memory stick.

Or you can use the sheet of paper!

Lesson Objectives - Recap

Today, we have covered:

- The five key stages for a successful presentation: Planning, Preparation, Practice, Performance, and Presentation.
- We explored the importance of tailoring content and visuals to suit the audience and how these elements contribute to a more effective presentation.
- We explored how using body language, voice control, and visual aids effectively to create an engaging presentation.
- You completed the PowerPoint workshop with Jessica Hill.
- You learned how to plan and structure a presentation effectively.

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If you have any questions,
then please do not
hesitate to reach out.

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