



DIFFERENT PRESENTATION METHODS

Module Name

Student Name
Student ID

Executive Summary

The purpose of this report is to investigate the different methods of presenting to an audience and how the use of visual aids can help the presenter. The ways in which a speaker can use non-verbal gestures to good effect to enhance a presentation will also be discussed. In addition, this report will investigate how a presenter should behave, and how audience behaviours can be read, and acted upon, to the benefit of the presenter.

The report concluded that careful consideration should be made as to the use of visual aids to maximise the effectiveness of a presentation. Also, the use of correct body language and non-verbal gestures were found to be beneficial to the success of a presentation. Furthermore, the report highlighted the importance of being able to read certain audience behaviours, and how they should be acted upon for a more successful presentation.

Table of Contents

Executive Summary.....	8
1. Introduction	10
2. Main Findings	11
2.1 Presentation Methods	11
2.2 The Audience.....	12
3. Conclusion	14
4. Reference List	15

1. Introduction

Formal presentations are used in the business and academic world to orally convey information from a group or an individual to an audience (Bradbury, 2006). When conducting a presentation, a suitable style of presenting should be used. A presenter should decide on the most suitable style of presentation depending on the context and intended tone of the presentation.

There are various methods that a presenter can use to make their presentation more interesting and captivating to an audience. The effective use of non-vocal gestures can be a useful tool in delivering a successful presentation (Kuhnke, 2012). Additionally, the use of presentation software can help to keep a presentation structured and to illustrate key points (Johnson & Christensen, 2011).

Furthermore, how an audience behaves during a presentation can be a useful indicator to the success of a presentation, and any negative audience behaviour can have a negative impact on the presenter (Bradbury, 2006). A successful presentation will depend upon the presenter being able to read the audience behaviour correctly and react accordingly.

2. Main Findings

A successful presentation will depend upon: how the presenter has prepared for the presentation, the method of presenting used, and how the audience reacts. This section will discuss these points in more detail.

2.1 Presentation Methods

When planning for a presentation, the presenter should decide whether to read or learn their presentation (University of Leicester, 2009). If the reading method is chosen, then the presenter has the benefit of including everything as intended without omitting important points, but has the disadvantage of not being able to effectively connect with the audience. On the other hand, if the learning method is chosen, the presenter will be able to act more naturally and thereby establish a better rapport with the audience. However, in using this method, the speaker could forget to include key points.

A person giving a presentation will often make use of visual aids to enhance the delivery of their presentation. Most often than not, presentation software such as Microsoft PowerPoint will be used to add a visual element (Johnson & Christensen, 2011). There are two main presentation techniques when making use of PowerPoint. Johnson & Christensen (2011) state that the first technique is heavily reliant on the use of bullet points, whereas

the second is a newer approach that is more simplified, and uses more imagery and less on-screen text.

The correct use of body language can help convey a message when giving a presentation (Kuhnke, 2012). Kuhnke (2012) argues that using non-verbal language and gestures to compliment your speaking can give emphasis and clarity to what is being said. Kuhnke (2012) also states that a person who uses their body language to the greatest effect will carefully choose their body gestures, to maximise the impact of their presentation to the audience.

2.2 The Audience

To make a presentation more captivating for an audience, the presenter should ensure that the opening sequence is suitably creative (Baker & Thompson, 2004). Presenters should also try to include metaphors and examples in their presentations. It is also useful to include audience interaction to maintain the interest of the audience. In addition, Baker & Thompson (2004) argue that a presenter should possess the qualities of being knowledgeable, genuine and likeable to increase the success of their presentation and connect effectively with the audience.

The presenter should be able to read the body language of the audience, and then work on building a rapport with those members who seem most interested. This positive connection that the presenter establishes then tends to emanate throughout the audience in what is known as the "Aura Effect" (Bradbury, 2006). This technique can also have the benefit of helping the presenter to ignore negative audience behaviours which can discourage the speaker. Also, negative behaviours can easily be misread, for example, a bored looking audience member could just be very tired.

3. Conclusion

To conclude, there are many important factors to consider when planning a presentation.

The method used should be chosen carefully depending on the type of presentation and the type of audience. Also, consideration should be made to the use of visual aids to enhance a presentation. One further point of interest was that non-verbal gestures can be an effective tool to embellish the delivery of a presentation.

This report also highlighted the importance of effective body language to enhance the delivery of a presentation. In addition, the ability to read audience behaviour can help the presenter to build rapport with the audience, thereby resulting in a more successful delivery.

4. Reference List

Baker, W H & Thompson, M P. (2004), 'Teaching Presenting Skills', Business Communication Quarterly, 67:2, pp. 216-219.

Bradbury, A. (2006), Successful Presentation Skills, (Third Edition), London: Kogan Page.

Johnson, D & Christensen, J. (2011), 'A Comparison of Simplified-Visually Rich and Traditional Presentation Styles', Teaching of Psychology, 38:4, pp. 293-297.

Kuhnke, E. (2012), Body Language for Dummies, (2nd Edition), Chichester: Wiley.

University of Leicester. (2009), 'Delivering an effective presentation', [Online], Available: <http://www2.le.ac.uk/offices/ld/resources/presentations/delivering-presentation>, [2016, November 3].