

Academic, Industry & Digital Skills

Week 7

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Learning Objectives

- Understand the key principles of creating an effective presentation
- Get an introduction to using Canva and its basic features
- Learn how to confidently deliver a successful presentation





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Presentation Skills – The Basics

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Presentation Skills

In pairs, discuss the key factors that contribute to delivering a clear and successful presentation. Consider the following areas:

- **Audience**
- **Slide Design**
- **Delivery**
- **Engagement Techniques**
- **Timing & Pacing**



Preparing a Presentation

- **Understand your audience**
 - Academic peers, industry professionals or general audiences
 - Tailor language, examples and depth accordingly
- **Define the objective**
 - Inform, persuade, inspire, entertain, demonstrate
- **Structure your content** (classic structure works well)
 - **Introduction:** Grab attention, state objectives
 - **Body:** one main point per slide with evidence/examples
 - **Conclusion:** Summarise key points, provide takeaways



Top Tip: Use the “*Tell them what you’ll tell them, tell them, tell them what you told them*” approach.

Preparing a Presentation (contd.)

- **Research and In-text citations**
 - Ensure credibility of your sources
- **Time management**
 - Stick to your allotted time; practice with a timer!



Design your Slides

Guidelines for effective slides:

- Keep slides **simple and uncluttered**
- Use **visuals**: images, charts, infographics. Reference accordingly.
- Ensure all visuals support your point
- Limit text: **6 words per line, 6 lines per slide** (rough rule)
- Consistent **font, colour** and **layout**
- Avoid reading slides word-for-word – slides are cues, not scripts.
- Use transitions sparingly



Delivery Techniques

Non-verbal skills:

- Maintain eye contact
- Use natural gestures
- Stand confidently; avoid fidgeting (grab something to hold on to if needed)

Verbal skills:

- Speak clearly, at a moderate pace
- Emphasise key points with pauses and intonation
- Avoid filler words: “um”, “like”, “you know”

Activity

In pairs, each student takes turns speaking for **1 minute** on a simple topic such as:

- Their favourite hobby
- A TV show or film they like
- A memorable trip
- A dream job

While one student speaks, the other actively **listens and counts** the filler words they hear. They can use tally marks for:

- *Um / Uh, Like, You know, Sort of/kind of*, any others that appear frequently

Switch roles and repeat the task with a new topic.

Delivery Techniques (contd.)

Engaging the audience:

- Ask rhetorical questions or quick polls
- Tell a relevant short story or example
- Relate content to your experiences

Handling Questions & Anxiety

Dealing with nerves:

- Practice deep breathing before starting
- Focus on the message, not yourself
- Visualise success

Handling questions:

- Listen carefully; don't interrupt
- If unsure, ask us to repeat or rephrase the question!
- Keep answers concise and polite

Practice Tips

- Rehearse in front of friends/family, a mirror or record yourself
- Time your presentation and adjust content
- Practice gestures, voice modulation (**tone, pitch, volume, pace**) and slide transitions



Summary

THE 5 P'S:

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

Preparation + practice = **confidence!**

Clear structure + engaging delivery = **effective presentation!**

Continuous improvement: each presentation is a learning opportunity!



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Assignment 2: Presentation

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Assignment 2: Presentation

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:			
Module:	Academic, Industry, and Digital Skills		
Module code:	BMTP4015	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Lisa Bassler	Internal Verifier:	Chris Wilkin
Assignment Title:	Presentation	Word count (or equivalent):	10 Minutes
Submission deadline:	Friday, 1st May 2026 by 23:59pm	Return date of provisional marks & written feedback:	Tuesday, 2nd June 2026 by 23:59pm

Assignment 2: Presentation

TASK DESCRIPTION

Presentation

You are required to prepare and deliver a **10-minute individual presentation**. In your presentation, you should reflect on:

- How the *Academic, Industry, and Digital Skills* module has helped prepare you for university.
- The key skills you have developed during this module.

Your presentation must cover **at least the following areas**:

1. **One academic skill** (e.g. time management, academic writing, academic integrity etc.).
2. **One industry skill** (e.g. teamwork, communication, awareness of professional expectations in the tourism, events, or leisure sectors etc.).
3. **One digital skill** (e.g. use of digital tools for research, e-learning etc.).

Assignment 2: Presentation

In your presentation, you should:

- **Describe** the chosen skills and explain why they are important.
- **Reflect** on how you have developed these skills during the module and what you found most valuable in the learning process.
- **Analyse** how these skills will support your ongoing academic journey.
- **Evaluate** how they can be transferred to professional contexts or placement opportunities, particularly within the tourism, events, or leisure industries.

Assignment 2: Presentation

Structure

Please ensure your presentation includes all relevant elements:

Title Page (student name/ID, module name/code, assignment title, lecturer's name, date)

AI Acknowledgement Statement (please use the provided template)

Introduction (~1 minute)

Main Body (~8 minutes)

Conclusion (~1 minute)

Reference List

Assignment 2: Presentation

Presentation Requirements

- Length: The presentation should last **10 minutes** (+/-10% = 1 minute)
- References: A minimum of **7 academic references** is required (excluding images, photos etc.)
- You should use **PowerPoint** (or another digital presentation tool) to support your talk.
- The presentation should be delivered in a **professional manner**, making use of clear communication, structured organisation, and appropriate visual aids.
- Narration and reflection should be in the **first person**, but the explanation and analysis of skills should maintain an academic tone.

Assignment 2: Presentation

Assessment Criteria

Your presentation will be assessed on the following:

- **Content and Understanding:** Clear explanation of chosen academic, industry, and digital skills with relevant examples.
- **Reflection and Application:** Evidence of personal reflection on what was learned, with thoughtful links to future academic study and professional practice/placement opportunities.
- **Structure and Organisation:** Logical flow, clarity of key points, and effective use of presentation slides.
- **Delivery and Communication:** Confident presentation style, appropriate pace, tone, and professional use of digital tools.

Assignment 2: Presentation

Guidance Notes

- Aim for around **8-10 slides**, with one key idea per slide.
- Use a balance of text, visuals, and examples to keep your audience engaged.
- Practice your timing to ensure you stay within the 10-minute limit.
- Consider applying a **reflective model** from classroom learning to structure your reflective element.
- Remember to reference any external sources (e.g. definitions, frameworks, or case studies) in line with the **Harvard Referencing style**. Images used within your presentation must also be referenced accordingly.

Assignment 2: Presentation

Tips:

- Your lecturer will be assessing you on your knowledge and understanding of the topic. The information included on the slides should be limited and only there as a visual aid to remind you about what is to be discussed and also remind the audience of the main points.
- Consider limitations of time. You cannot possibly discuss everything you have researched about the topics in great depth – choose what to include carefully.
- Poor planning or a lack of planning results in students falling behind with assignments and deadlines being missed.

Next Week

- Our usual room will not be available on **27th November** due to WorldSkills.
- Please check your emails for instructions for next week.

