

BA International Hotel Management

*Module
BMIH6001*

Contemporary Themes

Week Five

Lola Villard-Coles BA, (Hons)

**HOSPITALITY
AND
TOURISM
MANAGEMENT**

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*



**Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David**

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

Aims For Today



Book your presentation slot

Presentation skills – what is expected?

Prepare and practice

Book your presentation slot

Add date

**3 Groups of
8 students**

9am to 11 am

9:00 Student name
9:15 Student name
9:30 Student name
9:45 Student name
10:00 Student name
10:15 Student name
10:30 Student name
10:45 Student name

11.30am to 1.30pm

11:30 Student name
11:45 Student name
12:00 Student name
12:15 Student name
12:30 Student name
12:45 Student name
13:00 Student name
13:15 Student name

2pm to 4pm

14:00 Student name
14:15 Student name
14:30 Student name
14:45 Student name
15:00 Student name
15:15 Student name
15:30 Student name
15:45 Student name

Making Effective Presentations



Presenting is a Skill...

It is developed through training and experience

*Good news :
“Great speakers aren’t born,
they are trained.”*

Why Give A Presentation?

Three Main Purposes:

- Inform
- Persuade
- Educate



Definitions

Presentation

- “Something set forth to an audience for the attention of the mind “

Effective

- “...producing a desired result”

Fear

- Feared more than death!
- THE FACTS: Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees
- NORMAL!



Causes of the Anxiety

- Fear of the unknown OR loss of control
- Fight or flight mode
- No backup plan
- No enthusiasm for subject
- Focus of attention



Effective presentation

- Control anxiety – Don't fight it
- Audience centered
- Accomplishes objective
- Fun for audience
- Fun for you
- Conducted within time frame

Planning your presentation



- Determine purpose
 - What do you want to accomplish?
- Know your audience !!!
 - Success depends on your ability to reach your audience
 - Size
 - Demographics
 - Knowledge level
 - Motivation
 - Why are they attending?
 - What do THEY expect?

More Planning

- Plan Space
 - Number of attendees and seats
 - Seating arrangement
 - Lighting, and lighting controls
 - Audio/Visual equipment
 - Distracters
- What Day and Time?
 - Morning
 - Afternoon
 - Evening
 - Work day versus weekend
 - Any day!

Still More Planning

- Organization
 - Determine main points (1-5)
 - Evidence
 - Transitions
 - Prepare outline
 - Prepare a Storyboard
- Rehearse...Rehearse...Rehearse!!
 - In the actual room if possible
 - Work to a script and time your presentation
 - Practice Q & A
 - Check equipment – load your slides in advance
 - Make contingency plans

Organising Your Presentation

Organisational patterns:

- Topical
- Chronological
- Problem/Solution
- Cause/Effect

Presentation Outline

- Keyword reminders
- Conversational flow
- Flexibility
- More responsive to audience

Opening your presentation

- Introduce yourself
 - Why should they listen
- Get attention, build more rapport, introduce topic
 - Humour
 - Short story
 - Startling statistic
 - Make audience think
 - Invite participation
- Get audience response

Completing the Opening

- Clearly defining topic
- If informative...
 - Clear parameters for content within time
- If persuasive...
 - What's the problem
 - Who cares
 - What's the solution
- Overview



Presenting Main Points

- Make point-transition,...make point-transition,...make point-transition, etc...
- Supporting evidence
- Examples
- Feedback & questions from audience
- Attention to, and focus on, audience...
are they listening?

Concluding Your Presentation

Goal

- Inform audience that you're about to close
- Summarise main points
 - *"Tell 'em What You Told 'em."*
- Something to remember, or call-to-action
- Answer questions

Creating Effective Visual Aids

Designing Good Slides

- **Content**
 - If it doesn't add value, don't say/use it
- **Unveiling**
 - Is drama useful or necessary?
- **Colour**
 - Know your room and lighting
 - Dark room – use light font on dark background
 - Bright room – use dark font on light background
- **Subliminal messages**
 - Consider your audience and use carefully



Content

- Purpose
 - Complement speaker
 - Talk $\neq$ technical report
- Density
 - 7-10 lines/page
 - 4-8 words/line
 - Test: Project a sample in the room, or in a room of approximately the same size as will be used in the real presentation

Visual Aids

- PowerPoint slides
- Overhead transparencies
- Graphs/charts
- Pictures
- Films/video
- Flip charts
- Sketches
- Chalk or white board

- To make, explain or identify a point
- To emphasise, clarify or reinforce a point
- To remind, summarise or review a point
- We remember –
 - 10% of what we read
 - 20% of what we hear
 - 30% of what we see
 - 50% of what we see and hear

Visual Aids should..

- Enhance understanding
- Add variety
- Support claims
- Lasting impact
- Be simple and clear
- Supplement and support...
NOT DOMINATE!...
the presentation

Used poorly, however, they can be a distraction and lead to an ineffective presentation

Visibility aspect

- Use Sans Serif fonts (fonts without feet)
 - e.g. Arial, Tahoma, Trebuchet, Verdana, etc.
- Titles should be 32-44 pt. font size, **BOLD**
- Text should be as large as possible
 - First level 24-32 pt font size
 - Second level 20-28 pt font size
 - Etc.
- Use colour wisely
 - Contrasting colours

Low Contrast



White on yellow

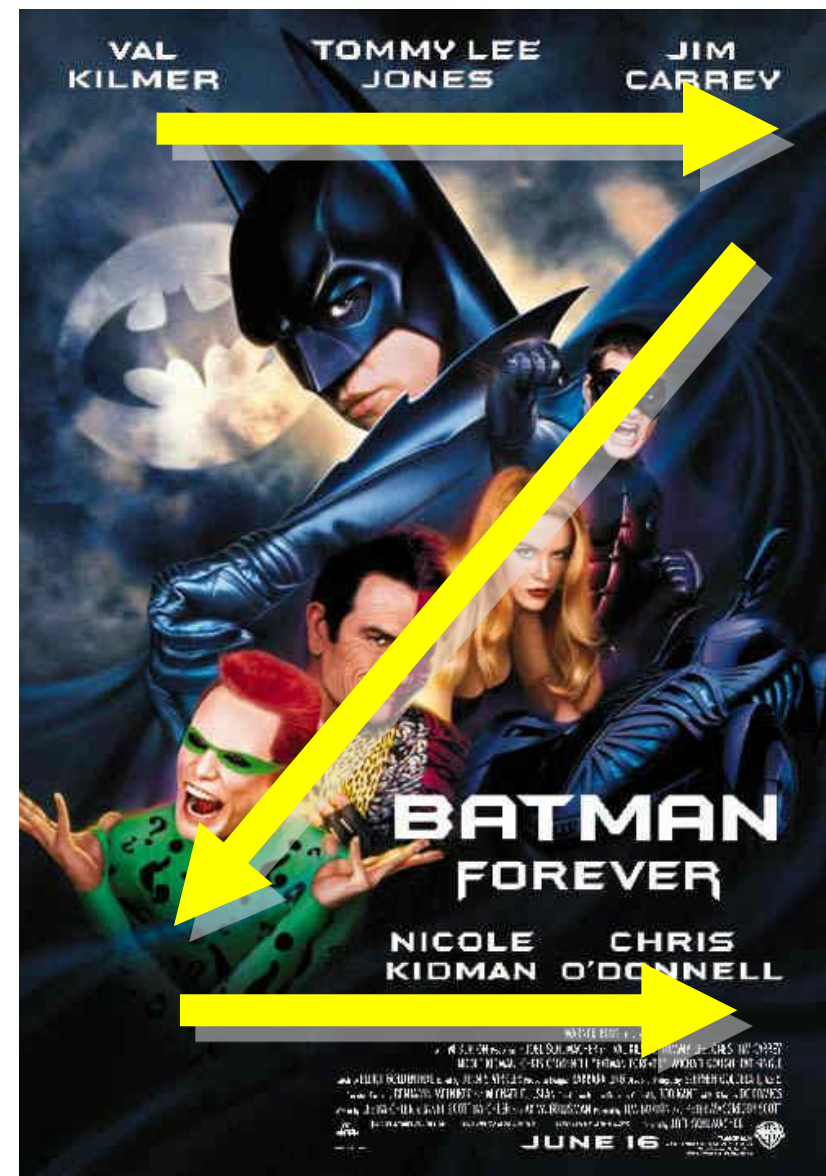
Yellow on white

Black on blue

Blue on black

Eye Movement The “Z” Rule

- Upper left
- Upper right
- Lower left
- Lower right



Effective Presentation Techniques

What Makes an Effective Speaker?

- Control of information
- The right words
- Use of body language
- Prompts, scripts and notes
- The right location
- Useful and meaningful visual aids

Vocal Techniques

- Loudness
 - Will you be using a microphone?
- Pitch
 - Vary to make points
- Rate
 - Watch your audience
- Pause for effect
 - Allow time for message to “sink in”
- Deviate from the norm for emphasis

The Voice

- C:** Clear – the use of simple, easily understood words and phrases
- L:** Loud (enough) – it is important that everyone can hear you
- A:** Assertive – a bright and confident air born of knowledge of the subject and good preparation
- P:** Pause – it is essential to allow the listeners time to digest what you have said

Body Language

- Make eye contact,...but move focus around the audience
- Use your hands,...but don't go crazy
- If possible move around,...but slowly!
- Maintain good posture
- Make sure everyone can see you
- DON'T speak with your back to the audience

Scripts and Notes

- Learn and use a script for formal presentations to large groups
- Small note cards, or PPT notes page, can be used, but FIRST write a script
- Underline key words that will best remind you what you want to say
- Use one card for each slide or topic
- If possible, have someone else advance slides for you

Common Problems

- Verbal fillers
 - “Um”, “uh”, “like”,
- Swaying, rocking, and pacing
- Hands in pockets
- Fidgeting
- Failure to be audience-centered



Speaker Reads Slides

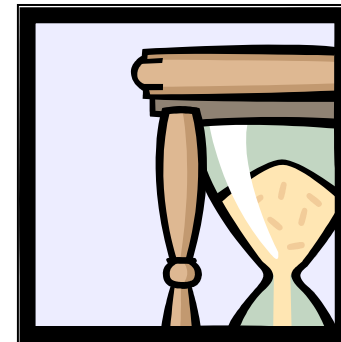


- A speaker may put his entire presentation on his slides. He turns his back to the audience and reads the slides aloud. Perhaps he feels this approach guarantees all the information will get to the audience.
- This may be the most annoying way to give a presentation. Audience members feel insulted: they already know how to read! They wonder why the lecturer doesn't simply hand out a copy of the slides.
- The visual presentation dominates the presenter. The presenter is not adding any value to what is on the slides.

Psst! This slide is way too busy!

Pauses

- Useful
 - Awaiting thought
 - Switching gaze
 - Reading slide
 - Reinforcing point
- Powerful
- Difficult



Control of Information

- Know your subject well
- Know what you are talking about
- Practice
- More practice
- More rehearsals
 - in front of the mirror
 - in front of colleagues or friends
 - in front of family members
- Believe in yourself
- Know your opening by heart

Closing Summary

- Audience is always attentive at the beginning
- Somewhat less attentive in the middle
- Generally more attentive at the end
- Tell them what you are going to say
- Then say it
- At the end, say it again
- Allow time for questions

5 Presentation Tips

1. Smile
2. Breathe
3. Water
4. Notes
5. Finish on, or under time

Summary

- **Guide audience gently**
- **Design slides carefully**
- **Use pauses effectively**
- **Answer questions inclusively**

VIDEO of conference presentation



<https://youtu.be/MnrJzXM7a6o>

Questions ?

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Prepare your Power Point

- Go to Moodle – BMIH6001 Contemporary themes – Assignment tile and **download the template – please use this template for your assignment**
- Remember, we need a 15 minutes presentation
- Apply the blue background (file section)

VIDEO on How to use PowerPoint (watch in your own time)



<https://youtu.be/XF34-Wu6qWU>

Next Week and following Week

One to one bookings

Please use the link on chat to book
a one to one to discuss your Draft
presentation

You can book a 15 minutes meeting

Add day and time

Or

Add day and time

I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

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