

# Engaging Audience

## RECAP

- Audience is an important component of any presentation
- You must Know Your Audience, Engage Your Audience & Dazzle Your Audience
- Know Your Audience includes:
  - Age, sex, experience, educational background
  - Attitudes, hot buttons
  - Expectations from the presentation
- Engage Your Audience includes:
  - Making it interactive
  - Using visual aids
  - Providing opportunity for asking questions
- Dazzle Your Audience includes:
  - Creating a positive and unforgettable moment in your presentation



# Learning Objectives



1

Introduction – What & Why

2

Engaging Audience

3

Structuring Powerful Presentations

4

Dealing with Challenges

5

Delivering Effective Presentations

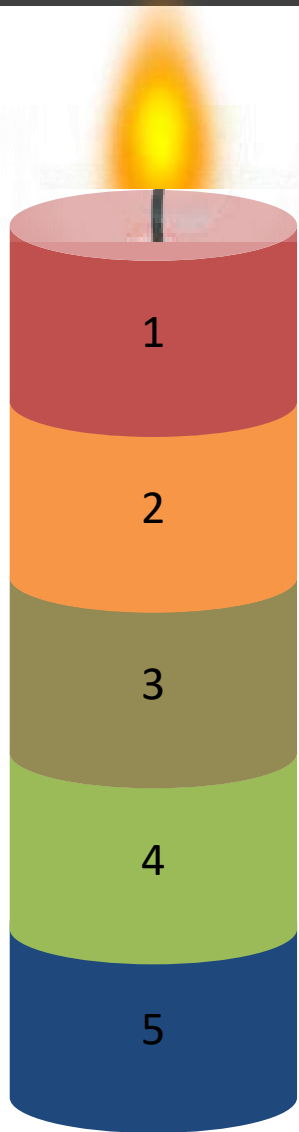
# Structuring Powerful Presentations

Effective Presentations  
do not just happen...  
they are structured & planned for.

The Presenter must structure  
powerful presentations so as to  
**'WOW'** his / her audience.



# Structuring Powerful Presentations



**Step 1.** Preparation

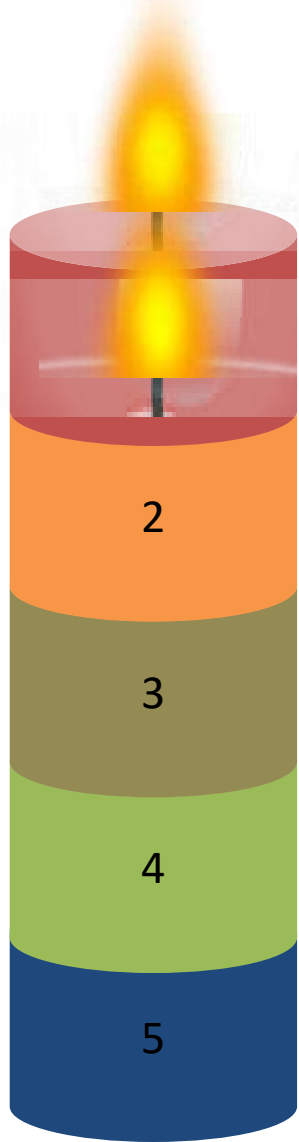
# Structuring Powerful Presentations

## Step 1. *Preparation*

- Understand the importance of preparation before presentation
- Understand the objective of the presentation
- Analyze & understand the audience
- Understand time constraints & schedule presentation
- Prepare for **C**ontent [what is the presentation about], **P**urpose [why is the presentation required] and **P**lace [where will the presentation take place]



# Structuring Powerful Presentations



**Step 1.** Preparation

**Step 2.** Design

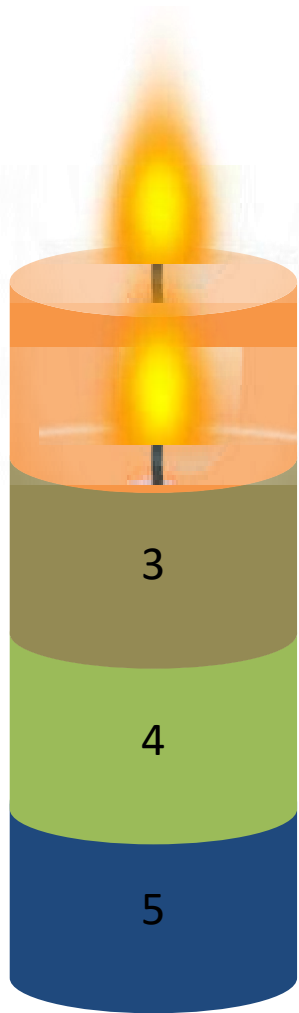
# Structuring Powerful Presentations

## Step 2. *Design*

- Use an effective title
- Craft the storyline & build a presentation story board
- Write the introduction & plan the ending
- Use visual aids & animations
- Add Interim summaries / recaps
- Present one idea per slide
- Do not crowd slides with text
- Font size of text should be legible from the back row
- Avoid overuse of red, shadows, animation, & transitions



# Structuring Powerful Presentations



**Step 1.** Preparation

**Step 2.** Design

**Step 3.** Delivery



# Structuring Powerful Presentations

## Step 3. *Delivery*

- Deal with nervousness & pressure
- Present yourself professionally
- Use different presentation styles considering the audience
- Use appropriate body language
- Handle questions with confidence
- Modulate your voice when required, to create impact
- Repeat your main idea
- Summarize important points
- Suggest action - what to do and when, where, and how to do it



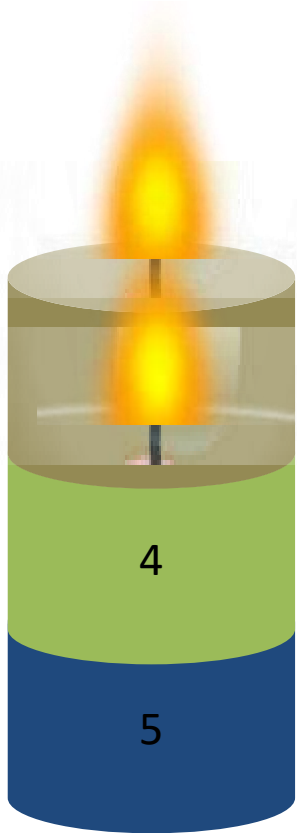
# Structuring Powerful Presentations

**Step 1.** Preparation

**Step 2.** Design

**Step 3.** Delivery

**Step 4.** Persuasion



# Structuring Powerful Presentations

## Step 4. *Persuasion*

- Understand the role of persuasion
- Adopt various techniques of persuasion – getting buy in by quoting examples, stating facts
- Bring logic while presenting
- Do not get into argument
- Do not apologize for being firm if required
- Be assertive not aggressive
- Carry a smile



# Structuring Powerful Presentations

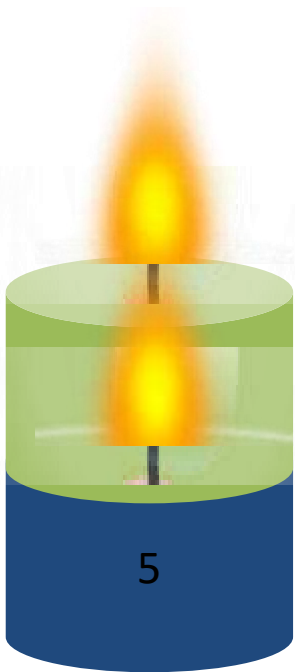
**Step 1.** Preparation

**Step 2.** Design

**Step 3.** Delivery

**Step 4.** Persuasion

**Step 5.** Logistics



# Structuring Powerful Presentations

## Step 5. *Logistics*

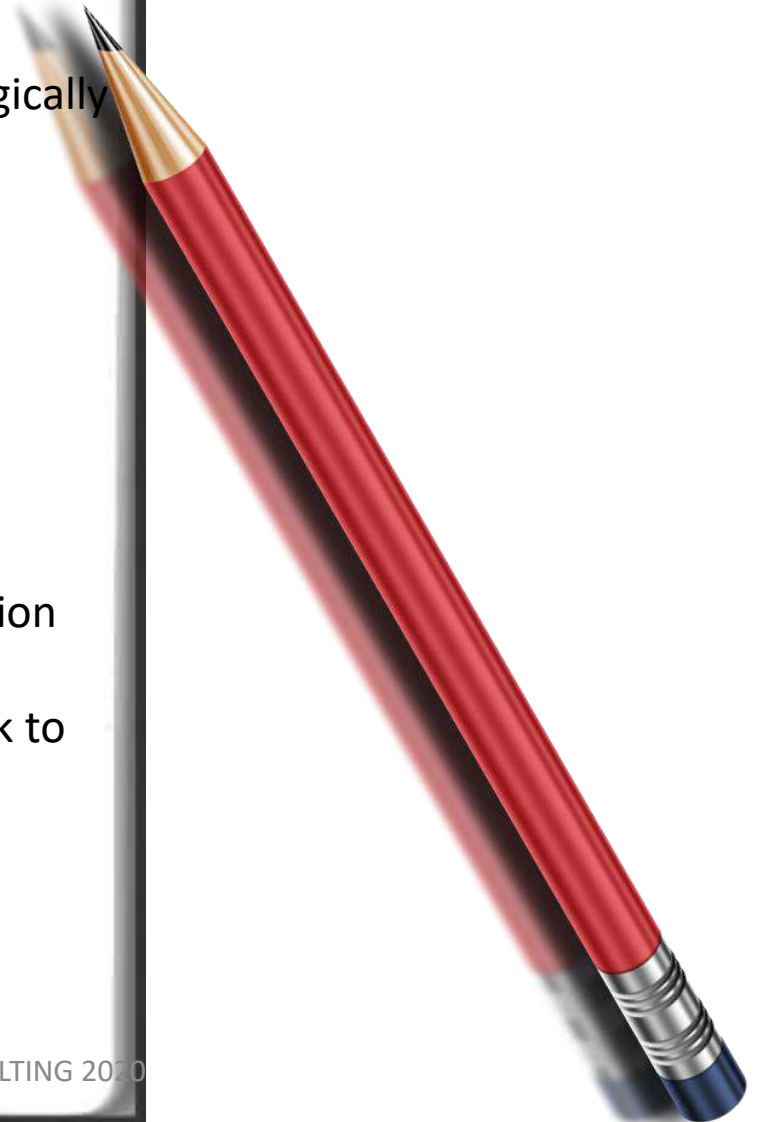
- Equipment needs
- Contingency planning in case of failure of equipment
- Audio Visual connections
- Air conditioning temperature
- Lighting – not too dark & not too over lit
- Handouts printed and ready to be distributed
- ‘Do Not Disturb’ sign placed at the door
- Name and time of the presentation mentioned outside the room to avoid confusion.



# Structuring Powerful Presentations

## RECAP

- Presentations need to be structured logically & sequentially for greater impact.
- Presentations should be structured as below:
  - Preparation
  - Design
  - Delivery
  - Persuasion
  - Logistics
- All the stages of creating any presentation are equally important.
- The Structure of Presentation links back to the three core ingredients of any presentation
  - Content
  - Audience
  - Self



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Delivering Effective Presentations

# Dealing with Challenges

For some people, the thought of giving a presentation is more frightening than falling off a cliff, financial difficulties, snakes and even death.





# Dealing with Challenges

## Why this Fear?



### 1. Stage Fright:

It is the fear of going on stage in front of an audience.

*Remember:*

- Stage Fright is normal, be open about it
- Audiences are forgiving

### 2. Handling Questions:

It is the fear of answering questions as they may be unknown, unpredictable, and might not have an answer always.

*Remember:*

- You are not supposed to know everything
- Sometime questions lead to answers

# Dealing with Challenges

## How to overcome Stage Fright?

**Research** your audience, get them to participate, establish a rapport by using names & eye contact. Never let them out of your sight.

**Practice** your presentation, do pilot tests in front of a mirror or friends. There is no substitute for practice.

**Greet** students as they enter. Shake hands, welcome them to the lecture & talk to them. Use audiovisual aids for a visual impact. Avoid eating a big meal before the lecture.



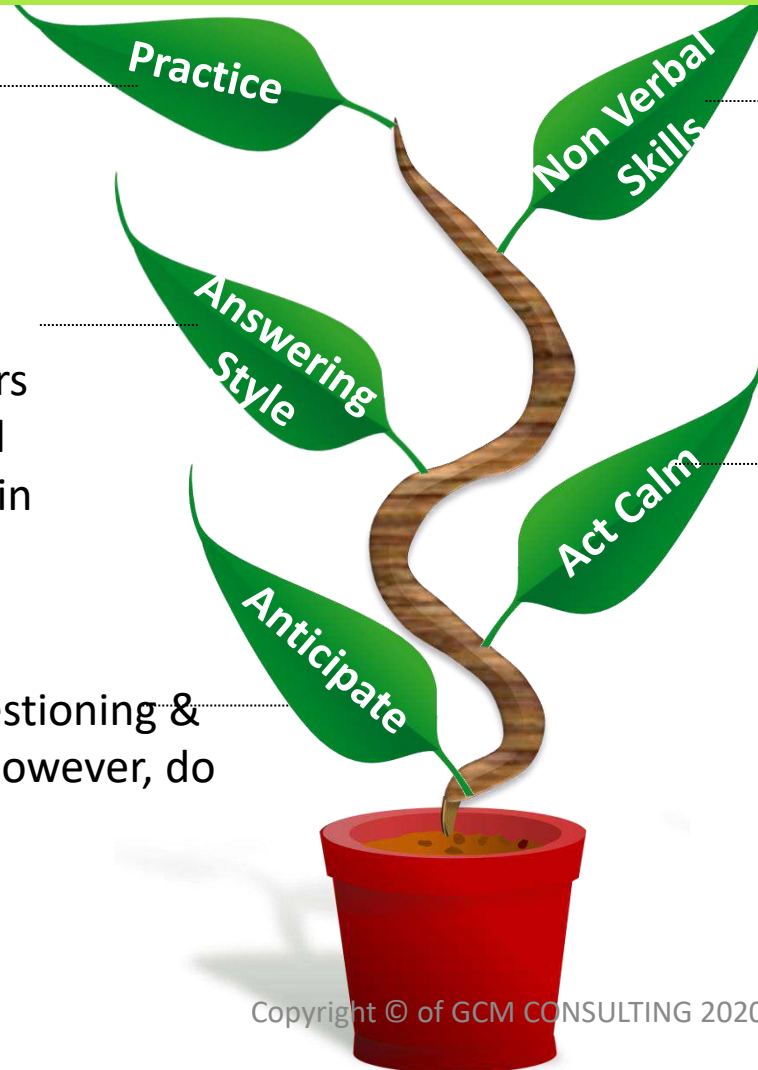
**Check** the equipment and the room in advance. Arrive early to ensure everything is ready. Check lighting & temperature controls. Decide where the lecture notes will be placed when they are not being held.

**Relax**, breathe deeply, visualize yourself successfully. Have a glass of water available during the lecture.

**Dress** comfortably & appropriately. Use your own style. Do not imitate anyone. Reach on time.

# Dealing with Challenges

## How to handle Questions?



Always practise your response for the anticipated questions.

Listen to the whole question. Keep answers brief. Be honest. Avoid negative words. Remain neutral and attentive.

Anticipate lines of questioning & keep answers ready. However, do not rank questions.

Look at the questioner. Pause before you respond. Address the questioner, then move your eyes to others. Do not get defensive.

Do not get confused or panic. Clarify question. In case you do not have an answer, defer to experts.

# Dealing with Challenges



**Tip**

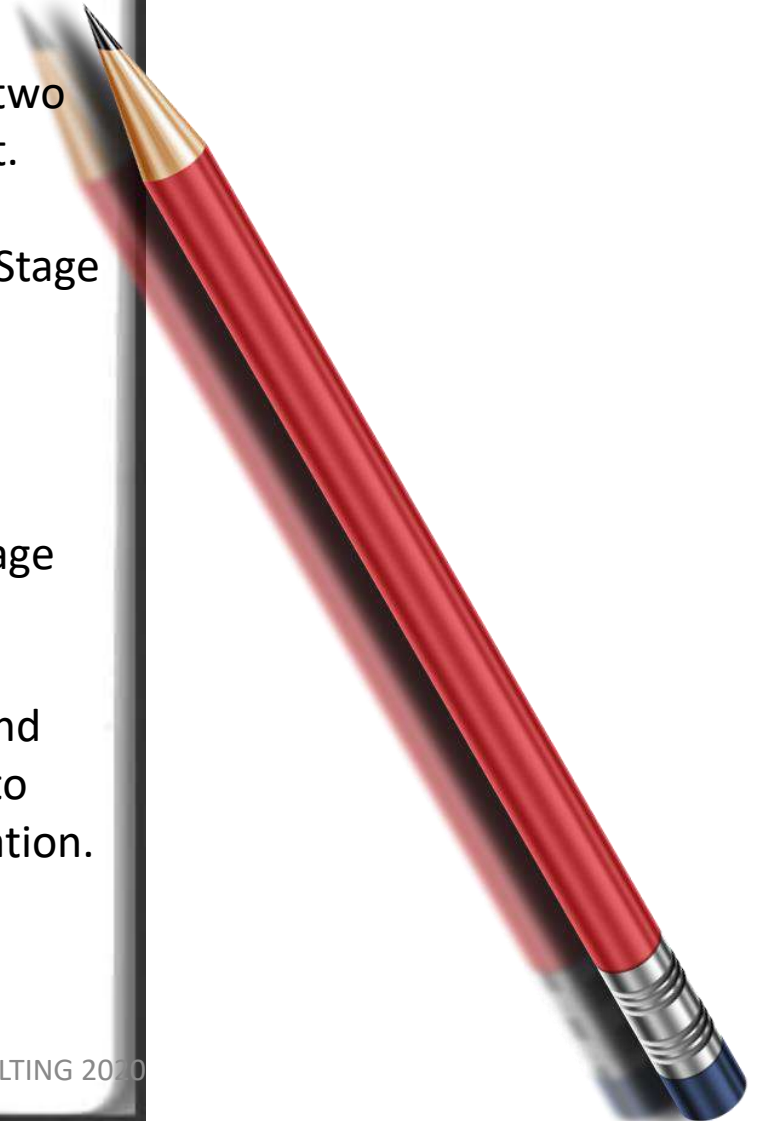
“Better to keep your mouth shut and appear ignorant than open it and remove all doubt.”

Mark Twain

# Dealing with Challenges

## RECAP

- Stage Fright & Handling Questions are two reasons why people hesitate to present.
- Practice is the key to both overcoming Stage Fright & Handling Questions.
- Knowing Your Audience and building a rapport with them by getting them to participate also helps in overcoming stage fright.
- Remember – Audiences are forgiving and everyone has a stage fright. The key is to stay calm, and be in control of the situation.



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Delivering Effective Presentations

# Delivering Effective Presentations

**John**, a conscientious, informed planner, always gets his reports in before they're due. His presentations sound like commodities futures reports, and his audience looks half asleep.

**Frank**, also a planner, hands in reports at the last minute, and they're not always complete. But when he speaks, people listen. He sounds as though he knows what he's talking about.

**Clearly, Frank** has an edge when it comes to plum assignments and even promotion. His advantage is the ability to make highly effective presentations to public officials, citizens, peers, and businesses. However, he didn't necessarily start out that way.

Let's understand what makes  
a Presentation – **Effective!**



# Delivering Effective Presentations

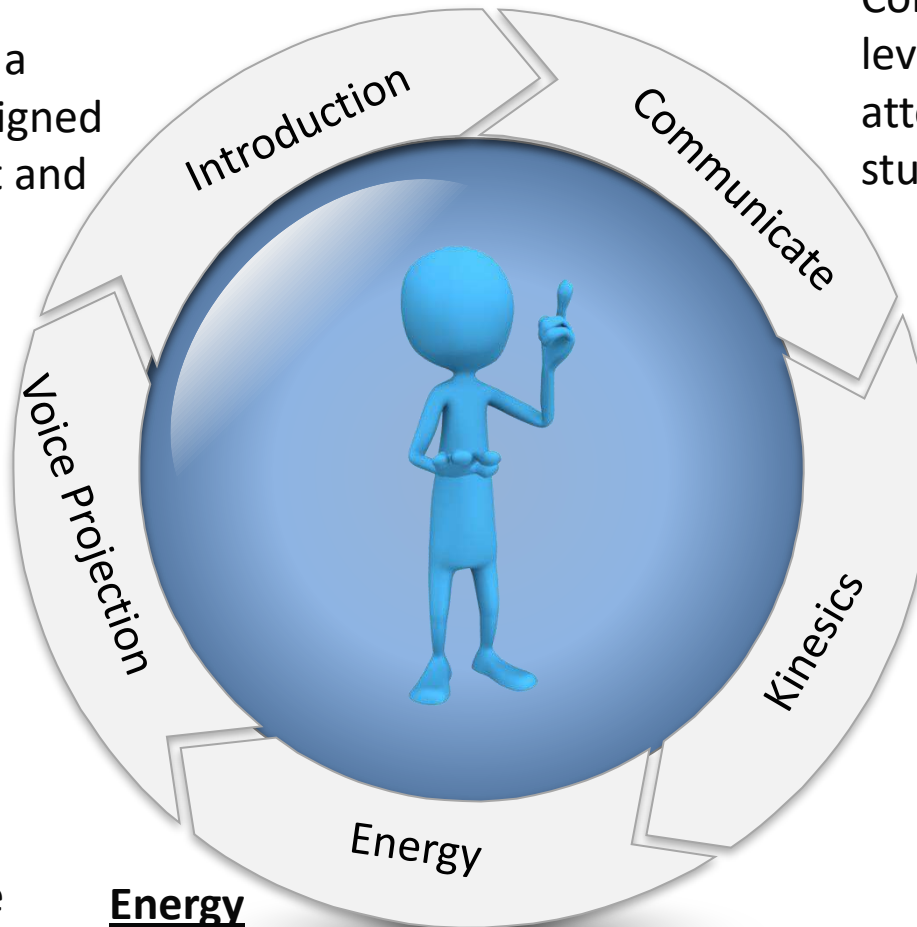
## Creating the 'WOW' factor

### Introduction

Open the lecture with a good introduction designed to capture the interest and attention of the participants.

### Voice Projection

Project the voice so that those in the back of the room can hear clearly. Use a microphone if necessary, with a long cord that will permit movement around the room.



### Energy

Exhibit enthusiasm about the topic.  
Smile and move around the room.

### Communicate

Communicate on a personal level. The presenter should attempt to relate to the students.

### Kinesics

Maintain eye contact with the audience. It provides feedback on how well participants understand the content. Gesture with hands and arms project a feeling of energy and excitement.



# Delivering Effective Presentations

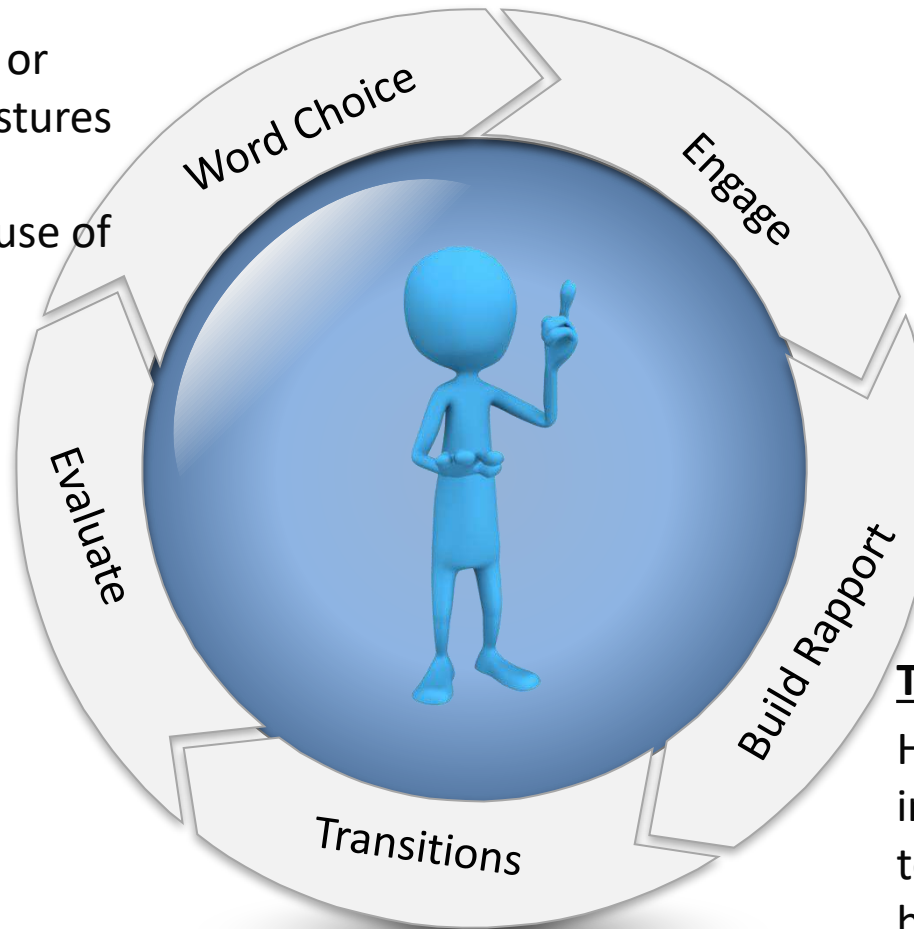
## Creating the 'WOW' factor

### Word Choice

Avoid the use of slang or jargons, phrases or gestures that may become distracting. Avoid the use of fillers [e.g., "um," "er," "you know"].

### Evaluate

Evaluate your performance as a presenter. Seek feedback.



### Engage

Ask a number of questions & encourage students to ask questions. Provide positive feedback when students ask questions, answer questions or make comments.

### Build Rapport

Use students' names as often as possible. Display a positive use of humour.

### Transitions

Highlight transitions by including an overview of next topic, an interim summary before a new topic, an activity [case study or problem-solving activity].

# Delivering Effective Presentations

## Evaluation Techniques

### Feedback from Participants

Ask participants to complete the feedback form post the session.

### Self Evaluation

Record yourself and analyze your performance.

### Feedback from Observer

Have an observer sit through your session and rate your performance as presenter.

# Delivering Effective Presentations

## Role of Text, Visual, & Vocal

Professor Albert Mehrabian did a lot of research into how we take in information during a presentation. He concluded that 55% of the information we take in is visual and only 7% is text.

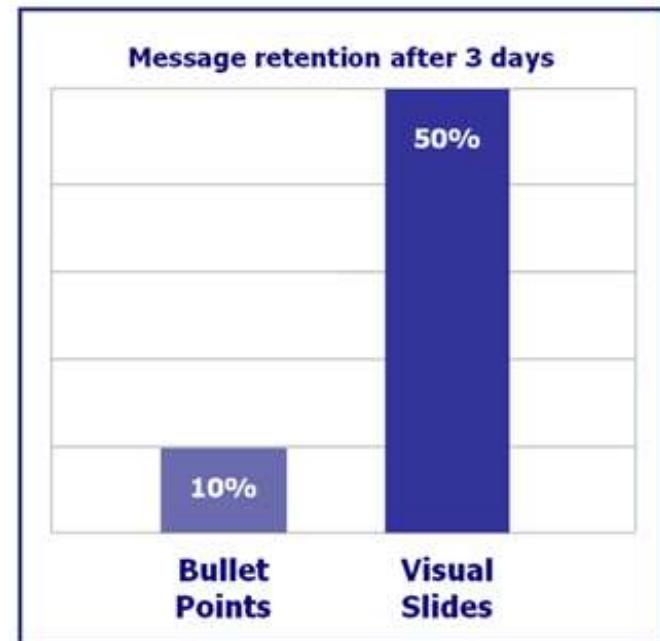


# Delivering Effective Presentations

## Role of Text, Visual, & Vocal

Make the Presentation ***Memorable***

- Use visuals [pictures, graphs, tables, props] whenever you can
- Create an unforgettable moment



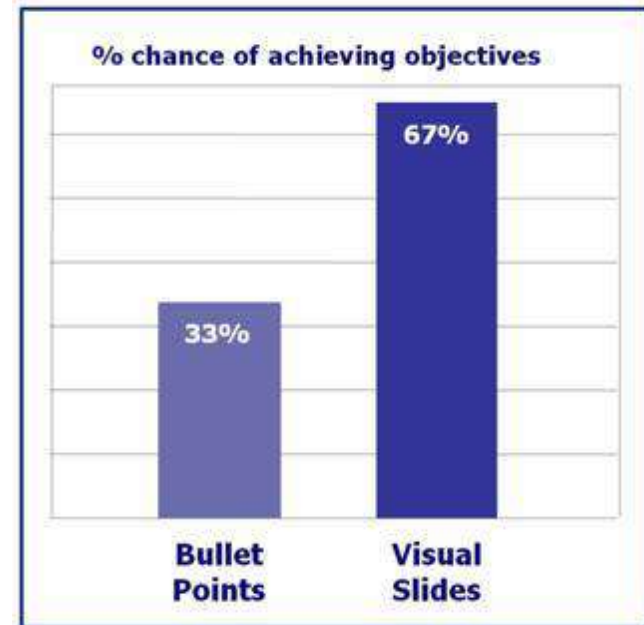
Inputs from: Study at the Wharton Research Centre

# Delivering Effective Presentations

## Role of Text, Visual, & Vocal

Make the Presentation ***Fruitful***

- Your Presentation could expect roughly to double the chance of achieving your objectives by using visual aids



*Inputs from: Decker Communications*

# Delivering Effective Presentations

## Basic Rules: *DON'TS*

- ✗ Lean on or grip the podium
- ✗ Rock or sway in place
- ✗ Stand immobile
- ✗ Use a single gesture repeatedly
- ✗ Examine or bite your fingernails
- ✗ Cross your arms in front of your chest
- ✗ Chew gum or eat candy
- ✗ Click or tap your pen, pencil or pointer
- ✗ Lean into the microphone
- ✗ Shuffle your notes unnecessarily
- ✗ Tighten your tie or play with your clothing



# Delivering Effective Presentations

## Basic Rules: *DON'TS*

- ✘ Crack your knuckles
- ✘ Jangle change / key in your pocket
- ✘ Read Slides
- ✘ Use Small Text
- ✘ Use very bright colors
- ✘ Use lot of text
- ✘ Use Complex diagrams / charts
- ✘ Turn your back to audience
- ✘ Go back in slides for repeating
- ✘ Turn off the lights any longer than necessary



# Delivering Effective Presentations

## Basic Rules: *DO'S*

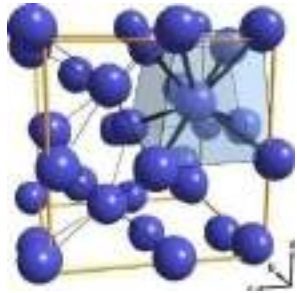
- ✓ Articulate yourself for greater impact
- ✓ Pronounce words correctly
- ✓ Vocalize your pauses
- ✓ Use correct grammar
- ✓ Use appropriate rate of speech – neither too fast nor too slow
- ✓ Volume – Speak at a neutral volume
- ✓ Pitch or tone – Use a pitch that is soothing to the ears
- ✓ Emphasize on the key message repetitively in your presentation





# Delivering Effective Presentations

## Key Components of Effective Delivery



Structure



Practice



Body Language



Anticipate



Confidence

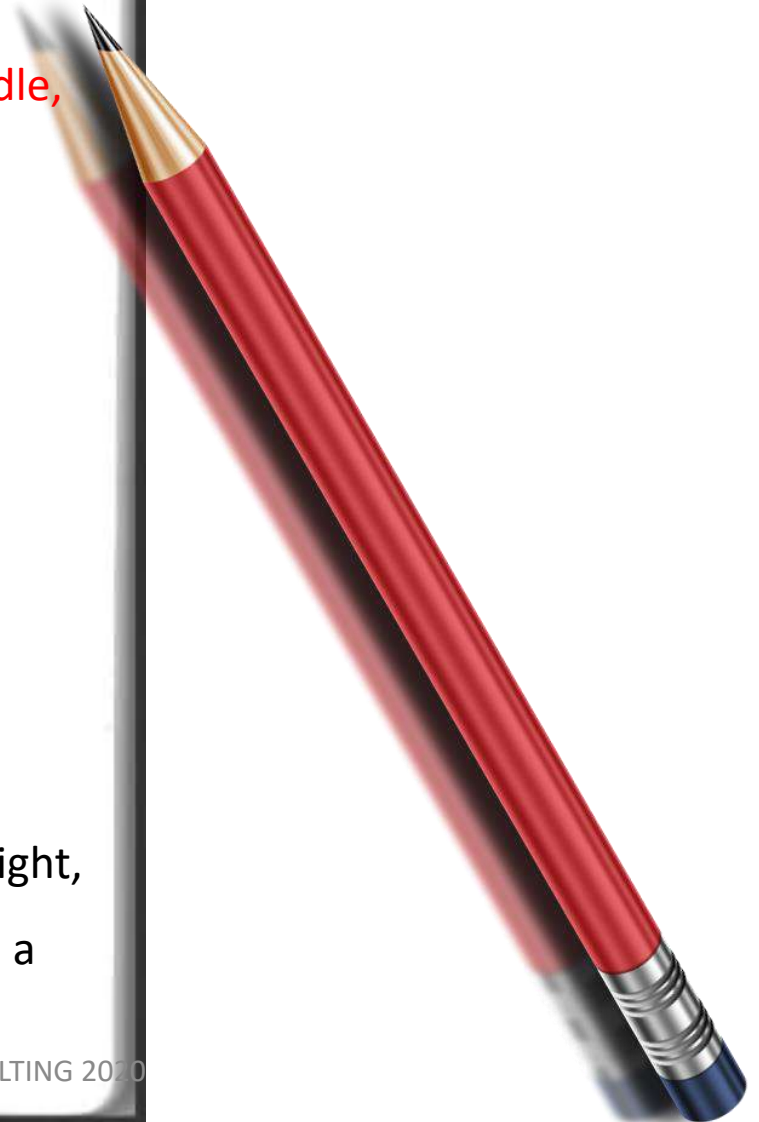


Communication

# Delivering Effective Presentations

## RECAP

- Have a logical order: Introduction, Middle, Main Points, & Conclusion
- Have handouts that audience can take afterwards
- Keep slides clean & simple
- Build a rapport with your audience
- It's normal to be nervous
- Practise in front of a mirror or a friend
- Speak clearly, concisely, & confidently
- Smile, make eye contact, stand up straight, and move around – do not hide behind a podium



# Presentation Skills

*Your primary duty is to understand what your audience needs to know and prepare the message and supporting materials in a way that delivers your message clearly and powerfully.*



*Don't just talk in front of the audience, talk to them.*