

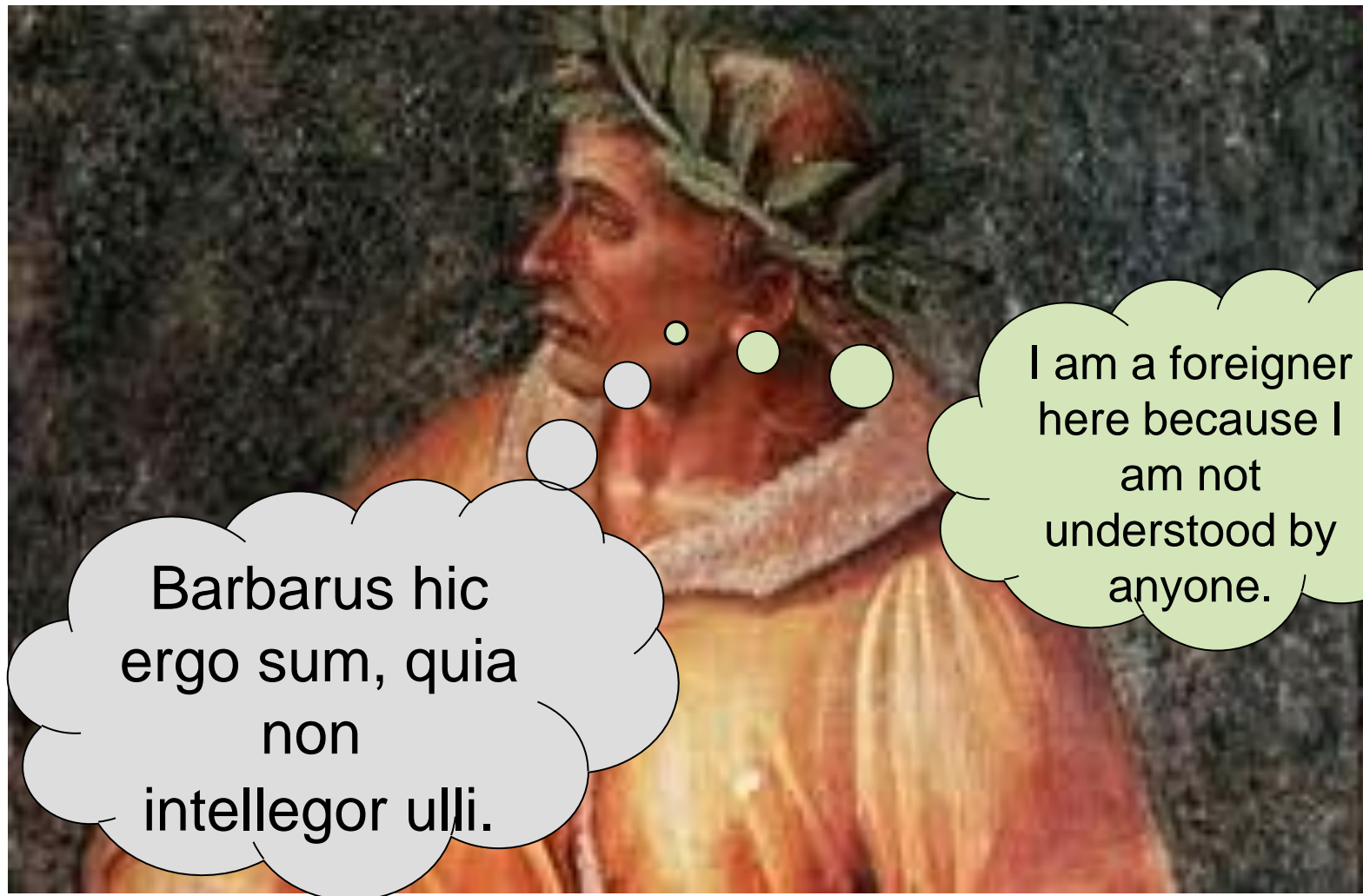


IMPROVE YOUR PRESENTATION

TIPS FOR SUCCESSFUL PRESENTATIONS

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Barbarus hic
ergo sum, quia
non
intellegor ulli.

I am a foreigner
here because I
am not
understood by
anyone.

Why is this a good practice presentation?

Legendary ocean researcher

Sylvia Earle

Effective presentation

“No one ever complains about a speech being too short!”
– Ira Hayes

1. Understanding your **audience.**
2. Preparing your **content.**
3. Delivering **confidently.**
4. Controlling the **environment.**



Understanding Your Audience

“No one can remember more than three points.”

– Philip Crosby

- Determine who the members of the **audience** are.
- Find out what they **want** and **expect** from your presentation. What do they need to learn?
- Create an **outline** for your presentation, and ask for advance feedback on your proposed content.



Preparing Your Content

“It takes one hour of preparation for each minute of presentation time.”
Wayne Burgraff

- include various techniques to keep the audience engaged and interested.
- structure your content:
 1. Identify a few key points;
 2. Use an outline;
 3. Start and end strongly;
 4. Use examples.



Delivering Confidently

“The audience only pays attention as long as you know where you are going.” Philip Crosby

- **Practice** to build confidence;
- Be **flexible**;
- Welcome statements from the audience;
- Use slides and other **visual aids**;
- Keep your visuals **simple** and **brief**;
- **Manage** your stress.



Controlling the Environment

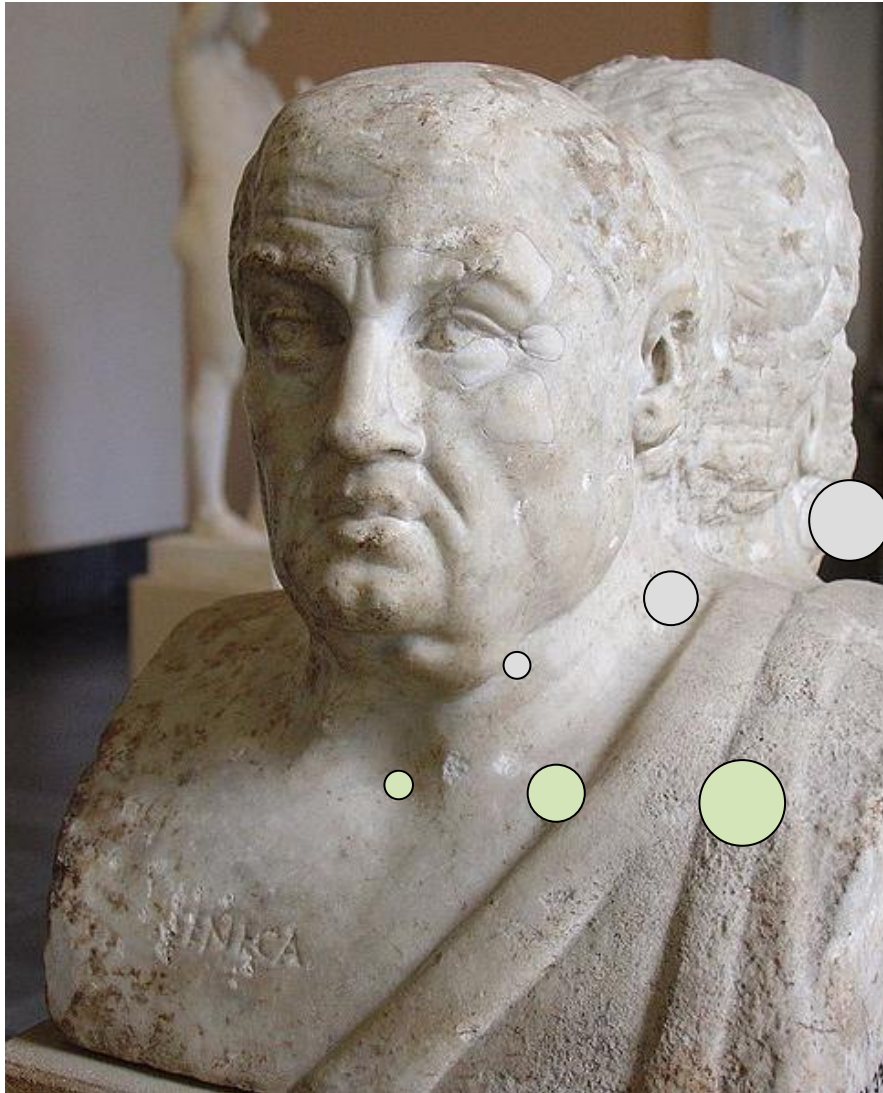
“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.” Dale Carnegie

- **Practice** in the presentation room;
- Do your own **setup**;
- Test your **timing**.



Further Tips for Presentations

- ☑ Dress appropriately for your audience.
- ☑ Don't use inappropriate humour.
- ☑ Vary your speech tones.
- ☑ Eye contact: enable dialog with audience
- ☑ Keyword notes: hold them cantered, A6 format



Longum iter est
per praecepta,
breve et efficax
per exempla

The path is long by
teaching, but short and
effective by practice.

Seneca, 4 BC