

A photograph of Steve Jobs on stage, wearing his signature black turtleneck and glasses, gesturing with his hands as if presenting. The background is a dark stage with blue lighting and a large, faint Apple logo on the right.

Presentation Skills



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Presenting information clearly and effectively is a key skill in getting your message across. Today, presentation skills are required in almost every field, and most of us are required to give presentations on occasions. While some people take this in their stride, others find it much more challenging

It is, however, possible to improve your presentation skills with a bit of work..

These slides focus on the same.



Various types of presentations include



01. Conference

02. Proposal

03. Wedding

03. Vote of thanks

03. Farewell

03. Seeking investment



They do not, however, all require the same approach. It follows, therefore, that there is no single set of rules that apply to all presentations. There are, however, some things that every presentation opportunity has in common. These are explained in the coming slides.

01.
Concise points

You will present better if you have prepared effectively.

This does NOT necessarily mean that you have written out your speech verbatim and rehearsed it until you know it off by heart—although that might work for some people. It does, however, mean that you have to be confident that you are saying the right thing, in the right way, to the right people..

02.

Common points

You need to be clear about your audience and your message.

Every presentation will be better if you have clearly considered the message that you want or need to convey, and how best to convey it to your audience. These two pieces of information drive your style, structure, content, and use of visual aids.

03.
Common points

You must never overrun your allocated time.

In other words, don't outstay your welcome. Almost every speech or presentation is better if it is shorter. Nobody minds going for coffee early or finishing before they expected to do so. Everybody minds being held up.

04.
Common points

Generally speaking, your audience starts on your side.

As a rule, your audience is there (more or less) voluntarily. They have chosen to listen to you, and they want to enjoy your presentation. The occasion is yours to lose.



Skip

Skip through some slides to a section that they may find more interesting;

Suggest

Suggest that everyone looks a bit sleepy, and maybe it would be better to start questions early, or have a discussion.

Ask

Ask the audience at the start of the presentation what they are expecting and what they want you to cover. That way, you can tailor the presentation to fit their expectations

Few other Important Points

Preparation

Preparation is the most important part of making a successful presentation. The most important aspects include the objective of the presentation, the subject, and the audience. Effective presentations usually require careful thought and preparation—although this preparation need not take very long.





01. Organize

Irrespective of whether the occasion is formal or informal, you should always aim to give a clear, well-structured delivery. To do so, you need to [organise your presentation material](#). You can either do this in your head, or use a technique like mind-mapping to help you identify links and good flow.

03. Decide

You also need to [decide on your presentation method](#). Presentations range from the formal to the informal. Your choice of presentation method will depend on many factors, including the audience, the venue, the facilities, and your own preferences.

02. Writing

By the time you come to write your presentation, you should know exactly what you want to say and the order in which you want to say it. You may want to use one of the standard presentation structures, such as 'What, Why, How?'. You will also find it helpful to consider how to tell your story most effectively, and to use stories in your presentation to illustrate points.

04. Visuals

Visual aids can add another dimension to your presentation, helping to hold your audience's attention, and also act as a reminder of what you wanted to say. However, they need handling with care. Only use visual aids if they are necessary to maintain interest and assist comprehension. If visual aids are not used well, they can ruin a presentation.

A particular case of visual aids is the use of data in a presentation

You also need to remember that many people find numbers difficult to understand.



There are times when using data in a presentation can really help you to tell the story better BUT not always

On the day of presentation

In the midst of movement and chaos, keep stillness inside of you. –
Deepak Chopra

The coming slides cover the important aspects of preparation on the final day





Managing the presentation event

You should make a prior visit to see the room, and ensure that you can operate all the necessary equipment. There is more about how to cope, including managing sound systems, audio-visual equipment and lecterns



Emotions

Many people also feel very nervous before and during a presentation. This is entirely normal, and can even be helpful if you can channel it in the right way. There are some tried and tested strategies and techniques to manage your nerves so that you can concentrate on delivering an effective and engaging presentation

A man with glasses and a dark shirt is speaking at a podium. He is looking down at a laptop on the podium. The background is dark.

Self Presentation

You need to fit with your audience's expectations if they are not going to spend quite a large chunk of your presentation dealing with the differences between expectations and reality.

A close-up of a pen lying on a piece of lined paper. The paper is white with blue lines and a red margin line. The background is a wooden surface.

Managing presentation notes

Few people are able to give a presentation without notes. You will need to know your own abilities and decide how best to make the presentation. You might manage your talk by using full text, notes on cue cards, keywords on cue cards, or mind maps.



After the presentation, you may be faced with a question-and-answer session. For many people, this is the worst part of the event.

Decide in advance how and when you wish to handle questions. Some speakers prefer questions to be raised as they arise during the presentation whilst others prefer to deal with questions at the end. At the start of your presentation, you should make clear your preferences to the audience.

Thank You.