

# Effective Presentations

# Goals

- ❑ A presentation is a reflection of you and your work. You want to make the best possible impression in the short amount of time given you.
- ❑ This session will cover:
  - How to prepare for a presentation.
  - Guidelines for creating effective slides.

# Guiding Principles

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- ❑ Make it simple.
- ❑ Make it clear.
- ❑ Don't let the technology dominate the presentation. You want the audience to remember the quality of your research, not your PowerPoint wizardry.

# Preparation

- ❑ What are the key points you want to make?
- ❑ Who is your audience? What are they interested in hearing and how familiar are they with your topic? Do they expect data or concepts?
- ❑ Remember: A presentation is different than a paper. Don't try to cover everything.

# Logistics

- ❑ How big is the hall where you will be speaking?
- ❑ How much time will you be given?
- ❑ What time of day is your talk?
- ❑ Carefully consider if you will depend on anyone else for producing your presentation—allow plenty of lead time.

# Equipment Needs

- ❑ Ask what you will be given and what you must bring with you.
- ❑ Consider all equipment you will need—
  - Internet connection
  - Computer
  - Microphone
  - Software

# Disaster Planning

- ❑ Consider what could go wrong and plan accordingly.
- ❑ Always have a backup.
- ❑ Bring a handout that covers all of your slides. Make sure they are legible.

# Organize the Material

- ❑ Time to sell your idea or research
- ❑ Answer the question, "Why should I listen to you?"
- ❑ Establish your personal credibility

# General Format Rules

- ❑ Stick to a maximum of two READABLE typefaces.
- ❑ Limit the use of color.
- ❑ Pick a style and stick with it.
- ❑ Keep it short, especially titles.
- ❑ Leave empty space.

# Presenting Data

- ❑ Make data/results the focus of your presentation.
- ❑ Don't try to include all data—use handouts for detailed information or refer audience to a Web site.
- ❑ Use color or special effects sparingly and consistently.

# Final Steps

- ❑ Practice! Recruit a friendly and constructively critical audience.
- ❑ Recruit a grammar expert.
- ❑ Show your presentation to someone who knows nothing about your field. Do they get what you want to say?

# Design Tips

## Fonts:

- ❑ Use upper and lower case lettering compared to all caps.
- ❑ Lines and rules should be thick or bold.
- ❑ Use font sizes large enough to view from anywhere in the room.
- ❑ Try not to use fonts smaller than 28pt (anything less than 18pt will be illegible to an audience).

# Group Activities

- Games
- Simulations
- Role-playing,
- Team-building exercises
- Brainstorming

# Dealing with difficult situations

- ❑ The group remains silent.
- ❑ Things are moving too fast.
- ❑ Things are moving too slowly.
- ❑ A talkative participant.
- ❑ A silent participant.
- ❑ The typical know-all.
- ❑ Sessions getting sidetracked.

# Contact Information

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