I. HOW TO DELIVER AN ATTRACTIVE PRESENTATION

## 1. BRAINSTORMING: ELEMENTS FOR A GOOD PRESENTATION

A brief oral summary of what students already know about presentation DOs and DON'Ts : what a good presentation looks like, how should the speaker behave or on the contrary what he should avoid doing, etc.

2. DELIVERING YOUR PRESENTATION: INTRODUCTION & WRAPPING UP

➢ Audio document *"Introducing a presentation "*

- Greetings
- Give your name, your company's name and job position / experience
- Explain the topic of your presentation and your goal (why should the audience listen to you? what will they gain from it?)
- Detail the organization / structure of your presentation (signposting)
- Say how you plan on handling questions

➢ Audio document *"Closing down and summarizing a presentation "*

- Give your audience a clear signal that you are about to finish
- Briefly summarize the main points of your presentation
- State your recommandation / give your call to action (let the audience know what you expect them to do)
- Thank your audience and invite them to ask questions or to discuss

3. A FEW MORE TIPS

➢ Video document *"How to avoid death by powerpoint "*
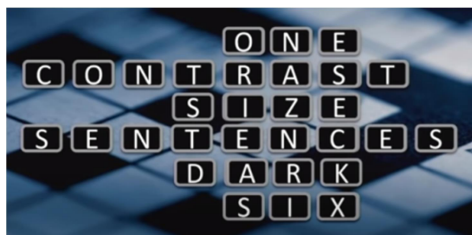
one : element per slide
contrast : to focus attention
size : the most important the bigger
sentences : don't talk simultaneously
dark : background for eye comfort
six : objects per slide

CONCLUSION: WHAT A GOOD PRESENTATION SHOULD INCLUDE

A. External elements (= the speaker) :

- Professional outfit
- Body language
- Voice clarity and volume, speech speed, intonation modulation
- Ask questions to engage your audience (and give them time to think about it)
- If your slide involves reading a sentence, keep silent for a few seconds, to give your audience time to read
- Take time to breathe (and let your audience process the information)

B. Internal elements (= the powerpoint) :

- Slides number: reasonably unlimited (= as much as you need)
- Piece of information (message) per slide : 1
- Elements per slide (keywords, numbers, visuals): 6 maximum
- Pay attention to text size (the most important the bigger)
- Avoid full text, prefer short sentences segments or keywords
- Select a readable and appropriate typo, avoid Comic Sans MS for example
- Choose relevant images to back up your speech
- Have smart visuals (helps the audience understand and remember)
- Use contrast to focus people's attention where you want it
- Prefer a dark background rather than a white one (visual comfort)
- Pay attention to colours, avoid agressive colours in general, except if specifically associated with your product / theme.
- Match your colours to your theme (eg: red for dynamism, green for organic / health, brown shades to sell coffee, and so on.)

Final advice

KEEP IN MIND THAT THE POWERPOINT **IS NOT** YOUR PRESENTATION, **YOU** ARE.

THE POWERPOINT IS JUST YOUR **VISUAL SUPPORT**, NOTHING MORE.

YOUR TASK :

Prepare a PowerPoint presentation on how to give the best possible presentation.

Deadline: email at rozenn.lorez@gmail.com by the 10th of October 2020.