Presentation Skills

Preparing, planning and delivering an excellent presentation
Top fears of the general public

19%  Death!
22%  Water
32%  Heights...
41%  Public Speaking

= an opportunity
Learning Outcomes

Understand the key features of giving a good presentation including:

• Content
• Design
• Delivery
What makes a good presentation?

there isn’t a simple answer...

- audiences change
- messages change
- goals change

However there are some basics..........
Elements of a presentation

• Purpose
• Relevant content
• Design
• Appropriate delivery
• Practice makes perfect
What’s your purpose 1

• What are you hoping to achieve with your presentation?
• Is the presentation to inform, train, persuade, show your ability, entertain or demonstrate?
• Do you aim to get ideas or feedback from the audience, as well as sharing your ideas? If so, how will you do this?
• Is it a group presentation?
## Group presentations

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Workload and stress shared</td>
<td>• Not everyone engages with process</td>
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<tr>
<td>• Variety of abilities</td>
<td>• Someone becomes dominant</td>
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<tr>
<td>• Teamwork</td>
<td>• Becomes a series of short individual presentations</td>
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<tr>
<td>• Presentation has auditory variation</td>
<td></td>
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Tips

• Is there a dress code? – How is the room laid out?
• Plan a rehearsal schedule that everyone can attend.
• Divide the presentation by topic rather than numbers of speakers.
• Introduce everyone at the beginning
• Handovers should demonstrate good teamwork
• Listen to all speakers
What’s your purpose (2)
Considering your audience

• Who are the members of the audience and what do they do? (e.g. assessors, peers, employers)
• What is the benefit to the audience of listening to your presentation?
• What do they already know about the subject? What is the relationship between yourself and the audience?
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Selecting your content

It is an opportunity for you to present the knowledge that you have gained

Common mistakes:

• Spending too long researching your topic and gathering too much information
• Not leaving enough time to craft it into a presentation
• Consider where the marks are and where your strengths lie
Content

• How much time have you got?

• Divide your material into main points you want to make

• Give some examples

• Think about how it flows
The basic structure

• Tell them what you are going to say...

• Say it...

• Tell them what you’ve said
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Design

• whiteboard?
• flip chart?
• PowerPoint?
• video?
• props?
• handouts?
• poster?
Emk1 knockdown inhibits lumen formation in MDCK cells:

- RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with P-SUPER (control) or P-SUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to EMK1.

- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.

- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.
Some basics

• clear font
• check visibility
• dark on light works well
• keep colours conservative
• keep layout consistent – vary the slides eg text, diagrams, pictures, spidergraphs, use of bullet points, headings. Use key points and spend more time delivering the points
• And don’t forget...NEVER USE ALL CAPITALS
Keep it simple

• Maybe include a simple image on each slide

• Limit the number of items per slide

• Don’t have too many slides

• Not too much animation
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Delivery

• Average attention span is 6-8 minutes

• Eye contact

• Enthusiasm

• Relaxed/at ease - easy to say!

• Body language - prompts or props
Voice

- Slowly and clearly
- Pause to help people think
- Try not to hhmm, errr, vocally tick, (record yourself)
- Avoid slang and colloquialism
- Remember your audience
Feeling nervous?

• Adrenalin is good
• Don’t compare yourself to others
• Be prepared
• Think in advance about what questions might be asked.
• Breathe
Increasing confidence...

• Dress in something that makes you feel good
• Recognise the areas you are most comfortable with
• Increase competence in areas you are unsure about
• Don’t jump to conclusions about reactions of the audience
• Act confidently
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Practise

• Timing

• Do you have a plan B?

• Have you gone through the whole presentation?
Don’t run away.......  
Evaluation is really important - suggestions for evaluating your performance:

• Focus on what went well - there will always be something!
• Visualise your audience – how did they seem?
• Were you nervous at any point and if so, why?
• Ask for feedback from the audience
• Look through your visual aids - did they work?
• If your presentation was video recorded watch it back and note good points and areas of improvement.
• Based on your reflection, make a list of actions to take to improve for next time
Conclusion

- Be prepared
- Know your subject
- Stay calm