

Oral Presentation M2

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Introduction

A 7 point approach

Engleberg (1994) proposes a 7 P approach to the principles of public speaking. You might find these helpful.

Purpose:- Why are you speaking? What do you want audience members to know, think, believe, or do as a result of your presentation

People : Who is your audience? How do the characteristics, skills, opinions, and behaviors of your audience affect your purpose

Place: Why are you speaking to this group now and in this place? How can you plan and adapt to the logistics of this place. How can you use visual aids to help you achieve your purpose

Preparation Where and how can you find good ideas and information for your speech? How much and what kind of supporting materials do you need.

Planning: Is there a natural order to the ideas and information you will use? What are the most effective ways to organize your speech in order to adapt it to the purpose, people, place, etc.

Personality: What can you do to demonstrate your competence to the audience?

Performance: What form of delivery is best suited to the purpose of your speech. What delivery techniques will make your presentation more effective. How should you practice?

Podium Panic

Everyone experiences stage fright, speech anxiety, or talking terror.

The following lists some techniques people use for coping with this fright:

- your audience understands your nervousness; they know what you are feeling and will forgive it; similarly they will forgive honest mistakes
- nervousness is usually invisible; most will not notice the small changes in your voice or occasional mistakes; most speakers who describe themselves as nervous appear confident and calm to the audience
- be yourself; let the real you come through; relax, practice some deep breathing techniques;
- begin in your comfort zone; practice with friends; share your fears with friends
- check out the room first; check out the space, the equipment, the lights
- concentrate on the message
- begin with a slow, well-prepared introduction; have a confident and clear conclusion
- most important: be prepared and practice think about what might happen and prepare - what if the overhead bulb blows out;... prepare for contingencies - - practice your presentation and prepare for contingencies – what if the audience is more prepared than you expected ... what if there is an unexpected question - - if a disruption is particularly obtrusive, you might relieve the tension with a joke or humorous comment
- rehearse the whole presentation in front of a mirror
- It is best to speak from notes or an outline, but it is safer to read out a written speech

An Outline for your Presentation

Each group will give an oral presentation about their work. The presentation should be organized in a manner similar to scientific reports, with general categories such as: Introduction, Material and Methods, Results, and Discussion/Conclusion. For groups of 4, each person should present one of the following sections.

Broadly follow the IMRAD format. Stick to the most important points (often the results) and stress them.

- 1) The **Introduction** can include things such as
 - background information,
 - the reasons for conducting this research,
 - an overview of your presentation (use visual aids if necessary)
 - the purpose of your presentation (why the subject is important)
 - the format you will use (what can the audience expect to see)
 - the names and roles of the co-authors

- 2) The **Materials and Methods** should include
 - your experimental design, where you describe the samples you're testing and the controls you've incorporated into the experiment.
 - a very brief overview of the major procedures you performed.

- 3) The **Results** should be a clear and concise display and explanation of your data. Your data should be distilled down to the important facts, and not necessarily every piece of data you collected. However, don't make the mistake of showing a figure and saying, "This is what we got." and then of sitting saying nothing else. Walk us through the figure.

- 4) The **Discussion and related work** will be your interpretation of your results. Do you have reason to believe your data were inaccurate or perhaps your assumptions about how the data "should" look? What would you do next time to investigate the problem further?

- 5) **The conclusion**
 - review, highlight and emphasize - key points, benefits, recommendations .
 - Conclude on a "high note" - include an overall summary and proposed actions or option.
 - End effectively: refer back to your original aims and show your audience that you have achieved or fulfilled them.

Making your presentation

Timing: Keep to the time allowed. If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each *general* Powerpoint slide you use, but longer for any that you want to use for developing specific points.

Stick to the plan for the presentation, don't be tempted to digress - you will eat up time and could end up in a dead-end with no escape!

Leave time for discussion unless explicitly told not to - 5 minutes is sufficient to allow clarification of points. The session chairman may extend this if the questioning becomes interesting.

Greet the audience

for example, 'Good morning, ladies and gentlemen', and tell them who you are. Good presentations then follow this formula:

“tell the audience what you are going to tell them, then tell them, at the end tell them what you have told them.”

Use your voice

Stance/ breathing : do not stand with hunched shoulders or with your hands in your pockets. Breathe deeply to counter nervousness

Speak clearly. Don't shout or whisper - judge the acoustics of the room. Speak slowly and articulate. Identify your mannerisms and tics.

Don't rush, or talk deliberately slowly. Be natural - although not conversational.

Check pronunciation Be careful with badly stressed words which can lead to incomprehension

Control your intonation Be careful of intonation and stress: in English the voice does not rise at the end of sentences as in French. The voice usually rises for questions beginning with an auxiliary, not with questions beginning with a question word. Do not use rising intonation in statements. ([What do you mean by computer screen?](#) [Do you agree with Smith and al when they say that...?](#) [Are you sure that , in that case x=z?](#))

Deliberately pause at key points - this has the effect of emphasizing the importance of a particular point you are making. To make the presentation interesting, change your delivery, but not to obviously, e.g: speed or pitch of voice

Prefer simple vocabulary and short, lively sentences.

Signposting: In order to keep the audience 's attention, use clear introductory and transitional formulas ([“Right”](#), [“Well”](#), [Let's move on to...](#))

Avoid jokes - always disastrous unless you are a natural expert

Use your hands to emphasize points but don't indulge in too much hand waving. People can, over time, develop irritating habits. Ask colleagues occasionally what they think of your style.

Lighthouse technique : Look at the audience as much as possible, but don't fix on an individual - it can be intimidating. Pitch your presentation towards the back of the audience, especially in larger rooms. Make eye contact and scan all the audience. Look around for signs of comprehension/incomprehension. Do not stare at any particular

person. Keep an eye on the **audience's** body language. Know when to stop and also when to cut out a piece of the presentation. Be sensitive to your audience

Be Careful:

Do not block the audience's vision; limit the time your back is to the audience. *Use a laser pointer* Don't face the display screen behind you and talk to it.

make sure you know how to operate the equipment; practice it ahead of time; have backup cords, adapters, etc; prepare for the worst

make sure you know the lighting requirements for your equipment; know where the switches are and what settings are needed; bring a small penlight in case the room has to be darkened and you need to see notes or equipment.

Room lighting should be considered. Too much light near the screen will make it difficult to see the detail. On the other hand, a completely darkened room can send the audience to sleep. Try to avoid having to keep switching lights on and off.

Body language and mannerisms Avoid moving about too much. Pacing up and down can unnerve the audience, although some animation is desirable.

Questions: At the end of your presentation ask if there are any questions - avoid being terse when you do this as the audience may find it intimidating (i.e. it may come across as *any questions? - if there are, it shows you were not paying attention*). If questions are slow in coming, you can start things off by asking a question of the audience - so have one prepared.

Finally... Enjoy yourself. The audience will be on your side and want to hear what you have to say!

Useful phrases

Introduction:

What I'd like to discuss
I'm going to talk about
To start with, to begin with
I want to consider
I intend to explain
Firstly, (first of all) Secondly, Lastly, Finally...
Second, next, then, finally

Transition (signal the various stages of your presentation)

So much for the (adjective) aspect
I'd like now to move on to, I'd like now to turn our attention to
Turning now to
Moving now to
This brings me to my next point
Having looked at X, let's consider Y

Stressing

I'd like to point out that
I'd like to underline the fact that
I'd like to stress the importance of
I'd like to draw your attention to

Giving examples

That is to say
For example, for instance
A case in point is .../ Take the case of...

Rephrasing for clarity and for emphasis:

In other words
To put it another way
What I mean is
This means that..
..., so to speak
..., if you like

Finishing:

I now come to my last point
This brings me to my last point
I would like to finish by...
I would like to recap on the main points
I would like to sum up the main points
..., and that concludes my presentation
So,
We've seen that
In short
To sum up
To recap
In conclusion

VISUAL AIDS

PURPOSE

- Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a slide can simply get in the way of the presentation. What you use depends on the type of talk you are giving. Both quality and number of visual aids should enhance, not distract from message - display or distribute an outline to help audience follow long or group presentations - use variety to increase interest; remember the value of pictures, graphs...

TEXT

- make one and only one key point per slide unless the audience is very familiar with the subject - organize material into natural categories and contrasts: before vs. after, problem and solution, advantages vs. disadvantages, beginning to end - include no more than three or four points per slide - don't use whole sentences or paragraphs - use bulleted words or short phrases only, except for quotes

GRAPHS

- no more than three curves on a line chart or graph - don't use a page full of numbers - translate complex numbers into representative pie charts or bar graphs - use diagrams or models to present complex concepts; use multiple charts illustrating different stages or parts of the full model; start with simple framework and build components successively into the full model or process. A well designed diagram or chart can often make your point more quickly and clearly than words

Properly Designed computer slides

APPEARANCE – use fonts such as Arial, Comic MS etc... of substantial size (18 point or more) ask yourself: Can the audience quickly and easily grasp what they see? Are they spending time reading and not listening? A guideline is: if you can read the slide from a distance of 2 meters then it's probably OK. Use templates.

- **avoid visual clutter**-don't over use fancy graphics that might distract the audience. Slides should contain the minimum information necessary. To do otherwise risks making the slide unreadable or will divert your audience's attention so that they spend time reading the slide rather than listening to you. Try to limit words per slide.
- **Use color** on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read. - if you use color, don't use more than three colors – Use pre-defined models or pattern
- **limit the number of slides used**; (rule of thumb: 20 min, a maximum of 20 slides) if a slide is superfluous then leave it out. Have a good reason for showing each and every slide. If you need to use a slide twice, duplicate it.
- **Always check your slides** - Edit your slides as carefully as your talk for typographical errors, consistency of fonts and layout.