How to Prepare an Excellent Presentation

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Communicating with an Audience

- In Engineering, it's usual to share knowledge with colleagues, clients, managers, teams, etc.

- Hence, doing a presentation before an audience is an essential component in Engineering.

- Many of the principles applicable to document writing are valid for presentations.

[Fonte: niririchmond, 2011]

Components of a Presentation

- A presentation should be based on:

  - Connection – establishing connection with the audience, where the associated effort cannot be on the audience's side.

  - Flux – information needs to be presented effortlessly and smoothly, without being uncomfortable for the audience.

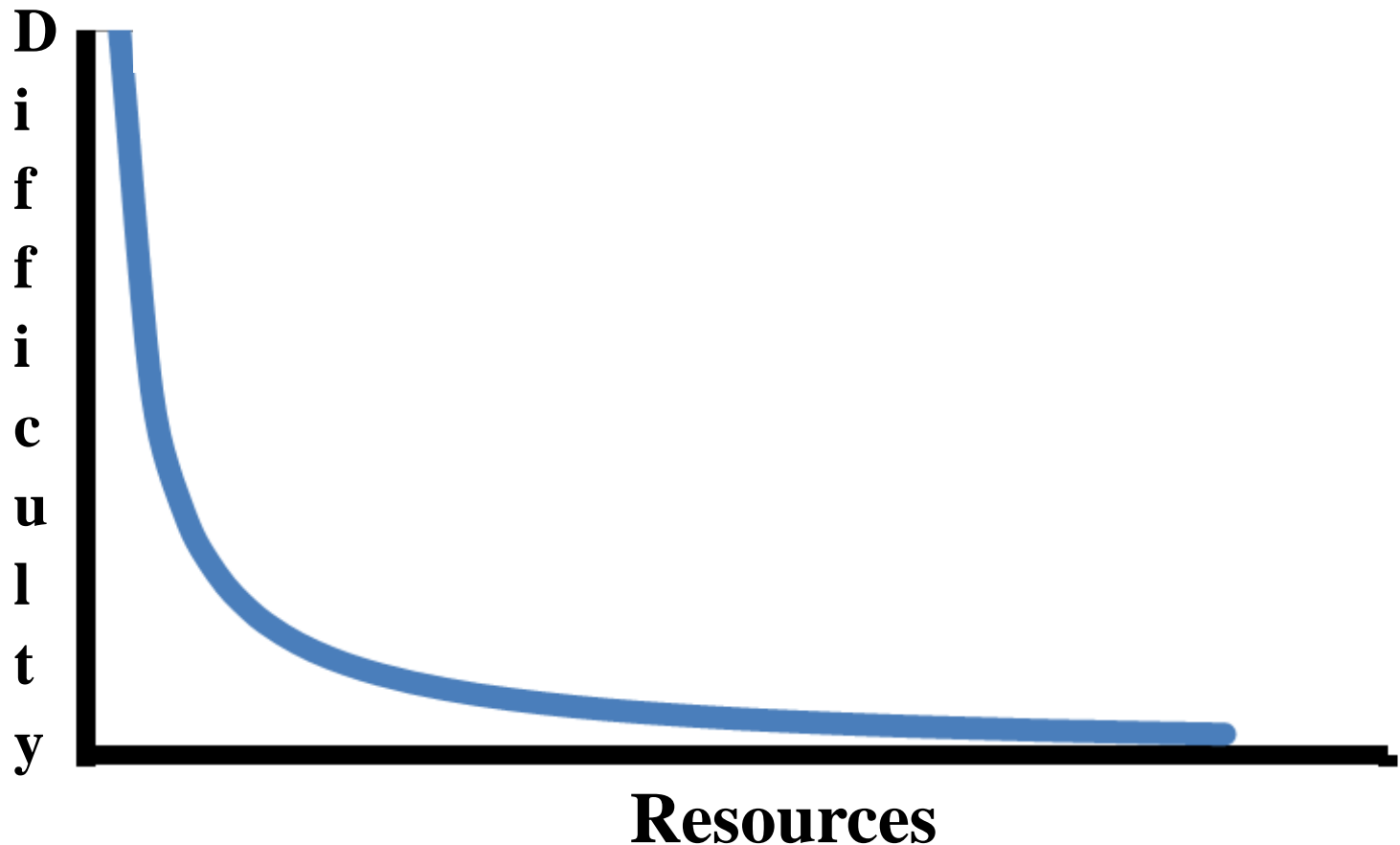 - Reinforcement – the support and the ambience must be good, convincing the audience.

[Fonte: saschina, 2011]
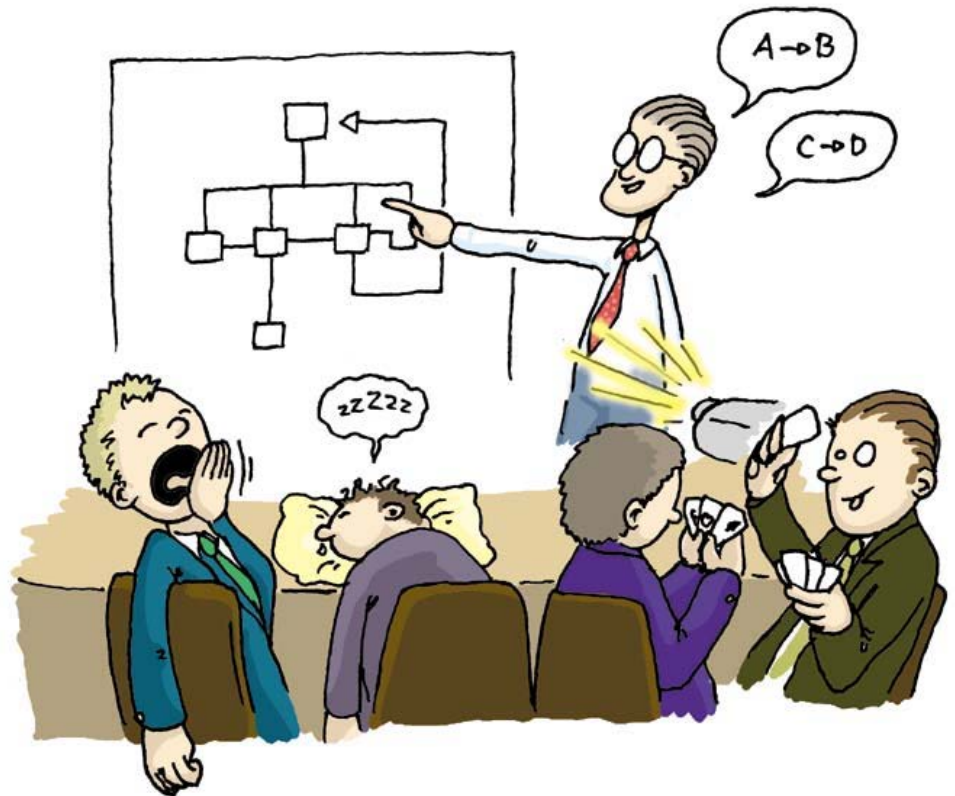
The Difficulty of Choice

- The choice of information for the presentation is a key factor for success.

Difficulty (vertical axis) vs **Resources** (horizontal axis)

Establishing the Connection

- You need to create interest in the audience for the presentation.

- This effort needs to be done by the presenter.

[Fonte: csulbcompstudio, 2011]

Preparing the Audience (1)

- You need to understand the audience:
  - Who are they?
  - What do we want them to do?
  - What do we want them to understand?
  - What are their interests?
  - What are their needs?

[Fonte: fi-bled, 2009]

Preparing the Audience (2)

| Our goal	
Questions	**Actions**
What do we want to communicate?	Key message.
What do we want to happen at the moment?	Actions for the audience.
What do we want to happen in the future?	Topics to remember.
What are the realistic goals?	Copy of the presentation to take home.

Preparing the Audience (3)

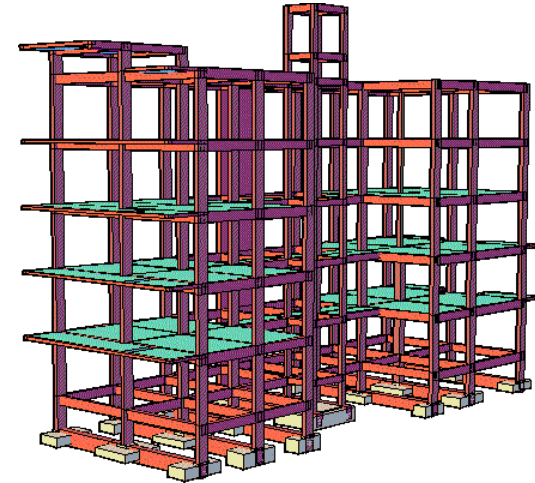| The audience's needs	
Questions	**Actions**
What are they?	List of people.
What do they want to know?	List of potential questions.
What do they not accept?	List of objections.
What do they want?	List of needs.
What is not familiar to them?	List of concepts to be explained.
What do they know?	List of examples for comparison.

Flux

- The stages in structuring the presentation should be:

    - establishing the problem,

    - establishing the objectives,

    - describing the approach,

    - presenting the results.

[Fonte: Hirsch, 2003]

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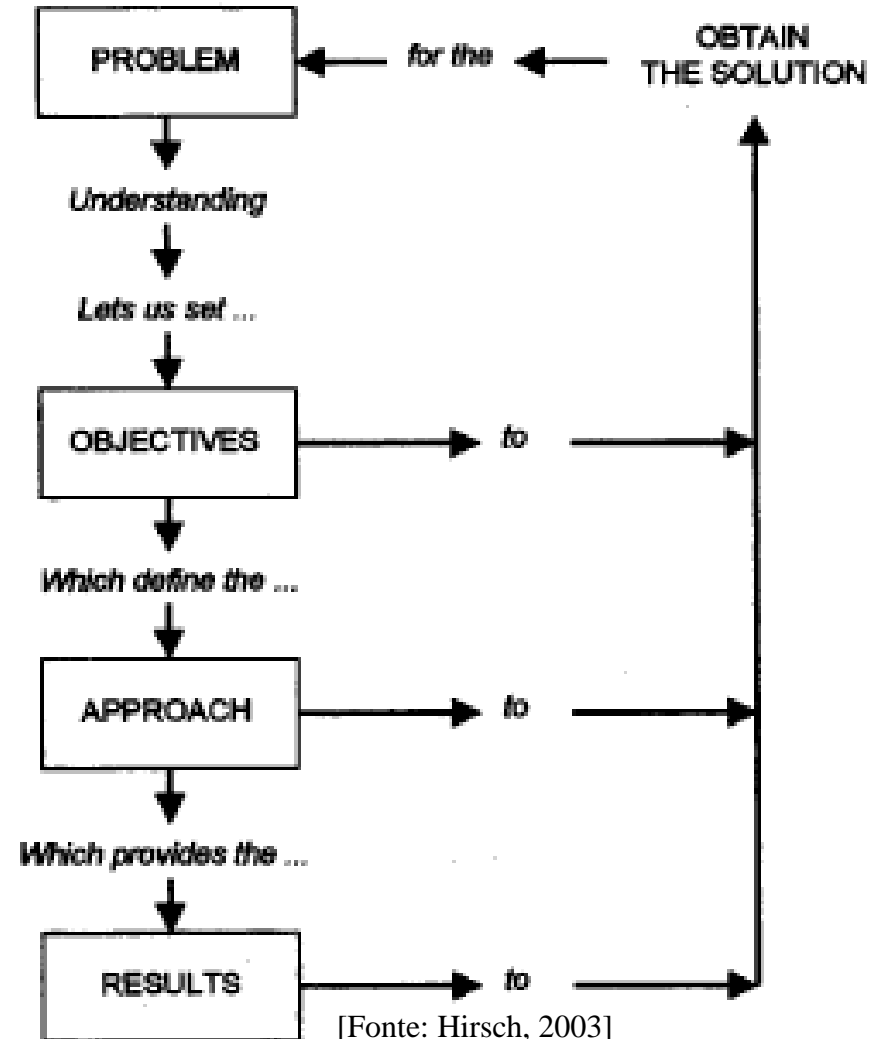
General Structure

- The general structure should be:
  - Introduction:
    - establishing a relation
    - calling for attention
    - presenting the message
    - giving the outline
  - Body
    - choosing 3 to 5 topics
    - giving evidence and examples of topics
  - Conclusions
    - reinforcing the message
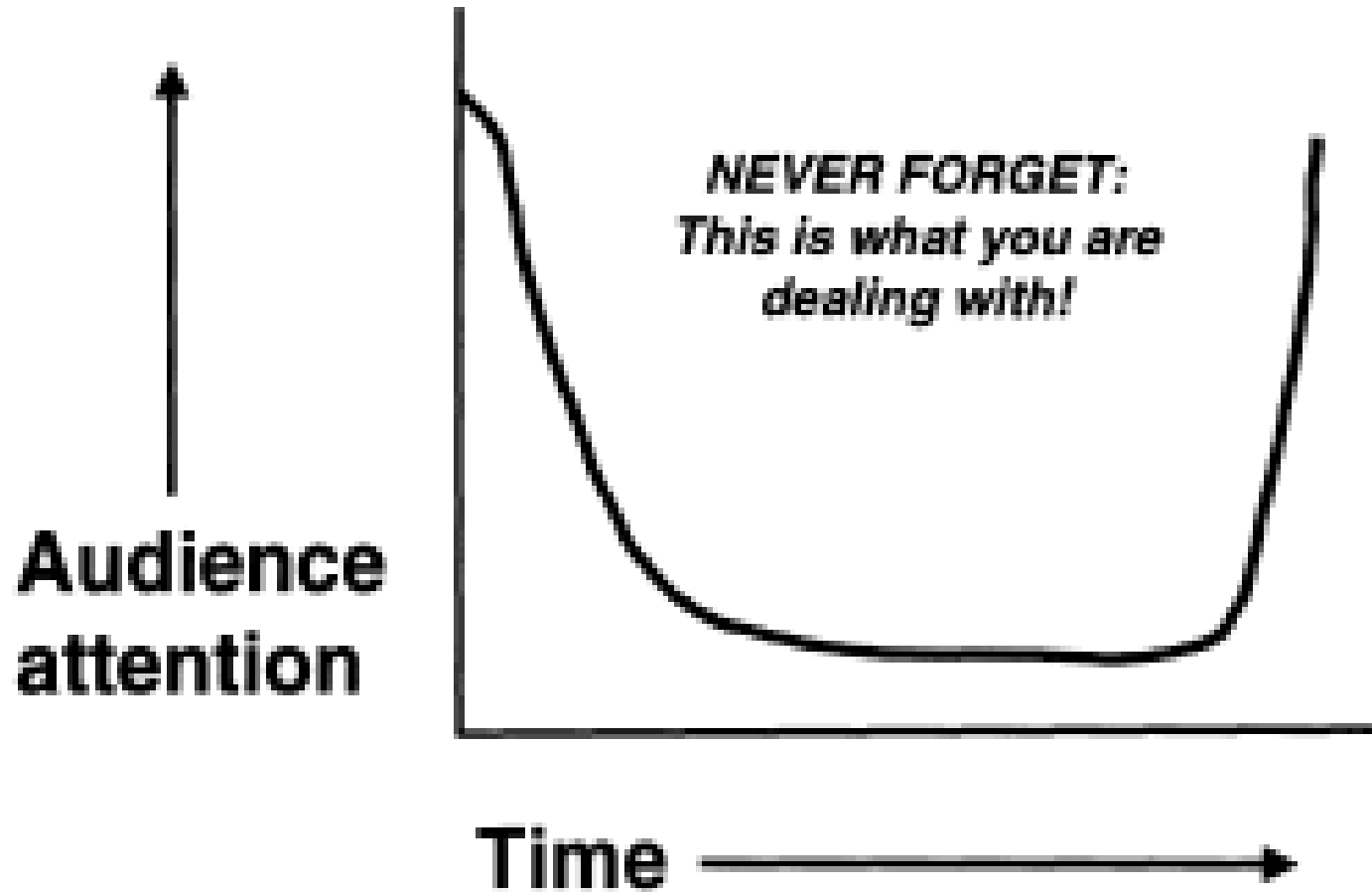   - action or conclusion.

[Fonte: bibliocad, 2011]

Audience's Attention

- In general, the audience's attention is:

NEVER FORGET:
This is what you are
dealing with!

[Fonte: Reimold, 2003]

Outline

- The Outline should identify the presentation's key points.

- The Outline is the first opportunity to call for the attention for the message.

- You need to take advantage of the beginning of the presentation, when the audience is paying more attention.
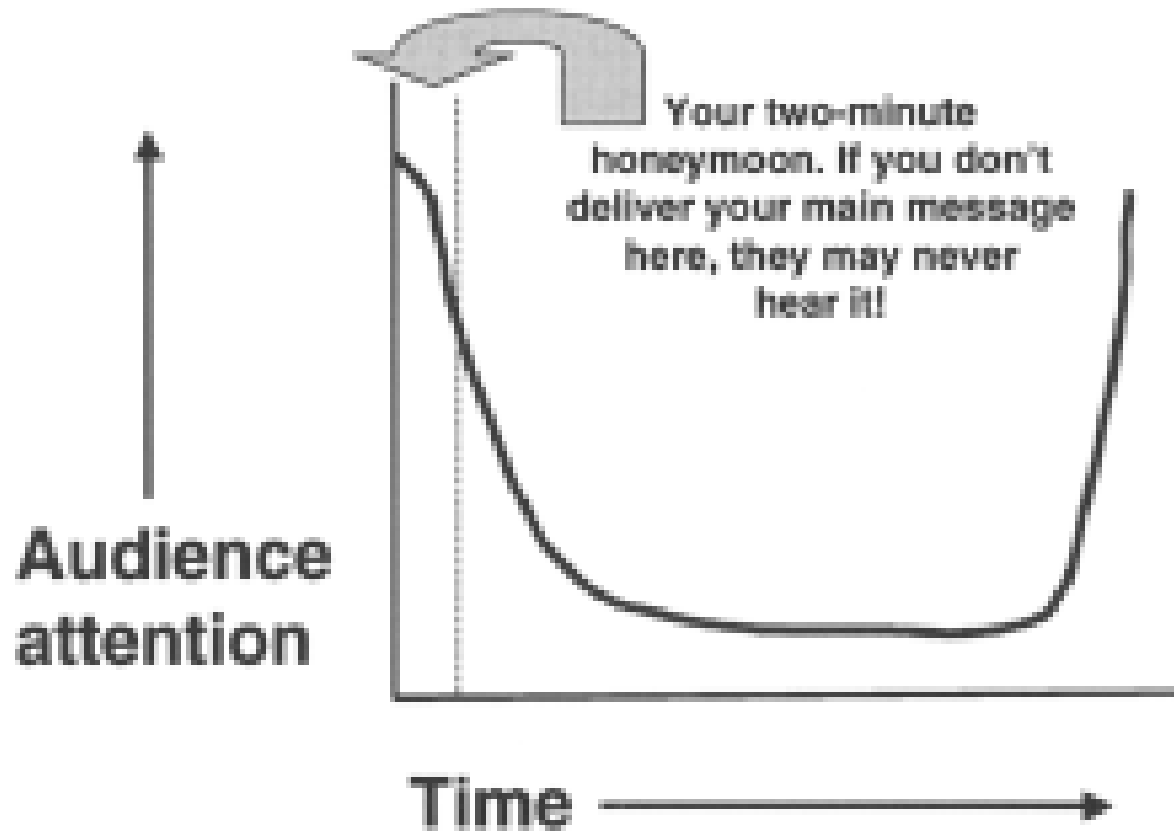
[Fonte: webseoanalytics, 2011]

Delivering the Message

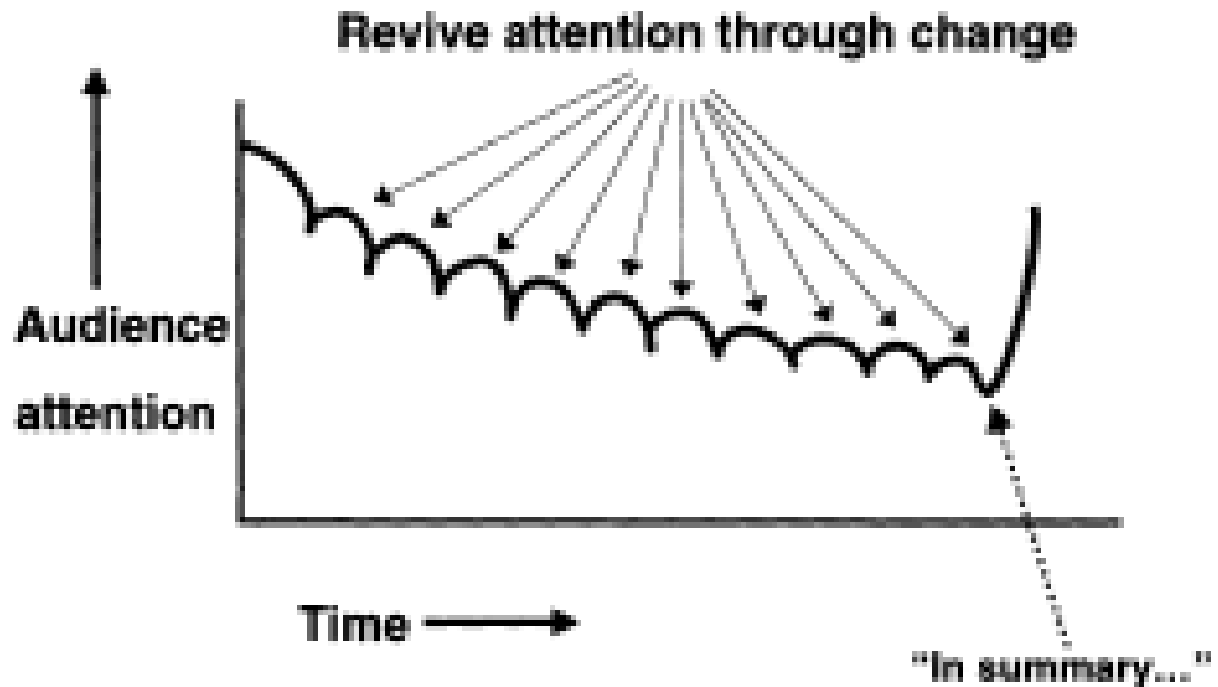- The key message has to be delivered at the beginning.

Your two-minute honeymoon. If you don't deliver your main message here, they may never hear it!

Audience attention

Time

[Fonte: Reimold, 2003]

Keeping Attention (1)

- You need to keep the attention during the presentation.

SOLUTION:

Revive attention through change

Audience attention

Time ➝

"In summary..."

[Fonte: Reimold, 2003]

Keeping Attention (2)

- In order to keep attention during the presentation, you should:

  - give an example;

  - tell a joke;

  - quote someone known;

  - establish an analogy;

  - raise a question;

  - introduce visual elements;

  - present a demonstration.

[Fonte: richardtmothy, 2003]

Graphical Elements

- The introduction of graphical elements can contribute to raise interest and relieve the burden on the understanding process.

Smart Cities:
Applications and Challenges

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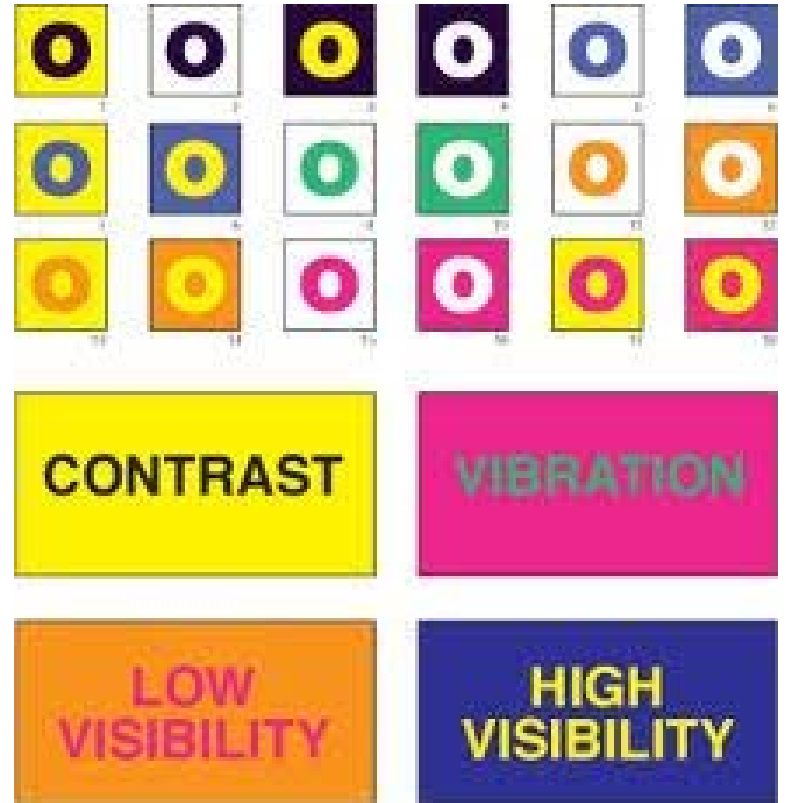**Smart Cities:**
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Colours and Contrasts

- Text colours, contrast, and other elements, should be chosen in order to facilitate an easy understanding to be sober, and without too much variety.

[Fonte: goa, 2011]

Conclusions

- Conclusions should reinforce the presentation's key points.

- Conclusions are the last opportunity to call for the attention of the message.

[Fonte: saladeprensa, 2011]

- You should take advantage of the end of the presentation, since the audience tends to remember the last things.

Preparing the Presentation

- You should take notes of what you intend to say, for each page.

- You should not just read the text, or the notes, but rather give a fluid speech.

- You should rehearse the presentation before the actual moments of giving it.

[Fonte: kenholings, 2011]

Preparing the Location

- Preparing the location for the presentation is a key component.

- You should arrive quite in advance, and:

  - organise a proper set-up of the location,

  - test the equipment,

  - prepare back-up solutions.

[Fonte: cgcc, 2011]

During the Presentation

- You should speak loud, clearly, expressively, with pauses, and in a non-monotonous tone.

- You need to look at people, in a friendly way, not prolonging eye contact, and alternating it.

- Position yourself to face the audience, besides the screen, and moving gently.

[Fonte: fotolia, 2011]

After the Presentation

- You need to be ready to attend to questions after the presentation.

- You should be ready to present additional results.

- Give concise replies.

- Details should be dealt with at the break, with the really interested people.

[Fonte: superstock, 2011]