

## **TIPS FOR DELIVERING AN EFFECTIVE PRESENTATION**

### **PREPARATION**

- Read and study the entire FMG Client-Tailored manual. Become familiar with the flow of the manual's content.
- Call the other presenter(s) who will be on the same program.
- Make notations in your manual to indicate where examples, real-world observations and points of transition should be included.
- Rehearse your presentation until you feel comfortable.

### **BEFORE THE TRAINING EVENT**

**You will be provided with all the necessary materials for your presentation, which will be held in a designated facility including a projector, a flipchart, manuals and reference materials for each participant and name tents. Be sure to check the light bulbs on the projector and the sound system, if you are using one.**

### **OPENING**

- Be on Time.
- State the purpose and objectives of the program and describe how you will meet them.
- Let the attendees know that the overheads used throughout the seminar are included in their Resource Book.
- Encourage audience participation. Explain how audience questions will be handled.
- DO NOT sell your products or services.

### **PRESENTATION**

- Stick to the time schedule on the agenda as precisely as possible.
- Tailor your presentation to be representative of what was promoted to the attendees in the brochure and/or catalogue.
- Make references, where appropriate, to specific manual entries, but DO NOT read the manual extensively.
- Use visual aids to reinforce your presentation.
- Share personal experiences.
- Use questions and answers discussions, and break-out groups whenever possible.
- Be sure to keep your presentation objective. Present both the government and private industry viewpoint in a fair and balanced manner.
- **Do not tell ethnic, sexual, racial or religious jokes. Do not use foul language.**
- Summarize your presentation at the end of each section.

## **QUESTIONS FROM THE AUDIENCE**

**Usually questions fall into either one of two categories:**

- Questions asked to clarify ambiguities in your presentation.
- Questions asked to assist the attendee in solving a certain problem.

The first type of question should be answered immediately. The second type may be postponed to the questions-and-answer session or to a private discussion held later.

### **HOW TO ANSWER QUESTIONS**

#### **PREPARE FOR QUESTIONS**

You should be able to anticipate most of the questions you receive. Prepare for the worst and everything else will seem easier.

#### **LISTEN TO THE QUESTION**

Perhaps you have seen a speaker listen to a question while pacing back and forth, not looking at the person, and then interrupt with something like “You don’t have to finish, I know what you’re asking.” The speaker may NOT know what is being asked. Always listen to the entire question with interest and look at the individual.

#### **REPEAT THE QUESTION**

If there is any chance that anyone in the audience did not hear the question, repeat it for the whole audience. If you get a complicated or multi-part question, restate it to make sure you understand it. Since we think approximately five times faster than we speak, repeating the question may give you a few extra seconds to formulate a good answer.

#### **MAINTAIN YOUR STYLE**

When answering questions, it is important to maintain the same style and demeanor you used in the presentation. A change in demeanor can suggest that you are not confident about your position. When you’re asked a question and you don’t know the answer, admit it. You can always say, “I don’t know, but I will find out and get back to you later.”

#### **EMPLOY THE 25%-75% RULE**

Your eye contact should be directed approximately 25% to the person who asked the question and approximately 75% to the rest of your audience. Don’t ignore the person who asked the question, but don’t ignore the rest of the audience either. This will help you stay in command of the situation and keep the audience involved in the presentation.

### **HOW ADULTS LEARN**

Professional achievement is one of the most important motivators for seminar participants. An understanding of the basic principles that influence adult learning will help make your presentation more effective.

#### **RESEARCH INDICATES THAT LEARNING WILL BE FACILITATED IF:**

##### **1. LEARNERS ARE ACTIVELY INVOLVED IN THE LEARNING PROCESS**

Participant involvement contributes to interest, achievement and application. Generally speaking, adults have a low threshold for straight lecture. The greater the degree of participation through discussion groups or other group techniques and the more responsibility they are given in the learning situation, the more effectively they will learn.

##### **2. LEARNERS PRACTICE USING NEW KNOWLEDGE OR SKILLS**

Adults are most likely to learn material they perceive as current issues and are receptive to learning things which they feel will directly advance career and personal life goals.

##### **3. LEARNING TAKES PLACE IN AN APPROPRIATE CLIMATE**

The instructor can establish a non-threatening atmosphere by providing assurance to the participants that their contributions will be welcome. Adults respond well to a supportive atmosphere.

##### **4. LEARNING IS BASED ON EXPERIENCE**

The participants should be able to integrate new information with what they already know, using their past experience to make the learning more meaningful.

##### **5. LEARNING IS PROBLEM-CENTERED**

It is advantageous to include challenging problems that are real to the learners. As indicated earlier, adults show more interest when they are involved in activities that are relevant to their needs.

**Implementing these principles of adult learning in your presentation will heighten the learning experience and make it enjoyable for the participants and for yourself.**

### **AUDIO-VISUAL AIDS**

Audio-visual aids supplement learning by appealing to a variety of senses. Their purpose is to supplement and reinforce verbal information. Audiovisuals can make the program more effective by focusing attention, clarifying content, aiding perception, extending memory, stimulating interest, and keeping you on the subject. They are not intended to project your whole presentation, only to REINFORCE it.

**The effectiveness of audio-visual aids is a proven fact. Research shows that we learn:**

- 1% by taste
- 1.5% by touch
- 3.5% by smell
- 7% by hearing
- 87% by sight

**And we know that audio-visual aids increase the retention of information. People generally remember:**

- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear

### **TIPS ON USING POWERPOINT PRESENTATIONS**

- While preparing for your presentation, take time to look through the presentation and make sure they are in proper order.
- By using the minimize switch, you can easily shift the attention of the audience to the screen or to yourself.
- Rehearse your presentation so that you can pace yourself. If an image is flashed on and off the screen too quickly, you can lose your audience. If it is on too long, you will lose their attention and run the risk of talking beyond the idea.

### **TEN DEADLY SINS THAT CAN RUIN YOUR PRESENTATION**

1. Appearing unprepared
2. Being late (arrive 15 minutes before the program starts)
3. Using vocal pauses (um, err, etc.)
4. Ignoring or avoiding eye contact
5. Failing to cover promised objectives
6. Apologizing to the audience for your lack of speaking experience, preparation or subject knowledge.
7. Using the same tone of voice throughout the seminar. (Vary the level and expression in your voice)
8. Using inappropriate humor
9. Appearing disorganized
10. Failing to admit mistakes

**CONCLUSION**

**There are a few important points to remember that will make your presentation more effective:**

1. Prepare thoroughly
2. State your objectives. Develop the main points of your presentation clearly
3. Use the audio-visual materials to REINFORCE your program
4. Be enthusiastic about your subject material
5. Be relaxed
6. Put yourself in the participant's place. Involve yourself and interact with the attendees
7. Don't expect to know all the answers! No one else is expecting that of you

**Remember:**

Participants have paid a fee to attend, indicating their interest in the program. They want to draw from your expertise and learn from your knowledge and experiences. You have the responsibility of presenting the material in a logical, interesting manner. After thoroughly preparing for your presentation, you are certain to be well received.

***Be sure to let The Federal Market Group staff know how we can be of assistance to you. We are continually improving the Total Learning Concept®. Thank you.***