

So what is involved?

The process

Establish the purpose of the presentation – to inform or reform?

Confirm the objectives

Evaluate and understand the audience – their needs, expectations, knowledge

Agree the style of the presentation

Decide upon personal presentation style

Brainstorm the content, build ideas and arguments to support objectives

Anticipate and prepare for questions

Write speech, design handouts and visual aids

Rehearse the presentation

Condense speech into notes, onto cards

Rehearse the presentation

Manage the stage fright

Present!

So what is involved?

Team activity

You are: a team of trainers

Your task:

To produce a draft/mock-up leaflet (for discussion with the rest of the colleagues) explaining the process and skills involved in making an effective presentation.

This leaflet is aimed at people in your organization who have no experience of giving presentations and may have to do so in the near future. You will be organizing training programmes, but some people may need guidance before they are able to attend a training event. This leaflet is intended as an interim measure, covering all the basic points.

Your leaflet should cover two areas:

- The process a presenter needs to work through to ensure a successful presentation.
- The skills a presenter needs to ensure effective delivery to the audience.

Time allowed: 30 min. maximum