Some Guidelines on How to Deliver a Good Presentation

King Fahd University of Petroleum & Minerals
Computer Engineering Department
COE 390 – Seminar
Term 091
Outline

- Motivation
- Before the presentation
- Presentation organization
- Preparing slides
- Delivery of presentation
- Using presentation software
- Question time
- Presentation assessment
- Conclusion
Motivation

- You are trying to sell a product!
- Do not just throw the results at your audience
- Try to convince others that what you are up to is interesting/worthwhile
- Learn to present an argument in clear and articulate fashion
- You want feedback on your data or ideas, so put them across well
Before the Presentation …

- Knowledge of presentation subject
- Know your audience
  - Adapt the presentation to their level of understanding
- Think and plan your presentation
- Communicate the key ideas
  - Think simple
  - Don’t get bogged down in details
  - Leave out obvious issues
  - Leave out complicated issues
Before the Presentation

- Organize and structure your presentation
  - Break the presentation into several parts
  - Use a top-down approach
  - Follow a logical structure
  - Use BIG standard fonts
  - Be consistent with respect to slides style
  - Run a spell checker
  - Avoid irrelevant slides

- Review, rework, revise: Give it your best

- Practice, practice, …, and practice your talk
Presentation Organization

- **Outline: A brief guide to the talk**
- **Introduction: Tell them what you are going to tell them**
  - Introduce subject
  - Motivate audience
  - Introduce minimum terminology
- **Main Body: Tell them**
  - Describe key ideas
  - Explain significance of proposed ideas
- **Results: Show supporting data**
- **Conclusion: Tell them what you told them**
Preparing Slides …

- Need not write full sentences

- Rule of thumb for word charts:
  - No more than seven words per line
  - No more than seven items in a bulleted list

- Do not overload sides

- Do not use too many slides
  - Assume 1-2 minutes per slide

- Use duplicate slides rather than back track to a previous slide
Preparing Slides

- Use visual aids to enhance quality of presentation
- Choose and prepare appropriate visual aids
- Explain ideas with pictures & diagrams
- Use graphs in preference to tables
- Graphs/Diagrams:
  - Use the right kind of graph for the data
  - Include a title & make a single and clear point
  - Avoid too many symbols and colors
  - Use a bare minimum of ticks and numbers on axes
  - Use LARGE symbols on plotted points.
Delivery of Presentation …

- **Rehearse**
  - Check that your slides are in the right order and orientation
  - Check the animation and the transition between slides
  - Check your timing

- **Give audience a roadmap and follow it**

- **Make your voice clear**

- **Minimize language difficulties**

- **Speak at the right pace**

- **Control your voice and motion**

- **Change your tone as appropriate to stimulate your audience**
… Delivery of Presentation

- Do not read the slides
- Do not flash slides on the screen
- Point to details on a slide
- Make eye contact with as many people as possible
- Keep facing the audience & interact with them
- Use phrases to smoothly link one part to the next
- Try not to get anxious and nervous
  - Multiple rehearsals are key to be relaxed
  - It is normal to be anxious at the start of your presentation
  - Prepare well how you will start your presentation
- Fit your talk to the allotted time
Using Presentation Software

- Do not let your slide show get the best of you
- Avoid busy backgrounds
- Proper choice of colors
- Use clever builds or reveals of bulleted charts
  - Appear or drop one bullet at a time
  - Do not use word by word animation
- Avoid using images that can slow your presentation
- Clip Arts must be appropriate, well-drawn, and fresh
- Equipment failures
  - Allow time to test equipment and run files
  - Prepare overhead transparencies as backup
Question Time

- Let your questioner finish the question
- Be prepared to rephrase the question
- Answer questions effectively and smoothly
- Keep your answers short
- Be honest and polite
- Confess your ignorance
- Don’t be defensive or attacking
- Deflect hostile questions with an informed response
- Be confident and well-prepared
## Presentation Assessment …

<table>
<thead>
<tr>
<th>Quality of Content</th>
<th>Needs Improvement</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience awareness</strong></td>
<td>• Does not interact with audience</td>
<td>• Some interaction with audience</td>
<td>• Interacts with audience throughout presentation</td>
</tr>
<tr>
<td>(interacts with audience: e.g.,</td>
<td>• Does not give audience an adequate roadmap of goal,</td>
<td>• Gives audience an adequate roadmap of goal, evidence</td>
<td>• Gives audience very clear road map of goal, evidence</td>
</tr>
<tr>
<td>stepping toward audience and</td>
<td>evidence and conclusion</td>
<td>and conclusion</td>
<td>and conclusion</td>
</tr>
<tr>
<td>speaking to them, not at them)</td>
<td>• Abruptly transitions from one phase to the next</td>
<td>• Transitions are generally smooth</td>
<td>• Very smooth Transitions</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td>• Does not use visual aids effectively to tell the</td>
<td>• Overall, uses visual aids effectively to tell the</td>
<td>• Uses visual aids very effectively to tell the</td>
</tr>
<tr>
<td>goal, evidence, conclusion (gives</td>
<td>story; too much dependency on visual aids</td>
<td>story; visual aids add to presentation</td>
<td>story; visual aids enhance presentation</td>
</tr>
<tr>
<td>audience a roadmap and follows it)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Transitions</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(phrases smoothly link one part</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>to the next)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Use of visual aids</strong> (to tell</td>
<td></td>
<td></td>
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<tr>
<td>the story and enhance the quality</td>
<td></td>
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<tr>
<td>of the presentation)</td>
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</tbody>
</table>
# Presentation Assessment

<table>
<thead>
<tr>
<th>Mechanics</th>
<th>Needs Improvement</th>
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</thead>
<tbody>
<tr>
<td><strong>Body position</strong> (e.g., facing audience or screen)</td>
<td>Does not effectively use (e.g.’s): Body position (faces screen)</td>
<td>Effectively uses (e.g.’s): Body position (faces audience most of the time)</td>
<td>Very effectively uses (e.g.’s): Body position (always facing audience)</td>
</tr>
<tr>
<td><strong>Eye contact</strong> (e.g., scanning entire audience)</td>
<td>Eye contact (not enough, looking down a lot)</td>
<td>Eye contact (some scanning of audience, looking at people)</td>
<td>Eye contact (excellent scanning of audience, looking at people)</td>
</tr>
<tr>
<td><strong>Body movement</strong> (e.g., hand gestures, stepping back)</td>
<td>Body movement (lack of gestures, glued to overhead)</td>
<td>Body movement (some hand gestures, steps back f/ OH))</td>
<td>Body movement (good use of hand gestures, steps back)</td>
</tr>
<tr>
<td><strong>Visual aids</strong> (e.g., clear, not too busy, readable size font)</td>
<td>Visual Aids (too busy, blurry)</td>
<td>Visual Aids (can read clearly, usually not too much material)</td>
<td>Visual Aids (clear, right amount on each slide)</td>
</tr>
<tr>
<td><strong>Delivery</strong> (e.g., fluency, pace, voice projection, um’s, uh’s)</td>
<td>Delivery (too fast, too many um’s, not projecting voice, lack of enthusiasm)</td>
<td>Delivery (good pace, usually projects voice, some enthusiasm)</td>
<td>Delivery (excellent pace, projects voice, great enthusiasm)</td>
</tr>
</tbody>
</table>
### Presentation Assessment

<table>
<thead>
<tr>
<th>Questions</th>
<th>Needs Improvement</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Asks audience for questions</td>
<td>• Does not ask for questions</td>
<td>• Asks for questions</td>
<td>• Effectively opens (“I’d be happy to answer questions”)</td>
</tr>
<tr>
<td>• Answers questions effectively and smoothly</td>
<td>• Does not answer questions adequately</td>
<td>• Answers questions adequately</td>
<td>• Answers questions effectively and smoothly</td>
</tr>
</tbody>
</table>
Conclusion

- Plan and organize your presentation
- Think simple and focus on key ideas
- Will it help get the message across?
  - Yes: Do it
  - No: Drop it
- Give it your best shot and be creative
- Rehearsal is key for successful presentation
- Use presentation assessment guidelines