



Prepare a Presentation

Four Key aspects of a Good Presentation

Purpose

- The underlying purpose of the presentation is clear.
- Its primary aim is to INFORM or PERSUADE.

Content

- The content is designed with the audience's needs in mind.
- Selected content is important, interesting or both.

Structure

- The structure reflects the underlying purpose.
- Use 'The News at Ten' for presentations designed to inform.
- Use 'POP' for presentations designed to persuade.

Delivery

- Visual aids enhance or reinforce what you have to say.
- Notes are used with care.
- You create a positive first impression.

Structuring a Presentation

The News at Ten

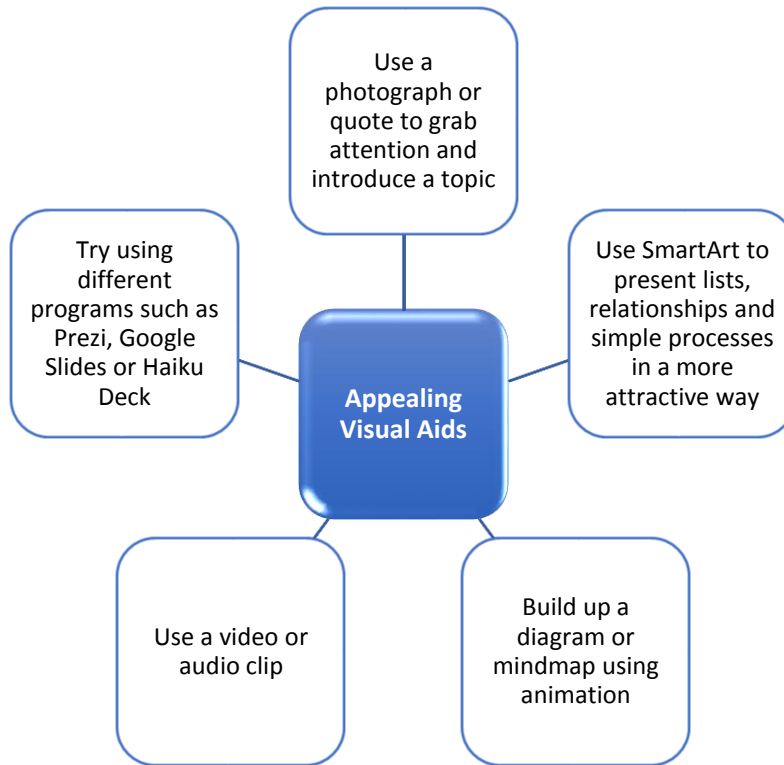
- Tell them what you are going to tell them (The 'headlines' - 10% of the time available). Add a 'hook' wherever possible i.e. something that will grab their interest and tell them immediately why this presentation will be worthwhile.
- Tell them (The 'reports' - 75% of the time available). Work through the main body of the presentation in a logical order, providing links between sections to help the flow of information.
- Tell them what you've told them (The 'summary' - 15% of the time available). Always provide a conclusion or summary of main points to reinforce the main things you want the audience to remember.

POP

- Position** – An explanation of the current situation/problem to give a context and gain a common understanding.
- Options** – A series of potential solutions that are available and you have considered.
- Proposal** – The action that you recommend should be taken.



Creating Visual Aids



Impactful Slides

