

Good communicators

- Pass a image of competence, trustworthiness
- Convey the idea that their message is important, relevant, credible



Public communication: not easy (for most people)

- It is in general more difficult to speak to a large audience than to a small group
 - Feedback is less direct and spontaneous and based on non verbal communication
- This leads to greater anxiety
 - Fear of failing, of being ridiculous, passing an image of incompetence
- This anxiety can be overcome with some preparation



Preparing a public presentation

Organisation

- Concentrate on the key ideas a small number, depending on the time available
- Organise the presentation: introduction, development, change of subjects, conclusion

Content

 Raise the audience's attention: which new issue are you bringing to their attention? What may interest your colleagues (probably the same which has interest you)



Preparing a public presentation

Credibility of the speaker

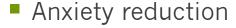
- Why is the speaker a credible source? Show it to the public through
 - Any available mean to give credibility to the message e.g statistics, testimony of an expert, credible sources of other types like bibliography

Timing

The content of the message must be manageable within the time given; excessive facts and sources may lead to overtime. Must transmit just enough information so that the message is understood



Preparing a public presentation



- Preparation and planning are the best tools against anxiety and failure
- Think ahead of what may go wrong (or has been in the past) and in potential solutions
- BE YOU! 1st: use a presentation style adapted to you, in which you feel confortable; 2nd: adapt your style to the message, audience, occasions and context
- Training: oral training (alone or with others); film yourself; time yourself



A successful presentation is

- Explicit/precise it includes the necessary details and facts
- Honest the information is credible
- It has a logic, follows a sequence
- Complete but succinct all the necessary information, but just about it, to avoid receptors overload
- Comprehensible adequate volume and speed; use a conversation like style of speech
- Non verbal language must transmit competence, enthusiasm, trust; permanent visual contact with audience



Some frequently made mistakes



Presentations criticisms

- Criticisms must be positive and constructive
- Your comments should have sufficient content to enable colleagues style of presentation to improve



Presentations' criticisms



- Check for speed, volume, tone, formality (too much or too little), conversation vs artificial style
- Non verbal language
 - Visual contact, distracting nervous habits
- Timing (organisation of time)
- Message : form and content
 - Quality is it appealing/interesting? Does it call your attention? original, creative, credible, sufficiently deep / informative
 - Form well organised (rather than confusing); intro, development, conclusion



Presentations' criticisms

- Audio-visual support
 - clear visibility; easily read; aesthetics; speed of slide change, include relevant info

