



# Oral presentations

Some hints

# 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



- Anxiety reduction
  - 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! 1<sup>st</sup> : use a presentation style adapted to you, in which you feel comfortable; 2<sup>nd</sup> : 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



- Verbal language :
  - 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

