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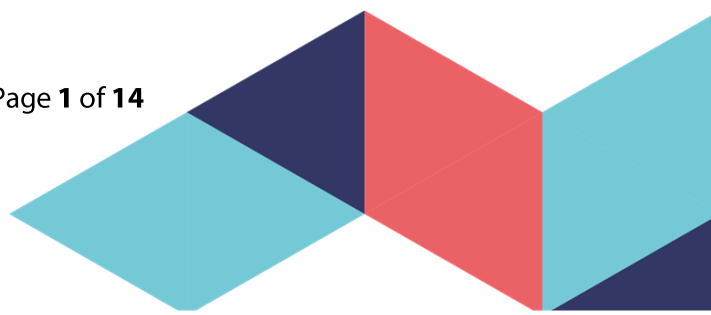
Creating presentations

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Aims and objectives

This course aims to provide you with the knowledge to enable you to create and deliver a professional presentation.

Understand how to

- Identify intent to create objectives
- Identify audience expectations
- Structure a presentation

Why presentations

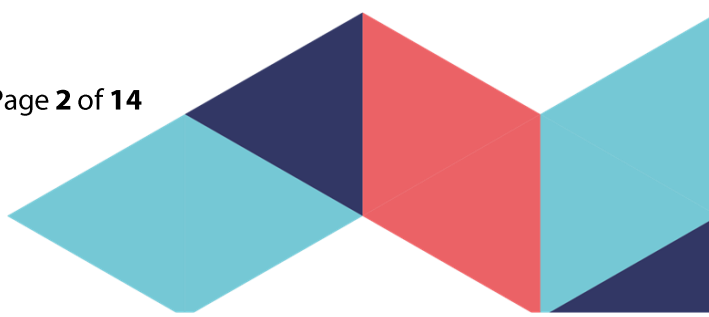
Presentations can be formal presentations to your peers, team, managers, senior leadership team or clients. They can also be informal such as presenting a new idea to peers or family/friend gatherings.

If you develop the skills to confidently, effectively and professionally deliver a presentation, you can influence how others view you and how they act. Getting your points across in a structured and interesting manner is paramount for success.



Image: <https://www.bradyartz.com/news/run-your-strategic-planning-meetings-like-they-really-matter/>

A presentation can capture the audience's attention and imagination when it tells a "story".



The quality of your presentation is crucial; including content, resources employed and your delivery.



Image: https://www.istockphoto.com/ca/photo/friends-toasting-at-the-party-for-the-new-year-gm858110994-141525471?irgwc=1&esource=AFF_IS_IR_TinEye_77643_&asid=TinEye&cid=IS&utm_medium=affiliate&utm_source=TinEye&utm_content=77643&clickid=XsT1QKWKMxyOUJHwUx0Mo3EWUki3p0SmiXx8Uo0&utm_term=

In order to be successful in giving presentations, you will need to be confident, natural and convincing when you present your ideas or speech. It's not enough to have great content if you cannot present effectively.

An intro to creating presentations

There are many times during your studies, career or personal life when you may be required to provide a presentation.

We know that you may find the idea of giving a presentation stressful and this module aims to reduce your stress.

Preparation increases confidence and minimises the chance of error.



Image from: <https://blog.thepensters.com/how-to-write-a-presentation/>

The intention & objectives

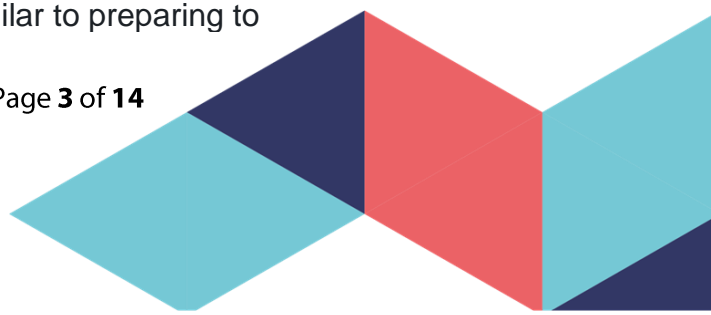
Often, if you are asked to create and deliver a presentation, the exact intention is unclear.

The preparation for making a presentation is similar to preparing to write a report.

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Identifying the intention

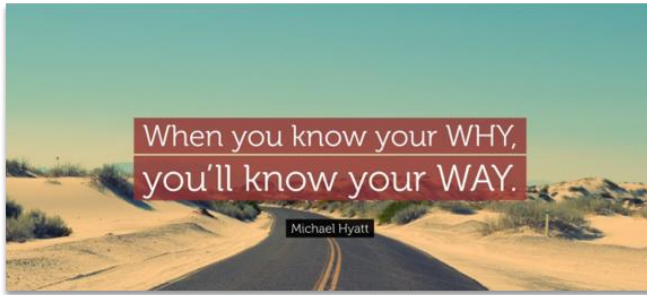


Image: <https://quotefancy.com/quote/1718486/Michael-Hyatt-When-you-know-your-WHY-you-ll-know-your-WAY>

By identifying what the reason for the presentation is, you can tailor it appropriately to focus on the key areas.

- Provide information - train, explain, report, demonstrate, inform
- Exchange information- liaising, share
- Progress - review development, encourage progress
- Debate - instigate an action or discussion/debate
- Sell - persuade, challenge views, sell, provide a comparison, argue
- Confidence building - motivate, encourage, enthuse, develop support for

Caution: Any presentation fails if it doesn't match the audience's needs.

Think: At the end of the presentation, what will the audience have learned?

The objectives

Learning Objectives

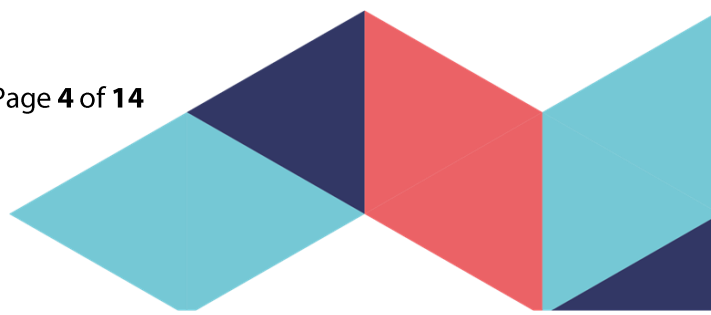


Image: <https://thepeakperformancecenter.com/educational-learning/thinking/blooms-taxonomy/verbs-learning-objectives/>

Once you have identified the reason for the presentation, you can formalise your presentation objectives.

Have these checked by the person requesting the presentation to confirm your understanding of what is required. You can now create a presentation that will meet the needs of your audience.

Ensure you include a slide that summarises what the objectives will be to ensure your audience know what to expect.



The audience

You will need to consider a few areas relating to your audience.

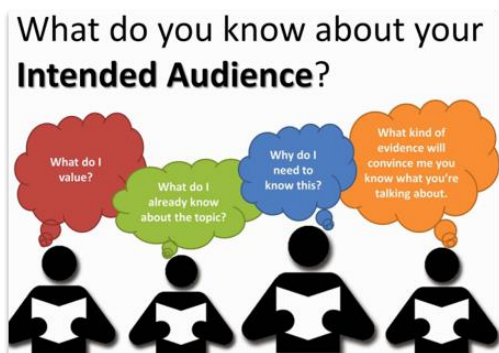


Image: <http://gypsydaughteressays.blogspot.com/2015/02/writing-for-intended-audience.html>

1. Who are they?

Their role/status, size of the group, professional backgrounds, prior knowledge, the amount of time they have available, age range (may indicate experiences)

2. Why are they in the audience?

3. What are they expecting? How much detail do they want?

- Introduction
- Overview
- Detailed exploration
- Systematic account

Once this is identified, you can ensure you deliver what your audience will expect.

4. What do you want your audience to do?

- change their mind
- buy/sell
- act

Making it relevant to your audience

You may not know some of the information regarding your audience until you are in front of them.

Consider adding a slide to remind you to ask, "What prior knowledge do you have about ...".

However, if it will not be possible to ask, assume that your audience has no knowledge.

Presentation structure

Your structure will follow the following:

- Say what you are going to say
- Say it
- Say what you said

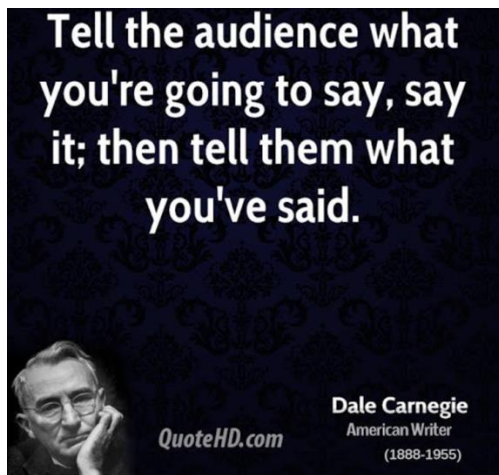


Image: <http://www.quotehd.com/quotes/dale-carnegie-writer-quote-tell-the-audience-what-youre-going-to-say-say-it-then>

Outline structure

You now know the purpose of your presentation and what you want to achieve. Draw together a draft outline of the content and research required. Identify what the audience needs to know and what can be removed.

Anticipate the questions you may be asked and address these within your presentation.

Example structure

- Greet the audience and introduce yourself
- The hook
- Introduction
 - What are your objectives?
 - Signpost what you are going to say.
 - Do you want to ask your audience anything to inform your presentation?
 - Your agenda/organisation of your presentation
- Body of information
 - Are there any specialist terms you need to define?
 - Should this be a separate handout/on the end slide?
 - Main points covered one by one
 - Supporting evidence
 - Links between ideas
 - Mini summary before moving on to next topic
 - Findings
 - Recommendations/proposal
- Summary & catchy close
- Thank and ask for questions



The open and the hook



Image: <http://www.just-do-something.org/how-you-can-start/>

The opening of a presentation is the most difficult part of a presentation.

"Good morning, welcome to the 'location'. My name is ... and I am from.... I am going to talk about"

The hook

You need to ensure the audience understand why this is important and 'hook' them into your presentation, you want the audience to be on your side.

Start your presentation with a hook:

- The question or the shock statement and
- a '30 second message' to introduce your presentation.

The question

"Let me ask you a question. By a show of hands, how many people in this room believe we should pay more tax to pay for increased environmental strategies?"



Image: <https://www.liberaldictionary.com/shock/>

The shocking statement

"Over the last 20 years, the number of petrol-driven cars registered in Great Britain has fallen by around 10%, whilst diesel car registrations have increased fivefold (406%)." ONS, 2018

www.ons.gov.uk/economy/environmentalaccounts/articles/fivefactsaboutenvironmentaltaxes/2018-10-09

The hook and the question should grab the immediate attention of your audience.

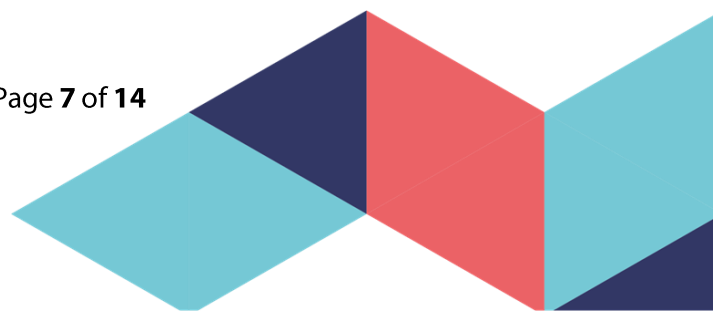
To help identify what this hook could be, ask yourself:

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What is the most curious/amazing/remarkable/shocking/funny/exciting/inspirational element of your topic?

The 30 second message

Now you have hooked your audience, explain the main purpose within 30 seconds.

e.g. "I'm going to talk to you today about the environmental culprits in this area. You will see that xxx are contributing to the problem by ... In Germany, they have addressed this issue in a radical way which has resulted in significant reductions in waste, falling by 17% in the last two years - now that's impressive!"

Pause for 3 seconds

"I want to persuade you to ... in order to tackle the local problem and set a worldwide example. Our organisation is the lead body and I'll outline the scheme and the potential benefits for you, the environment and the population."

Your presentation is now clear to the audience and you have raised their interest.

The story

What do people remember?

The story

Image: <https://whatedsaid.wordpress.com/2016/05/15/whats-behind-the-story/>

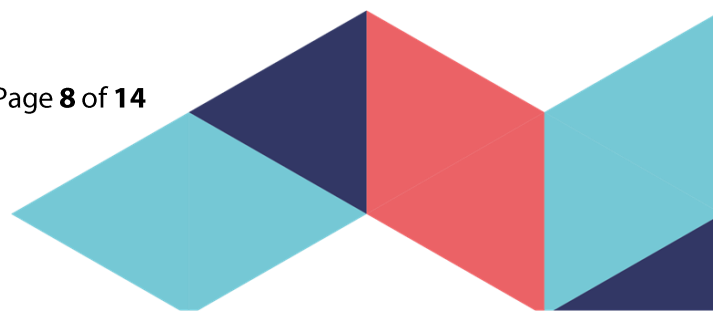


According to the London School of Business

- 5%-10% of your information is retained if heard
- 25% of your information is retained if heard and seen as a picture
- 65%-70% is of your information is retained if conveyed as a story

Structuring your story

1. Understand your audience - Who are they, what will they relate to, what is important to them?
2. Summarise your story in 2 short sentences - what question you will be answering
3. Evoke an emotion - proud, inspired, empowered, shocked, responsibility
4. Set the scene, make your point and reflect (beginning, middle and end!)
5. End with something to consider, connecting your story and objective. E.g. "If you feel this is an injustice, what will you do about it"



The close



Image: <https://stock.adobe.com/uk/images/crowd-people-cheering-cheer-hands-up-applause-audience-spectators-theater-cheerful-mob-fans-applauding-clapping-party-concert-sport-vector-silhouette/202374626>

You will need to identify a way to create a memorable ending to your presentation. Here are a few ideas:

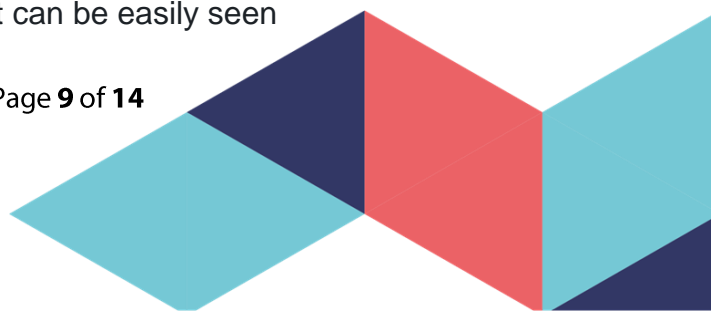
- Find a great quote
- Find three words that start with the same letter or rhyme
- Link the message to a personal experience/story
- A powerful image
- Return to opening points to complete the circle/journey
- Ask a question/give a challenge/leave them with a cliff hanger

Thank your audience!

The written design

There are key design considerations for presentations. These are to ensure all of your audience can engage with your presentation

- **Background & writing:** a dark background and contrasting text is advised e.g. dark blue background and yellow/white writing. White backgrounds create strong light on the screen and can cause reading difficulties for your audience.
- **Slide layout:** single line title, text does not extend to the very edges of the slide, images do not distract from the text
- **Text selection & size:** one line of thought/subject per slide, maximum of 6 lines per slide, only one easy read font used (e.g. Arial), maximum of three font sizes used (consistently) throughout, size allows the smallest writing to be read at the back of the room. The text should generally all be in the same colour. Avoid red, yellow and green together as some of your audience will not be able to differentiate between the colours (colour blindness)
- **Bullet points:** around 8 words or less, use brief and concise phrases.
- **Animations and transitions:** Be mindful of using animated slides e.g. bullet points arriving one at a time as this can create a distraction. Keep transitions of slides the same throughout. Be mindful that continual dissolving and waiting for the next slide can frustrate your audience
- **Pictures:** Use JPG files of less than 100kB to ensure that your presentation is not slowed by the excessive size of a file
- **Charts & graphs:** Use the whole slide for each one, make sure the colours contract with the background, ensure the text can be easily seen



Presentation software

There are numerous free software packages available to help you create a presentation. Presentation software allows you to create interactive, slide-based presentations. They can either be created from generic or custom templates that allow you to include themes for the slides.



Image: <https://visme.co/blog/best-presentation-software/>

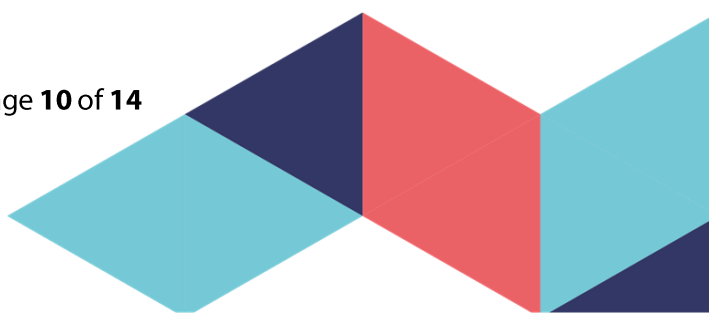
Each presentation page can include images, embedded videos, dynamic transitions, or other animations for entertainment purposes.

Your software should allow you to

- Create slide-based presentations
- Enable editing of the slides
- Allow you to animate how the slides will transition
- Enable you to embed images, videos, audio, and text

The following are free and allow the above. The links are introduction/training courses that may be of help.

1. Microsoft PowerPoint <https://learn.g2.com/free-presentation-software>
2. Google Slides <https://support.google.com/a/users/answer/9282488?hl=en>
3. Prezi <https://prezi.com/belkwp5caz-/the-beginners-guide-to-prezi/>
4. Keynote for Mac <https://support.apple.com/en-gb/guide/keynote/welcome/mac>
5. Visme <https://visme.co/blog/how-to-create-presentation/>
6. Xtensio <https://xtensio.com/powerpoint-alternative/>
7. Zoho show <https://www.zoho.com/show/resources.html>



Visual Aids

Good visual aids will add interest, support the explanation, be memorable and prompt you as a presenter; a picture paints a thousand words!



Image: <https://www.aiche.org/resources/publications/cep/2018/october/give-great-presentation>

Your visual aids need to be

- Readable
- Relevant
- Well organised

Images

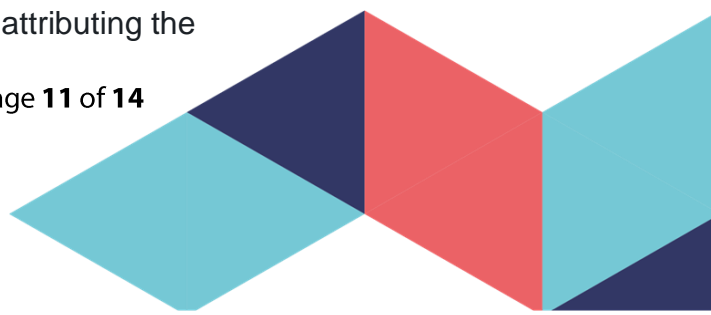
Images can a great way to add interest but there a a few golden rules:

- Clear, not pixelated/blurry or poorly stretched
- Avoid distracting images such as those with swirly backgrounds
- Good size, not overly cropped
- Limited number per slide to prevent overuse & confusion
- Adds value
- Writing and image are both clear and easy to read
- People and animals should face into your slide to emphasize interest, not out of it/away from it which implies this is not of interest
- Consider copyright with the images you use, attributing the image to the author where appropriate

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These links may help:

www.slideteam.net/blog/using-images-in-presentations-11-dos-and-donts
www.makeuseof.com/tag/top-5-websites-for-free-stock-photographs/
www.freeimages.com/

Graphs



Image: <https://findbiometrics.com/topics/q3/>

Graphs are useful to demonstrate a trend, provide a comparison or summarise complicated data.

The best visuals are charts and graphs as they are normally the evidence for hypotheses or research. Also, they don't distract the audience away from what you are saying.

There are numerous types of graphs. To ensure you label and refer to yours correctly, have a look at <https://visme.co/blog/types-of-graphs/> or <https://chartio.com/learn/charts/essential-chart-types-for-data-visualization/>

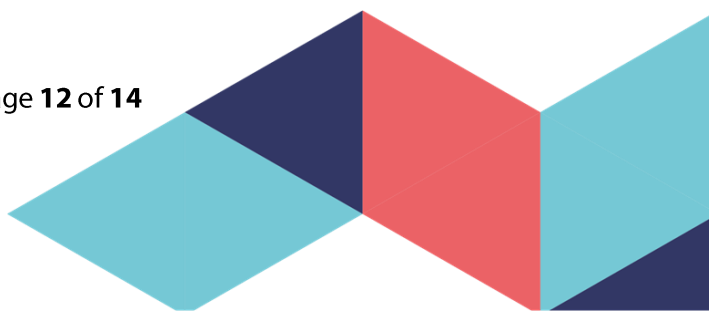
Flipcharts



Image: <https://www.vectorstock.com/royalty-free-vector/flipchart-office-equipment-flat-vector-21278548>

Flip charts can be useful to provide pre-prepared notes to be referred to during the presentation, record points as they are raised, note questions to return to etc. In large audiences, flip charts are useful in break-out groups to collect ideas/notes. Yet there are a few areas to be mindful of.

- Their size & height can limit who can see them - better for smaller audiences
- They can act as a trip hazard
- You will have your back to the audience when writing on them



Audience interaction online tools



Audience participation ensures engagement and allows you to measure views or understanding. There are numerous online tools that will allow your audience to participate without having to raise their hand or coping with a microphone/speaking out.

Free software

The below allow you to create voting systems or poll views, shows results in graphs and work clouds. They use the audience's mobile phone and laptop/tablet

- Mentimeter - <https://www.mentimeter.com/>
- Voxvote - <https://www.voxvote.com/>
- Polleverywhere - <https://www.polleverywhere.com/>
- Crowdpurr - <https://www.crowdpurr.com/>

You need time to learn how to use new technology, and an opportunity to practice. You can always also your tutor if you can practice during a lesson, setting up a question relating to the topic and asking people to vote/comment.

Handouts

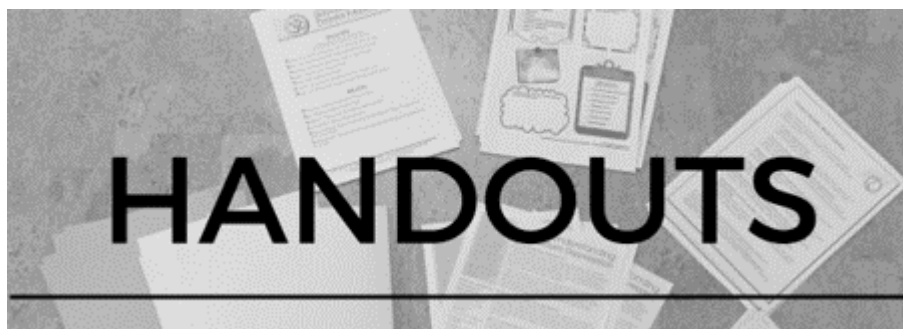


Image: <https://shininglightprenatal.com/professionals/handouts>

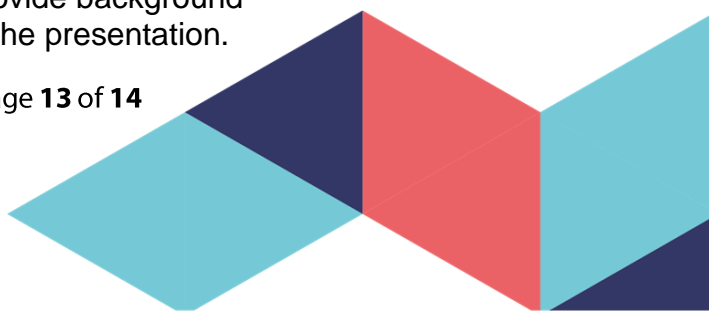
Handouts are particularly important for the audience, allowing them to take notes and referring back to them at a later date.

Consider what you require the handout to do: provide background information, be a copy of the slides, summarise the presentation.

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This will help you decide when you should issue it: prior to the presentation, at the beginning of the presentation or at the end.

When writing a handout, keep it:

- Clear, well formatted
- Concise
- Complete
- Give some thought to how they look
- Ensure it looks and sounds professional - having it proof read will help!

Handouts can be printed but companies more often provide PDFs to reduce environmental impact

Aims and objectives

This course aimed to provide you with the knowledge to enable you to create and deliver a professional presentation.

You should now understand how to

- Identify intent to create objectives
- Identify audience expectations
- Structure a presentation

