

Introduction to Effective Presentation



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AGENDA

- Introduction
- The Structure **The 3 Ps**
- The Techniques
- Visual Aids



INTRODUCTION



*“Great speakers aren’t born,
they are trained.”*

DEFINITIONS



Presentation

Something set forth to an audience for the attention of the mind

Effective

“...producing a desired result”

THE STRUCTURE



The 3 Ps of Presentation

Prepare

1

Practice

2

Present

3

1- Prepare



Purpose

- Inform
- Persuade
- Educate
- Sell

Audience

- Size
- Demographics
- Knowledge level
- Motivation
- Expectations

Content

- Core Purpose
- Plan
- Sequence
- Supporting tools/evidence

Logistics

- Location
- Date
- Time
- Seating
- Equipment
- Lighting

2- Practice



- Rehearse; if possible in actual room
- Make sure all material is available
- Set the tone, script and time
- Practice Questions & Answers
- Check equipment – load your slides in advance
- Make contingency plans

3- Present

- Identify the desired outcome
- Have key messages
- Have a plan
- Use examples

Master your subject

Build rapport

- Mingle
- Break the ice: Short Story / Humor
- Encourage participation
- Say what you are about to say/Say it/Recapitulate

- What is said and how it is said
- Non verbal, verbal and para-verbal
- Adapt to audience
- Pitch / Rate Pause

Communicate with impact

THE TECHNIQUES



Grab Attention

Beginning



Hook them!

End



Close with impact

Middle

Guide audience gently

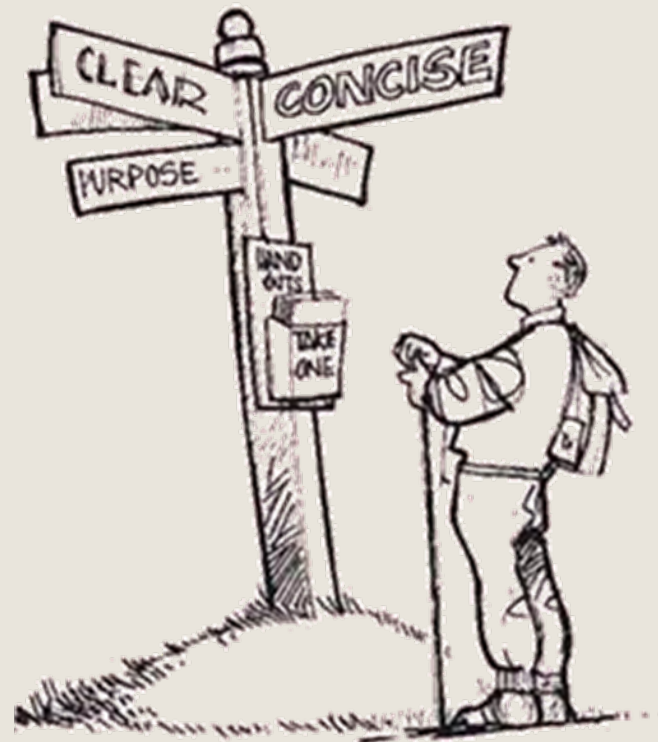
Use slides carefully

Use pauses effectively

Answer questions inclusively



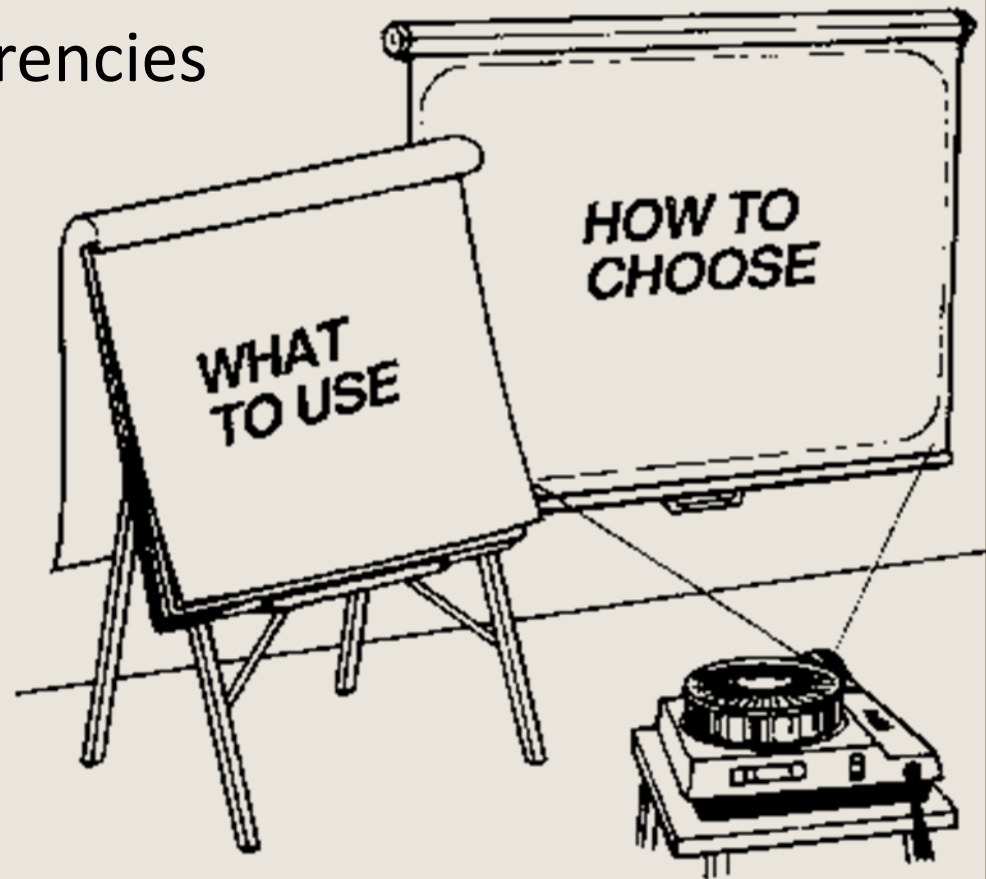
VISUAL AIDS



75% of
what we
know comes
to us
visually

Tools

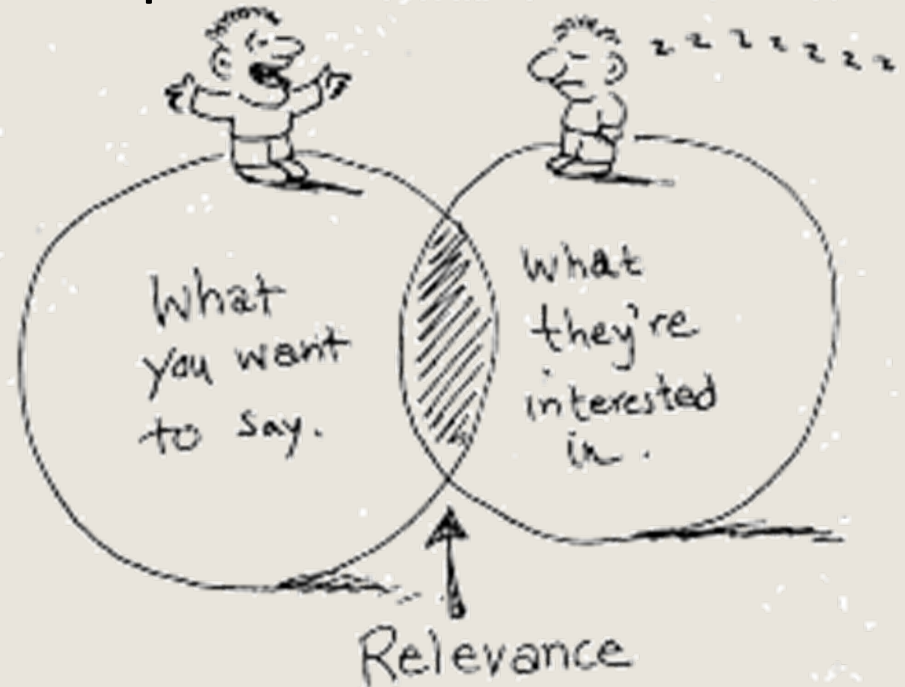
- PowerPoint slides
- Overhead transparencies
- Graphs/charts
- Pictures
- Web links
- Films/video
- Flip charts
- Sketches
- White board



Purpose



- Enhance understanding
- Outline, explain, support main points
- Serve audience's needs, not speaker's
- Add variety
- Lasting impact



Designing correct slides



- If it does not add value do not use it
- Consider your audience and use subliminal messages carefully

Content

- 7-10 lines/page
- 4-8 words/line
- 1st level 24-32 pt
- 2nd level 20-28 pt
- Etc.

Density



- Less distracting
- Reduces eye movement
- Be consistent

Effect

- Light font on dark background
- Dark font on light background

Color

Example



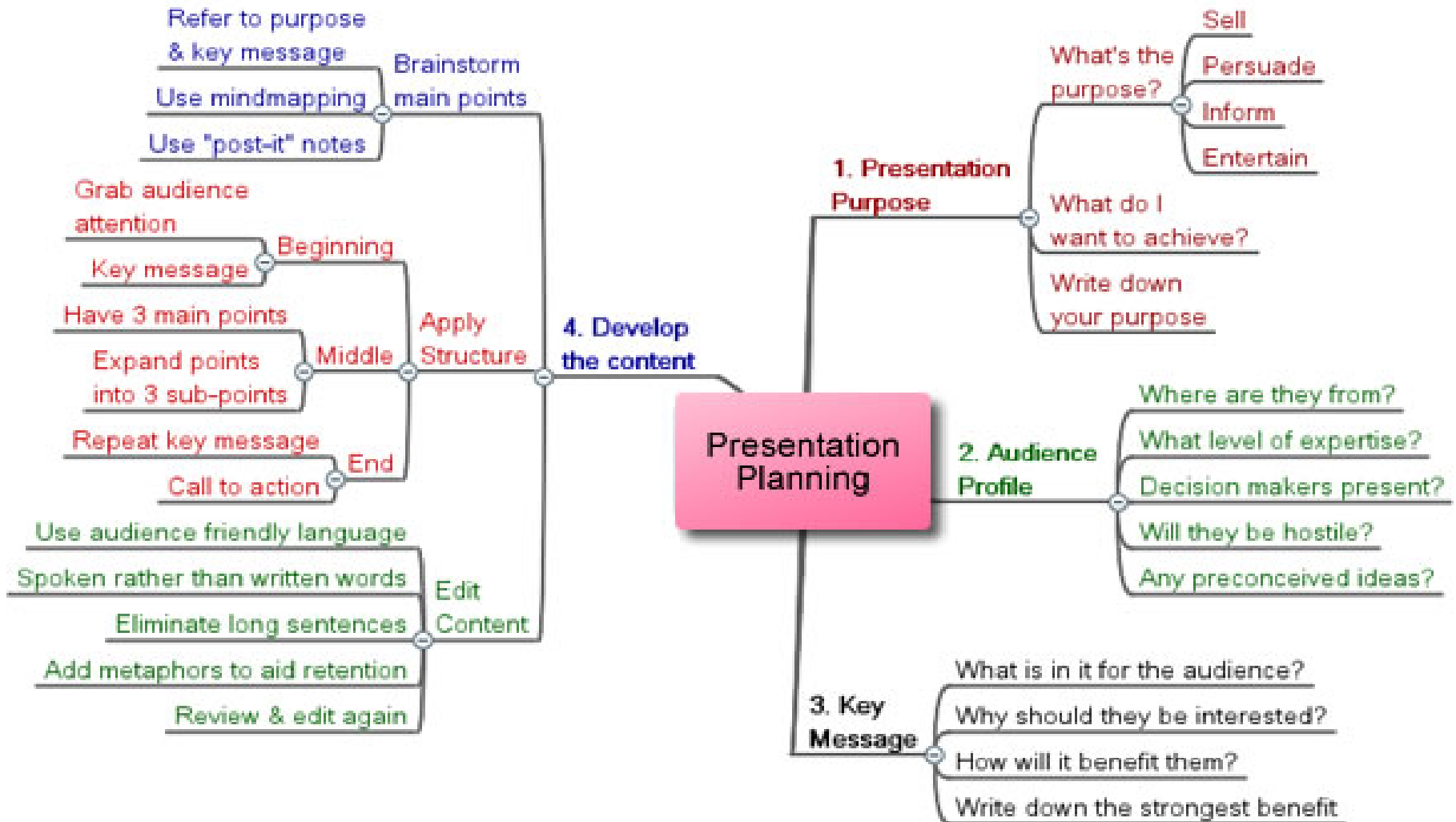
- A speaker may put his entire presentation on his slides and then turn his back to the audience and reads the slides aloud. Perhaps this guarantees all the information will get to the audience.
- This may be the most annoying thing for audience members feel insulted: they already have the slides, why the lecturer doesn't simply hand out a copy?
- The audience is bored by the presenter. The presenter is not adding anything new.



SUMMARY



Summary



THANK YOU



WHAT QUESTIONS DO YOU HAVE?