

② Consider the existing emotional components! →

Every product or option has an emotional component. Think about the feelings you have when you read the brand name such as Coco-cola, BMW, Sony, Philips, etc. These brands have strong emotions associated with them. You can not turn them off in your mind if you try.

Whatever you are presenting will also have some kind of emotional content in it. If these emotions are helpful to your goods, then consider how they can be enhanced.

③ Think about the emotions which can be brought forward! →

When we plan our persuasive presentation we need to plan the emotional content along with the informational content. Ultimately, when our presentation is over, our audience will have an overall feeling about what you have proposed.

Great Emotional sales people and presenter read the feelings in an audience and find the ways to bring those emotions forward.

④ Emotional Honesty →

15

Emotional honesty simply means representing yourself, your product or option and your organisation as they are and not as you would like them to be score an emotional point

⑤ Align your Message and Yourself Personally.

This implies that you better to speak from your own experience. When you present your own product or option if you can authentically align the message with yourself in a personal way, you will be more convincing.

⑥ Align your graphics →

The graphics in your presentation carry on emotional message if you have a polished, high-tech look, this implies that your company has high-tech capability. Pictures of people can add a more personal feel.

(26)

← pt. toward Horowitz

(P)

more or less open forested lowland
scrub to 2000 ft. above sea level. Many birds
seen here. Best bird watching spot bird
is record of most difficult birds seen in
Guanacaste.

Dense forest birds around 2000 m. Aripila (2)

body of water near town with many birds
near water. Many birds seen here. Many
birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.

at water of river Aripila (3)

at water of river Aripila

Levitating no feed vegetation near
water. Many birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.
Many birds seen here. Many birds seen here.

KEY POINT IN EMOTIONAL APPEAL! → ⑥

The emotional presentation involve some steps!

① Presentation from Heart, not the Script! →

This implies that there is no emotion conveyed in a technically perfect speech which is read. To convey emotions you need to speak your own words.

② use humour Carefully! →

It is important to use humour when giving a presentation as it gets the audience on your side and it helps them to relax. Humour also make people warmer and open them up to new ideas.

However when used badly humor can work against you. You should not try to be funny. Do not make religious, political or sex based jokes. Keep it clean.

③ keep it Short! →

Find your most important points, delete the unessential material or contents and then refine it some more. Make your speech short and to the point.

④ Entertain the Audience! →

The Audience is more likely to pay attention to what you are saying if you are entertained.

⑤ Final tips about Making Presentation! →

The real lessons come from watching the great speeches but there are few final points. That is:-

I Prepare, prepare, prepare, know all your facts and figures, name places, goal etc

II Relax

III open with your strongest point and close with a bang

IV If you make a mistake keep going, no one cares.

V Don't talk too fast or too slow.

VI use visual aids

VII Relate your points to the audience

IX Smile

STEP BY STEP PREPARATION

It involves many steps These are:-

① write it down! →

Write your original idea in a notebook or type it into a computer document. Describe in detail how this particular idea will help people. Modify the purpose of our idea frequently.

② Get a Review! →

Ask an experience professional to review your idea purpose and description. Get detailed responses which help you to fine tune our idea and make it more attractive.

③ who will benefit! →

Figure out experienced professional to review your idea whether your original idea will serve a local state or national population. Will this idea be geared towards children, adults or both.

④ Contact Companies! →

Think about companies that will benefit from your idea.

(The Presentation that
sells a new Idea)

17

Introduction: →

There are companies who specifically look for great new ideas to invest in so that they can produce and sell the new products.

The essence of using an idea to persuade is to sell an audience a unique idea which if accepted, result in acceptance for your product or proposal.

Consider some ways to an idea ~~that~~ most often results in a sale:-

① own the idea →

First of all, we should adopt a powerful idea that can be accepted by the audience.

② Sell an idea as feature →

The idea must be presented/sold as a distinct feature to the audience.

③ use your ability for selling →

We must use our ability and experience in implementing or selling the new idea we have.

Begin to research online for companies and businesses that are looking for ⑯ your idea.

⑤ Is it original? →

Search online to verify that your idea does not exist. Review all the internet matches that you find to make sure you are not stealing someone's idea.

⑥ Has audience heard this before? →

In this case, you may start by asking an open-ended question like "I have a new idea. Have you the answer is "no" we can proceed, if the answer is "yes" you should give up it.

⑦ How Risk averse is the audience? →

When we sell an idea you are asking for change, and change involves some degree of risk. Some audiences see risk as the fastest way to success while others see it as failure in new venture.

⑨ Idea audience focussed. →

Many呈
entre fail because they mistake a new
idea on how their audience can buy for
a real idea. we must define the idea
in terms of our audience's experience, not
in product detail.

⑩ Get your idea Patent. →

Contact the
government office for getting your
idea presented. Find out if we need a
patent for our unique idea. Hence
submit the proper Paperwork for
officially patenting our idea.

(How to sell a New idea)

Here are some Practical tips for how
to sell your new idea:-

① Send a short proposal of your new
idea to an interesting party. →

After preparing the new idea, send it
to investor or company in a short form
and describe how you plan to implement it

Provide solid research from reputable source that prove that your idea is viable. If firms are interested, its representative will ask to meet you.

② Do a small test run of your idea! →

Do a small test run of your idea in your local area and track the results. Implement the idea and set it in a local community to see how it sells and what the customer think of it.

Big corporations do this all the time when launching a new product or service to see if it is worth investment.

③ Manufacture Sample! →

Manufacture samples and demonstrate to them to show your idea in action.

④ Present yourself in a professional manner! →

Present yourself in a professional manner at all times when selling your new idea. The manner in which it is sold on the viability of your new idea. & Investor's main objective is to make money; as good as the idea may sound, if there is not a market for it there is little chance that will sell.

⑤ Be Excited and ~~Ex~~ confident about your idea! →

Be excited and confident about your new

idea. If we are not convinced of your own idea, you can not expect someone else to be. There should be no question in your mind that the idea will work, and you have to express this in your selling the idea.

[PRESENTING FOR SELLING A NEW IDEA]

It is essential to Present idea in an effective manner. Some steps we have to follow:-

- ① Get the attention of the audience.
- ② I Tell the idea originating story
 - II Tell the story of your own conversion
 - III Sharing your own Problems
- ③ Ask for idea amnesty Reliability in ideas.
- ④ Explain the idea Clearly, simply and briefly
- ⑤ Offer Proof in favour of idea
- ⑥ Answer Concerns or Objections
- ⑦ Shift the dialogue to implementation
- ⑧ Do not be proudly

[The Humorous Presentation]

INTRODUCTION →

(20)

If your audience does not laugh when it should, then carry on your presentation. Basically, we are not a comedian, so any laughter during the presentation makes the atmosphere light. There is no greater pain for an audience than to watch and listen a confused presenter.

Be confident with your material or contents of topic of presentation and include humour in it. If humour does not work, you can keep telling the story without interruption. If you are committed to what you will say to your audience, it is likely that the humorous parts of our speech will be more successful.

MEANING OF HUMOROUS PRESENTATION:-

The presentation in which jokes or humor is incorporated is called humorous presentation. Using jokes or humor is a good strategy for beginning a presentation. The jokes may not appeal to the audience, causing the connection between presenter and the audience to break. According to Albert Einstein, "Humor is important than knowledge!"

PREPARATION FOR MAKING A HUMOROUS PRESENTATION

Some important steps for preparing a humorous speech:-

- ① Identify the Point of change! →
- ② Find the Material
- ③ Localize Humour
- ④ Making of a Joke
- ⑤ Prepare your Delivery

I Practice

II Memorize your punchlines

III Deliver the key phrases slowly and clearly

IV Let the people know the punch line is coming

V Deliver the punch lines clearly slowly and painly

VI After Deliver the punch line stop and wait for the laugh

How to Deliver Humorous Presentation

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Some speakers say, "I could never use humor in my speech; I just don't feel comfortable with it."

I believe that anyone can use humor and that it is a valuable tool in speaking. Humor can bring attention to the point you are making and humor will help the audience better remember your point. It can break down barriers so that the audience is more receptive to your ideas.

Here are more suggestions on using humor to make our speech have more impact:-

- ① Make sure the humor is funny to you
- ② Before using humor in your speech, try it out with small groups of people
- ③ Make sure the humor relates to the point you are making
- ④ Begin with something short
- ⑤ When people choose humor that comes from people you interact with
- ⑥ Do not preview by saying "Let me tell you a funny story"

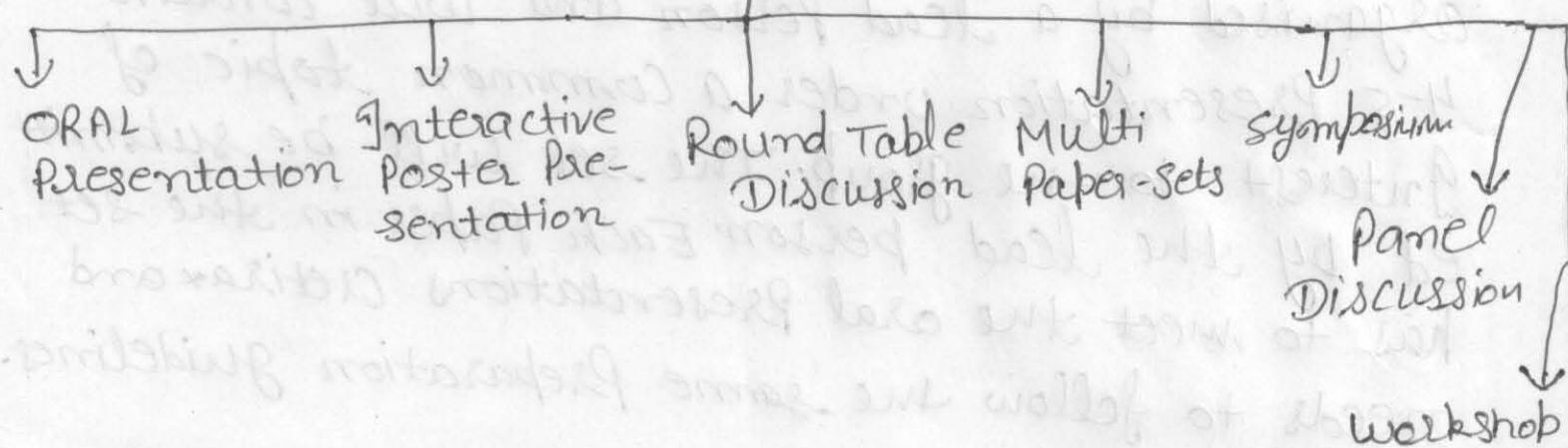
⑦ Do not use humor at the end.

waitress

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"ti which
was my brother took until
we lost shoulder & it's took bro remain
ent of waiters paid ~£1000.00. paid &
had nice room bro freedom see us if they
tried us off bedrock sat down and eat
ent took as we had much stored ~£1000.
"soh" now at outside room & am
amazingly happy again see
from ever since we seen at room price
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flat for us a lot

Forms of Presentation

Types of Presentation



① Oral Presentation: →

Oral Presentation will be made in a room with more than 35 seats. Each oral Presentation will be chaired by an experienced Colleague who has knowledge of session topics and papers to presented. Each 20 Minutes oral presentation will be followed by 10 minute discussion.

② Interactive Poster Presentation: →

Interactive Poster Presentation will be made in large halls and will be moderated by Experience Researchers.

③ Round Table Discussion: →

Round Table discussion will take place among smaller group of 10-15. oral presentations will be made and the

discussion will be moderated by a chair person. Presenter should bring paper handouts to facilitate discussion with the participants.

④ Multi-Paper sets: →

Multi Paper sets will be organised by a lead person and will contain 4-5 presentation under a common topic of interest to the group. The set will be submitted by the lead person. Each paper in the set has to meet the oral presentations criteria and needs to follow the same preparation guidelines.

⑤ Symposium: →

Each symposium will be organised by a lead person and will contain 4-5 presentation under a common topic of interest to the group.

The presenter in each group must be at least from two different countries. A symposium proposal should not be submitted as a collection of individual papers, but rather than amalgamation of them. There is a limit of maximum 8 papers for a symposium proposal. The lead person will indicate a discussant for their session.

⑥ Panel Discussion: →

Panel discussion will be organised so that 4-5 eminent researcher can

discuss a problem from different perspective.
and reach a resolution during the discussion
under a moderator.

⑦ workshop →

Workshop are useful form of presentation. workshop organizers should demonstrate sufficient expertise in the topic.

These are some forms or ways of presentation that we can present our ideas.

(c) Recap the whole presentation, highlighting the key messages or points at the end of every presentation.

② Principles of Appropriateness: →

The Material of Presentation should be according to the needs of the audience.

All the information training aids, case studies and other material must be ~~absor~~ appropriate to the audience's requirements.

③ Principle of Motivation: →

Principle of Motivation shows us that the material must be meaningful and worthwhile to the participants and not only to the presenter.

Motivation should be enhanced by creating learning atmosphere.

④ Principle of Primacy: →

This principle shows us that first impression is important. The presenter should include all ^{the} key points at the beginning of the presentation.

During the presentation put stress on key points.

Teacher — REETU MEHTA

MBA — Dept.

PRES EN TATION SKILL

BBA — Vth Sem.

UNIT - ①

- Introduction - Meaning of Presentation
- Types of Presentation
- Presentation that deeply Involves the Audience
- Presentation that creates Excitement
- Persuasive Presentation
- Presentation Evoking Emotional Appeal
- Presentation that sells a new idea
- Humorous Presentation

PRESENTATION

①

Introduction: →

Growing needs of the organisation and Institutions can be satisfied by communicating and Presenting the ideas.

What is the purpose of making Presentation? why should we present our ideas. The Purpose and need of making presentations is to either tune team and group members to your manner of thinking or to provide information

Thus, the objective of the presentation is to get your message Understood and remembered.

Meaning: →

Presentation are ideas, concepts or issues that are talked about or shared with a group of people or an audience.

It is important that the presenter is convincing and is able to capture and hold the attention of the audience.

Definition:-

According to Malcolm Broodale, "The act of making Publicly available, presenting ideas or other information by broad casting or printing it is called Presentation.

Principles of Presentation:-

We have to follow some Principles for making a good Presentation.

① Principle of Recency:-

The Principle of recency tells us that the audience is well aware of the contents of the subject matter of Presentation.

The Presenter should ensure that the key messages are passed on to the audience.

Following points should be considered by the Presenter

(a) Presentation should be of shorter period, no longer than 20 minutes if possible.

(b) If presentations are longer than twenty minutes, divide the larger presentation into smaller presentation.

⑤ Principle of Two-way Communication: →
This Principle says that the form of presentation should be a two way communication.

⑥ Principle of Feed back: → It says that both the presenter and participants need information from each other.

Purpose and Need of
Making a Presentation

Making a Presentation have many benefits
These are:-

① Platform for sharing ideas: →
Presentation provides a platform for sharing ideas. The presenter and the participants easily exchange their views for getting new.

② Facilitates learning: → Learning is far more effective through presentation. Participants learn more when they are actively involved in this process.

③ Aids in Building confidence: → Presentations aids in building confidence.

q By getting participation in working presentation skills, we can increase our confidence. ③

④ Presentation Inspires: →

Effective Presentation move people from acceptance to belief and action. Participants get inspired with the presentation skills of presenter and his ideas, concepts etc.

⑤ Helps in Projection of the Presenter: →

Presenter can present his ideas with the help of suitable visual aids - tables, bar charts, charts, pie charts, flow charts, organisational charts, projector etc.

With the help of face to face presentation, presenter can easily clarify and simplify his ideas and concepts.

⑥ Meaningful Suggestions: →

As presentation involves two-way communication, important suggestions may come from the audience.

{ What is a Skill }

A skill may be defined as a sequence of practical activities.

A skill includes:-

I Knowledge of typing

II Knowledge of plugging in an overhead projector

III To see whether an overhead image is being projected correctly or not.

IV Ability to read the operating instructions of the overhead projector and understand them.

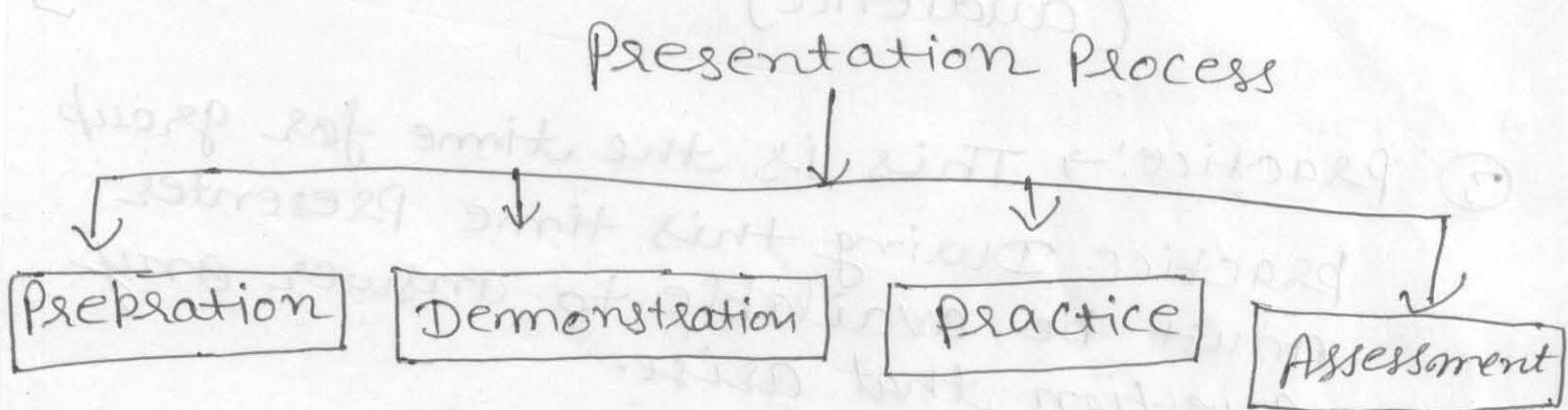
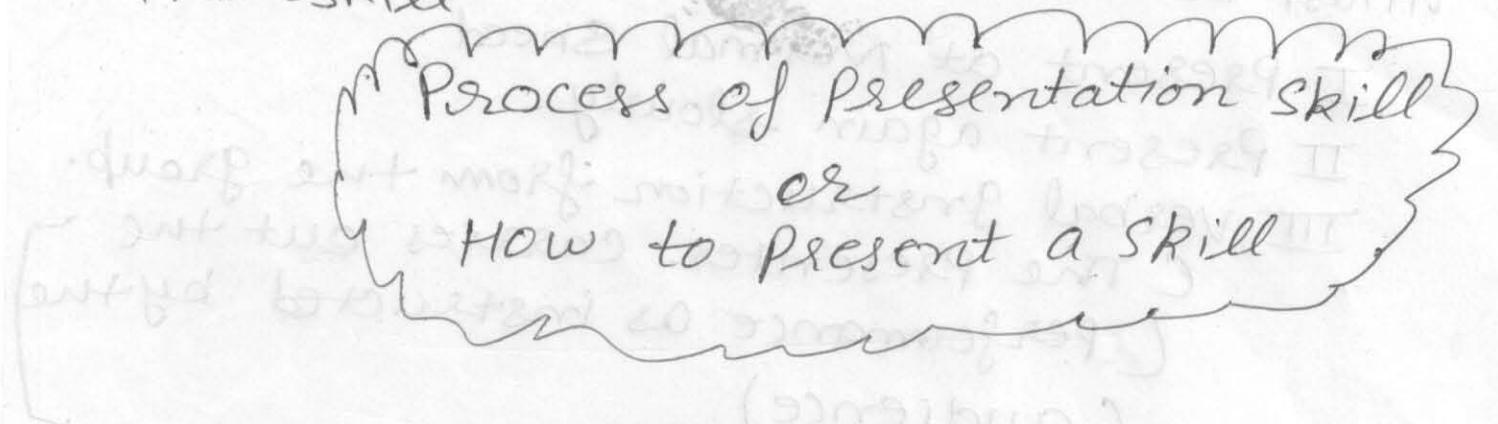
We can say that everything that is done using form of motion is a skill.

{ Concept of Presentation Skill }

Presentation skill is a set of skills a person needs to offer both effective information presentations and effective training presentations.

These presentation are gradually linked with some kind of learning the skill, presenter must ensure accuracy, speed and quality. He should aim at

getting participants to feel smooth ④
and easy movements when performing
the skill.



① Preparation:-

The Presenter must exercise on the following Points before Presenting a skill to any group:-

I Establishing the current level of knowledge of the audience in the given topic/subject

II Discussing the skill with other experts.

III Drafting a plan to be followed for the presentation.

IV Preparing all Presentation support Materials (~~Handout~~ samples, films
(videos, models, Project list)

V Preparation of Introduction - a good introduction will gain attention Create interest in Demonstration

② Demonstration: → Demonstration/presentation must be done correctly. It involves:-

I Present at Normal Speed

II Present again slowly

III Verbal instruction from the group.

(The Presenter carries out the performance as instructed by the audience)

③ Practice: → This is the time for group practice. During this time presenter must be available to answer any question that arise.

④ Assessment: →

Assessment may be done by asking questions during the session or it may be done at the end of the session by using some form of test. The test must be relevant to the topic.

The presentation must conclude with the demonstrator recapitulating the main point of the session, and clarifying any outstanding areas of concern.

If possible, all test results should be made available before the end of the session.

Types of Presentation

(B)

Presentation can be of many types such as:-

- ① The presentation that deeply involves the audience
- ② The presentation that creates excitement
- ③ The persuasive presentation
- ④ The presentation evoking emotional Appeal
- ⑤ The presentation that sells a new idea.
- ⑥ The Humorous Presentation

- ① Presentation that Deeply Involves the Audience

Introduction: →

The audience is a huge part of any presentation. Involving an audience is key to the success of any presentation.

To involve the audience you need to interact with them, share your words, personality and gentle sense of humour and invite them to participate in some way.

Any presentation is only as good as its audience is involved. This one of the most important of giving a presentation is obtaining and keeping

the audience attention for a specified amount of time.

Knowledge is very important but there are many other tips that you can use to involve the audience.

How to Involve the Audience? →

There are many ways for getting the audience involved. Here are some ways through which you can get audience involvement in a presentation.

① Ask a Question! →

Ask a question from the audience to keep it engaged during the presentation. It is a good technique to get the audience to interact with yourself or others for checking their understandings. This technique also tells that what they have heard so far.

Hence to get the audience involvement ask relevant questions frequently. Keeping the audience involve by asking questions will give you an idea of how many people are paying attention.

② Provide an opportunity to tell their story!

In order to keep the audience engaged during presentation, ask audience members to tell their own ~~story~~ stories that highlight the point you are trying to make.

③ Involvement through fun!

Audience love fun and entertainments. Break your presentations up with some fun and game where people are encouraged to play.

④ Plan the next step!

One of the most successful way to engage an audience is to get them apply new concepts or ideas to their own situation.

⑤ Give them to talk to each other!

Give the audience a minitute to discuss key points with a partner to generate questions or concerns.

⑥ Encourage their questions!

Tell people that their questions are welcome during the presentation. Therefore a presenter must have complete knowledge of the

⑦ Begin your presentation with a promise.

Giving your audience a promise will keep their attention as they await you to deliver your words.

Give them a reason to stay for your entire presentation.

⑧ Demonstration

use the audience members to help you demonstrate something. This method captures their attention faster.

⑨ Give them a task!

Start the presentation by giving people a task, something to listen for or challenge to think about you, to increase their interest and lengthen their attention span.

⑩ use samples!

if presenter are giving a presentation about a specific type of product, give away samples.

⑪ Involvement through oration and charts

⑫ Involvement through room set up

⑬ live presentations.

⑭ Thanks giving

Preparation for Presentation

①

Step by step presentation for presentation that deeply involves the audience:-

- ① well prepared
- ② Arrive Early
- ③ speak clearly and loudly
- ④ grab the attention
- ⑤ Avoid Droning (not too long) on
- ⑥ Finish your presentation with a Bang

To conclude we can say that Audience Attention with entertainment stories and jokes (involvement through fun) and yet have no audience involvement. Because Entertainment does not always mean good presentation.

The audience involvement means your audience is actively comparing what you are sharing, what they already know, evaluating it, raising concerns and participating in a dialogue.

The Presentation that creates Excitement

Introduction & Meaning →

The Presentation that creates Excitement is a building process. You must audience to a greater level of enthusiasm. When an audience gets truly excited about what you presenting they are easily moved to action.

Audience rarely get truly excited about products, services or ideas that are offered to them in presentations. They do get truly excited about how products, services or ideas effect or benefit them. Excitement starts with the needs, passion, hopes and desires of your audience not the features, your product or option.

(STEPS IN PREPARATION)

Some steps are important for preparing a presentation that creates excitement!

① Find out Audience Passion →

Audience have passions about somethings

and they are truly excited about them. When you start to plan your next presentation ask or find out what really gets them excited.

② use contents that have impact →

As you plan a presentation, designed to create excitement. Start by taking a hard look at all section of your presentation and evaluating how much excitement each will generate.

③ know the audience →

If we know some of the people in an audience to whom you will be presenting, call them before the meeting to get them excited about your presentation.

④ use visuals →

Usually our visuals are posters, charts or even a Power Point Presentations. Use only that type of visuals that creates excitement in the audience.

⑤ Keep the pace for Impact →

Audience remember excitement based presentation from their high or most excitement point. After we get thrilling in the presentation, we forget about the slow parts of the presentation.

Hence the pace of maintaining excitement among the audience must be kept

In end we can say that if we prepare and share a meaningful presentation with passion and find a way to connect it to the needs and passion of our audience. Something will "click" and result in excitement.

(GIVING THE PRESENTATION)

In order to create excitement among the audience, presentation must involves these steps ! -

① Share your own enthusiasm →

Creating excitement with an audience must begin with your own enthusiasm.

As we plan our presentation imagine we are standing in front of our audience and finish the following sentence:

1 I am excited to be sharing this presentation because.

2 Logical arguments →

Excitement is emotional not logical, But before you go for making a group excited, you have to make sure that you have logical basis for your argument.

3 Look at the individuals who get excited first →

Every member of the audience is not going to get excited about what you are presenting. If you look around the room and focus more on the individuals who get excited first, it will help them to get more excitement. This excited audience will bring the rest of the people along.

4 Connect to audience's passions

In any presentation that creates excitement, we need to tap into your audience's passions. Our job is to discover and connect to them.

The Persuasive Presentation (10)

Presentations are the heavy artillery of persuasion. There are many tools of persuasion such as phone conversations, meetings, email and letters. But Face to Face Presentation is the most important for Persuasion of an audience.

Thus the ability to Persuade is the most important of all communication channels for success.

Meaning of Persuasive Presentation! →

Persuasive Presentation allow you to sell an idea to the audience. It is not as easy as it looks. The audience have a fixed notion of what they want to know and what they know.

When the audience listens to a presentation, the first thought in its mind comes: what is the benefit to be derived from this presentation.

In other words, what is in it for them. Therefore we have to patiently tell them the reasons or benefits they can have come from the presentation. We have to apply any and every technique to persuade the audience to listen to the presentation.

How to Persuade the Audience

we have to follow some tips for Persuasive Presentation:-

① choice of Topic →

choose a topic near and dear to the heart and minds of our audience. A Persuasive Presentation must appeal to our audience emotions on a topic that is important to them or present a case against another.

② Analyse your Audience →

Analyse the Audience to determine subjects that are likely to personally affect them.

③ Grab the Attention →

Grab the attention of your audience immediately in your introduction with an emotional Appeal.

④ State the Facts of the Problem →

State the facts of the Problem you are trying to solve. Energize the audience and get them ready for action.

⑤ Change your tone, appeal or pace if required! →

we can not just change the content of a presentation but we can change the tone.

All the excitement come from the presenter. But presenters who know how to generate excitement often do so by finding ways to discover and channel their audience's exciting hopes, dreams and passions.

⑥ Take it to the next level! →

It is the final challenge. As you stand in front of your audience and concluding your presentation, you have to find a way to take the excitement in the room to the next level. There is no logical step by step procedure for how you do this because it is different for every audience and presentation.

If you do the right thing something "clicks" and the room will fill with excitement and feel very different.

(7) Asking for Action →

After you have brought your audience to a point of excitement, asking for action is often easy. If you are looking for straight purchase or donation, an excited audience will often grant it just for your asking.

⑤ Propose a solution →

Propose a solution to each specific part of the problem you presented. It is important to show that problem can be solved and that all you need is the help and support of every member of audience.

⑥ use the power of suggestion →

use the power of suggestion so the person see as a reality you are presenting for him.

⑦ Evoke Emotional Desire →

An audience can be persuaded through evoking Emotional Desire. Once you have evoked emotional desire from the person you wish to persuade you make a close and solicit agreement.

Preparing a Persuasive speech

(12)

Giving a presentation can be a great way to build your business, influence public opinion or kick start to your career.

Here are some tips for preparing a persuasive speech:-

① Have Some objectives and outcomes:-

Always work out what you want to achieve before beginning the presentation. Do you want to educate the audience, inform, inspire, motivate or touch their emotions.

② Have a formal structure:-

There should be a formal structure of your speech beginning, middle and end. Audience love structure.

③ Avoid having too much contents:-

Do not have too much contents in your speech, it should not be more than 20 minutes speech. Remember even the best audiences faces information overload after 20 minutes.

④ Define communication channel:-

Define who your audience is and use the most appropriate communication channel to reach them.

Analyse How Your audience likes to take information do they like to be visually stimulated or do they enjoy just sitting back and listening.

⑤ use stories! →

use personal stories, example to make your speech effective. In many cases you are trying to see ideas and concepts in a speech. These are intangible and often difficult for the audience to grasp.

Personal stories examples and methods make ~~make~~ make the invisible visible

⑥ Have a Strong opening and closing! →

People remember the opening first impression count! The closing is important as it should reinforce the key message you want the audience to have within their head after they have heard the presentation.

⑦ use short words and Plain English! →

The short words always the best words. Avoid typical and complex words. This has far more impact in the mind of your listeners.

⑧ Evaluate and review! →

There is nothing more powerful than to hear back a speech you have written. Recording and listening back to a presentation is the best way to have a better presentation.

How To Deliver a Persuasive PRESENTATION

(18) (13)

Some steps we have to follow for delivering Persuasive speech:-

Step-① - Go to the stage confidently and put your notes in a place where you can see them easily.

Step-② - Stand up straight and look at the audience, Pause and begin speaking.

Step-③ - Set the tone in your introduction with appropriate facial expression.

Step-④ - Set the tone in your introduction with appropriate facial expression.

Step-⑤ - Make eye contact with people in different parts of the audience including back row.

Step-⑥ - Pause briefly after you state key points to allow the audience time to absorb the information.

Step-⑦ - Pronounce your words clearly and loudly to keep the presentation live.

Step-⑧ - Refresh your memory by periodically glancing at your notes, but avoid reading from your notes.

Step-8 - Close your speech by thanking the audience and exiting the stage.

Preparing a Persuasive speech:-

Giving a presentation can be a great way to build your business, influence public opinion or kick start to your career:-

- ① Have some objective and outcomes
- ② Have a formal structure.
- ③ Avoid having too much contents.
- ④ Define communication channel
- ⑤ Use stories
- ⑥ Have a strong opening and closing
- ⑦ Use short words and plain English
- ⑧ Evaluate and review

(Presentation Evoking Emotional Appeal)

(14)

Meaning & Introduction:-

Emotions are an important part of any audience's decision making process.

Presenting the emotional side of your speech can help for the acceptance by the audience. No one can create an emotion that does not already exist within the collective hearts of an audience.

How to Evoke Emotional Appeal:-

Some steps are important for evoking the emotional appeal of the audience at the time of presentation:-

- ① Connect with audience's emotions and repeat the message:-
If we want to make a great speech we need to connect to the emotions of those listening. Make sure you have some repetition in your speech. If you say something once people will forget. Say it twice, people will seem remember.

- I state something about the end of the session or the end of training
- II say something about the audience not the presenter or the course.
- III include an input
- IV Be observable and Measurable.

why do we need OBJECTIVES : →

Objectives are required for all formal training sessions. We need objectives in training programs for these reasons:-

- ① They Provide ~~Action~~ Direction
- ② They Provide Guidelines Testing
- ③ They provide base for other presenters
- ④ They convey instructions.

④ RESEARCHING THE TOPIC

⑧

This implies the research that may be required in preparation for the presentation of a new topic. Research into a topic is generally conducted for at least two reasons.

Firstly to supply information for the session to be presented and secondly, to give the researcher some expert information on the topic.

Why there is a need for research:-

- ① To give correct and up-to-date information
- ② To know the topic thoroughly
- ③ To give answers of the questions.
- ④

SOURCES OF RESEARCH:-

Few research sources are:-

- ① The Library
- ② A Film library
- ③ Advertisements
- ④ Experts
- ⑤ Old Records
- ⑥ Government Institutions
- ⑦ Family and Friends
- ⑧ Staff.

Structuring the Presentation

Introduction: →

It is important to organize the presentation material logically and sequentially.

ok, ferner ist es wichtig, dass die Präsentation
methodisch logisch verläuft und nicht
sichtbar ist.

→ Struktur der Präsentation

- 1. Einführung → kann mit einem kurzen
- 2. Hintergrund → kann mit einer kurzen
- 3. Problemstellung → kann mit einer kurzen
- 4. Lösungsweg → kann mit einer kurzen
- 5. Fazit → kann mit einer kurzen

→ Einleitung → Zentrale Aussage

→ Zentrale Aussage → Argumentation

→ Argumentation → Fazit

→ Fazit → Hintergrund

→ Hintergrund → Lösungsweg

→ Lösungsweg → Problemstellung

→ Problemstellung → Einleitung

→ Einleitung → Fazit

→ Fazit → Hintergrund

Presentation Skill

Teacher Name - REETU MEHTA
(MBA Dept.)

BBA - IVth Sem

Unit - ②

- Planned & Unplanned Presentation
- Planning a Presentation
 - ~~analy~~ analyzing the audience
 - location of presentation
 - objective of presentation
 - Reaching the topic
- Structuring the Presentation
- Presentation Notes and Session Plan

Structuring the Presentation

Structuring the presentation is one of the most important steps in presentation's creation process. Because a good structuring is the basis on which you will develop the information you have collected into a logical step-by-step presentation. Without a proper structuring, your presentation will flop.

Presentation need to be very straight-forward and logical. It is important that you avoid complex structures and focus on the needs to explain and discuss your work clearly.

How to Structure a Presentation?

Some point should be kept in mind while structuring a presentation:

- ① Establishing Credibility.
- ② Ascertain the Content.
- ③ Develop the Content
- ④ Ensure Clarity
- ⑤ Keep all channels open
- ⑥ Be consistent in Development of Points
- ⑦ Assess the Capabilities of the Audience

structure of presentation

OR Parts of a Presentation

There are three parts of a Presentation

- ① opening section
- ② Middle Section
- ③ closing section

In the opening or beginning the presenter 'tells' the audience ~~that~~ what is come or what to expect ~~the~~

In the Middle 'tells' them what was promised in the opening and In the closing 'tells' them the ideas that have been presented.

In a 30 Minuite Presentation, the average break up of time for the various section is as -

- ~~2~~ 2 to 2.5 minutes - opening section
- 21 to 22 Minutes - Middle section
- 1 to 2 Minutes - closing section
- 5 Minutes - question - answer session or interaction or discussion with the students audience.

Features of an Ideal Presentation

An Ideal Presentation Structure includes some elements, these are →

- ① A welcoming and Informative introduction
- ② Main Points in a logical section sequence
- ③ Transitions
- ④ A lucid and Purposeful conclusion

STRATEGIES THAT ENHANCE PRESENTATION

OR

PRESENTATION BOOSTERS

- ① Make the presentation interactive
- ② Make use of Pronouns/Names
- ③ Narrate an incident
- ④ Use Examples
- ⑤ Provide statistics
- ⑥ Use visual Imagery

(PRESENTATION NOTES AND SESSION PLAN)

Presentation Notes and Session Plans are essential tool for the Presenter. These serve as a guide to the Presenter to present in the correct sequence and ensure that all relevant material is covered ~~with~~ during the presentation.

Meaning of Presentation Notes:

Presentation Notes Can be prepared in form power point notes, index cards or sheets of paper.

Meaning of Session Plan:

A session Plan may be defined as a set of presentation notes in logical order for the Presenter to follow to ensure that the objectives set for the presentation are achieved.

A session plan includes other relevant information such as the presentation aids required references and identification Problem areas.

A separate session Plan should be used for each session, because each has its

Features of an Ideal Presentation

An Ideal Presentation structure includes some elements, these are →

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- ⑥ Use visual Imagery

own objectives and therefore requires separate ~~is~~
Planning. Session Plans are useful tools of for
speakers in any field.

A well-designed set of notes may
be used for legal purpose if situation arises.

PLANNING A PRESENTATION

①

UnPlanned Presentation

Presentation can be planned as well as unplanned.

UnPlanned Category of Presentation are to be made without preparations. In this type of presentation you are asked to present without giving ~~advice~~ advance notice and you need to talk on any issue.

In other words you do not have time for prior thinking about the issue. If you are lucky, ten to fifteen minutes may be given to plan and structure your ideas to be presented. But you may not always be lucky. You may be sitting in a large or small group and suddenly without any warning you are called to make presentation.

In such a situation, you can not refuse and there is almost no time to sit reflect and structure ideas.

④ Key Points in unplanned Presentation

or

What To do in Such a Situation

Some key Points to be taken care of in such a situation:-

- ① Concentrate and Increase your thought Speed.
- ② Utilize the time you take to reach from your seat to the stage to chalk out the course of the speech.
- ③ Always have some well-rehearsed humorous stories.
- ④ When you reached a certain position in life or the organization, you must be mentally prepared that you may be asked at any time to come to the stage and speak.
- ⑤ The problem before you in these unplanned presentation is how to make them interesting. Read stories of achievers.

⑥ You can start planning for unplanned presentation at any state, even now.

Think of a situation: Give yourself 30 seconds to think and then begin speaking.

⑦ Train yourself to think and talk in all kinds of situations.

PLANNED PRESENTATION

This category of presentation includes all these presentations of which you have prior knowledge and have much time to do research and conceptualize the ideas.

There are multiple types of planned presentations including the

- Informative presentations
- Persuasive presentations
- Direct Reporting
- Face-to-face or one-to-one presentation

① Informative Presentation:-

An informative presentation is one in which details and facts are provided and a persuasive attempt is made to influence the audience to a similar pattern of thinking. Informative presentations inform the audience.

② Direct Reporting:-

Presentation can also be in the form of direct reporting to the superior which is one-to-one or face-to-face communication.

Factors that help in effective planning:-

To create and deliver a successful presentation, we must consider the some factors.

These factors help in effective planning, designing and delivering of a presentation:-

① Who →

③

'who' refers to the target audience for whom the presentation is prepared.

Ask yourself the following questions:-

- Who is my audience?
- What does the audience already know?
- What is the experience of the audience?
- What are their expectations, needs from the presentation?
- How will the audience benefit from the presentation.

② What →

In planning a presentation a presenter should decide 'what' or content of the presentation.

A content list may be prepared both by audience and the presenter. Ideally the members of the audience must inform the presenter of their expectations from the presentations.

③ Why →

The Purpose or 'why' of the Presentation requires much thought. It involves the answering of some these questions,-

I why am I making this presentation,

II what is the purpose of making the presentation.

III Is the purpose to educate, inform

The members of the audience should inform the presenter of the necessity for making a presentation, clarity in the initial stages of planning, the purpose makes the structuring of presentation simple.

④ Where →

It specifies the venue of presentation. Venue of presentation is a matter of concern for the presenter. we must take care of these issues,-

I The seating arrangement in the room

II Lighting Arrangement

⑤ When:-

④

It refers to the time "when" are you making a presentation. These are three components that are essential to understand the 'when' factor in planning a presentation. These are:-

I The Market situation

II The analysis ~~the~~ of the situation.

III The time when the presentation is to be delivered.

Don't make the presentation when the time is not suitable.

⑥ How:-

It requires "how" a presentation has to be made. Decide on the tools and technologies to be used in the presentation and ask some question to yourself:-

I Will the presentation be technical or non-technical.

II Will the presentation be formal or informal?

III What strategies impress the audience?

IV What should be presented and how?

To summarize, the above six factors can be listed in a table as under:-

TABLE

Factors	Meaning
who	who is your audience?
what	what do you want to present? (Content)
why	why do you want to present? (Purpose)
where	where do you want to present? (Venue)
when	when do you want to present? (Time)
How	How do you want to present? (Modes)

STEPS OR PROCESS OF PLANNING A PRESENTATION

Planning for a presentation involves these steps:-

I Analysis of Audience

II Location of presentation

III Objective of presentation

IV Researching the Topic

① ANALYZING THE AUDIENCE

(5)

The main objective of ~~and~~ analyzing the audience is to identify the needs, expectations, likes and dislikes of the audience.

The audience may be of two types:-

I Familiar

II Unfamiliar

In Case of Familiar target audience, you can easily find out about the needs of the audience.

If the audience is Unfamiliar, it is difficult to structure a presentation which will have both content and appeal.

Spend some more time to find out necessary details of the audience. Get in touch with people in the organization where the presentation is to be made and discuss their requirement so that you can prepare a presentation accordingly.

Steps in Audience Analysis →

- ① Bio and talk to the concerned person directly and find out the profile and requirements of the members of the audience.

- ② Find out the names of the people who would be a part of the group.
- ③ Discuss with the concerned people their needs for the presentation, if any.
- ④ Collect as much information on company as you can so that it may help you in making the content of the presentation.
- ⑤ Figure out the benefits to the individuals and the organization that will accrue after presentation.

These steps will ensure that you have collected enough information about what the audience is looking for.

CRITERIA FOR AUDIENCE ANALYSIS: →

The criteria for audience analysis includes these:-

- ① Level of the Interest
- ② Level of Information/knowledge
- ③ Nature of questions

② LOCATION OF PRESENTATION

⑥

The location or venue where the presentation is to be made is of major importance to both the presenter and the audience. Both the presenter and the audience need to have comfortable atmosphere.

Unfortunately, the venue is not always given attention, it is taken for granted. We need to create not only a comfortable learning environment but an appropriate one.

Perhaps one of the most important features that the presenter would like to see is the flexibility to arrange the room as a lecture theatre, or a discussion room.

Consideration for location

or

Factors affecting the location of presentations:-

① The number of presentations

② The size of the room.

③ Suitable chairs and tables.

④ The arrangement of the room.

⑤ The lighting

- ⑥ Work Noise
- ⑦ The Temperature
- ⑧ Accessibility
- ⑨ Distractions (Irrelevant Posters and Painting)
- ⑩ Power Facility
- ⑪ Presentation Aids
- ⑫ ~~Power Facility Spares~~
- ⑬ Storage
- ⑭ Public Address System
- ⑮ The facilities

OBJECTIVE OF PRESENTATION

This is the most aspect of planning a presentation, particularly for someone going to give an information-type presentation or for the new trainer.

without clearly stated objective the presenter and the audience may have no idea of where they are heading.

An objective give us our target or learning goals. This target or goal will bby to the individual presentation or session to the course of instruction as a whole.

All objectives are normally designed and written after the needs of audience have been analysed.

Hence, the members of the audience should inform the presenter of the need for making a presentation. Because with a change in the objective there is also a change in the structure of the presentation.

Clarity about objective of presentation in the initial phases of planning makes the structuring simpler.

How to write an OBJECTIVE?

When we sit down to write out objective, we must ensure that we set realistic goals. The objective must be achievable within the limits placed on us, whether these relate to time resources, facilities or any other factor likely to affect the final outcome.

Nearly all objectives are set after we have conducted the needs analysis of the audience.

A well written and easily understood objective must:

Reetu Mehta
Department - MBA

Presentation Skill

BBA - IIth year

Unit - ③

- Methods of Presentation
- Delivering Presentation
- Presenter Effectiveness
- Difficult Situations and Nerves
- Motivation and Attention

METHODS OF PRESENTATION

(1)

Introduction:-

Every Presenter must realize that if the same method of presentation is used all the time, It may lose its effectiveness and can build a barrier to the learning.

The objective here is to define different methods of presentation very briefly and describe when or where they can be used effectively.

It is important to note that these methods are not limited to classroom or boardroom. These methods can be used outdoors or in a social-type presentations.

These methods are:-

- ① Fishbowl
- ② Role Plays
- ③ Group-discussion
- ④ Conference
- ⑤ Seminar
- ⑥ workshop
- ⑦ Clinics
- ⑧ Brainstorming
- ⑨ Simulations
- ⑩ Games

These five are called group methods of presentation.

⑪ Questioning

⑫ The lecture

⑬ The demonstration

⑭ Videos/Films

⑮ Student Practice

⑯ Student Reading

Fish Bowl: →

A Fishbowl is a method of presentation that can be used for analysis of group process or as a monitor to the effectiveness of group discussion.

We can say that a Fishbowl is a description of particular type of exercise.

Process: →

Under this method, participants need to be seated in two circles - a small inner circle and a large circle around it. The presenter generally selects an important topic and formulates several discussion-provoking questions. These questions are given to one person in the inner circle. It is the responsibility of those in inner circle to keep discussion going on the set topic.

In the outer circle, a number of observers are appointed to note things such as who is doing all of the talking, who is interrupting etc.

The group members should be shuffled around so that all have at least one turn in the inner circle as a participant and a turn in the outer circle as an observer.

The drawback of this method is that this is a fairly complicated method and it would be advisable for new presenters or trainers to avoid a fishbowl until they feel comfortable with other simpler method of presentation.

ROLE-PLAYS

Under this method of presentation, the group is involved in designing a simple script about a situation. Hence role-plays are situational examples.

Process: → Normally the only items required for a role-play are a script or an idea and one or more participants. The situations in which participants are allowed to act are related to work-place. Let the participants do most of the work because this will give them the commitment to follow the role-play.

use different participants in the same situations for different ideas if needed. Participants identify good and best points include

suggestions and suggest any other possibilities.

The role-plays are normally followed by a group discussion, and time must be allowed for this very important part of the session. This gives everyone feedback on the process and highlights important points or issued issues raised by the group.

Group Discussion

Group discussion normally involve groups of five to twenty people with common interest in the subject area. They are conversational-style discussion where all of individuals members have equal rights and access to the subject.

A group discussion must be under the control of a trained facilitator or group leader. The group leader must remain impartial in discussion but ensure that the group stays on the topic and that all participants do, in fact have equal input.

Group discussion cover many methods of discussion and we will look at three of them briefly.

① Structured Discussion

② Open Forum Discussion

③ Panel Discussion

CONFERENCES

(B)

Conferences usually involve large groups. The numbers may vary from five to five thousand or more. The Participants normally represent different departments or organisations, but all have a common interest or background.

The activity of a conference is usually to look at problems within a specified subject area and endeavour to arrive at solution to them by the end of the conference time. Some conferences are simply venues for participants to exchange ideas or information or to find out about new technology in the industry that ~~is~~ they represent.

SEMINAR

Seminars involve groups of any size, again from five to five thousand or more and are conducted for a group of people who have a common need.

Seminars are normally led by an expert in a topic area. In this form of group method, a problem may be defined and then given to the participants to rectify under the supervision of the Seminar leader.

The Seminar leader may also present relevant research findings so that the participants can discover the correct solutions based on these findings.

WORKSHOP

workshop may involve groups of any size, but again the group would have a common interest or a common background.

A workshop is generally conducted so that the participants can improve their ability or understanding by combining study and discussion. Workshops tend to be user-driven that is the participants may influence the direction of the program as its very beginning. In a workshop attendees are generally prepared for a hands-on type presentation.

CLINICS

Clinics are meetings where a small group of people with common interests examine a real-life problem. The group members diagnose and analyse the problem and then offer solutions. Clinics may be used to establish procedures as they are based on real-life solutions and the participants generally offer working solutions based on their past experience.

BRAIN STORMING

Brainstorming is a form of structured discussion, is a method of instruction that is not used to its full extent. It has the advantage of using the participants own thought, which leads to more ideas and greater participant motivation. The presenter must first introduce a topic or problem to the group and then it is up to the participants to give as many ideas or thought as possible. All ideas must be positive, no negative ideas are allowed. They are listed on a white

board or flip chart but not discussed straight away. The object is to get as many ideas as possible and it doesn't matter how absurd they are. When the group has been exhausted of ideas then you can go back and start discussing each idea. The group then decides which ideas are best suited to the problem and applies the results.

SIMULATIONS

Simulations are sometimes used for team-building exercise. They are not unlike role plays but are more complex in their structures and require more participant input. With simulations, the group has to act in a team role, such as a team of consultants or a board of directors. With large groups it is advisable to break them into smaller teams with different exercise. This requires all of the team members have an input into the exercise.

• GAMES

- QUESTIONING
- The Lecture
- The Demonstration
- VIDEOS AND FILMS
- STUDENT PRACTICE
- STUDENT READING

Delivering a Presentation

INTRODUCTION:

How many times have we stood in front of the mirror and thought, This is my time. I will make it and make it big time. Will I succeed? What will happen if I make a laughing stock of myself?

If the size of the group is too small say four or five people, problems faced are different from those when encountering a group of say, 40 or 50 people. The best size of the group is 20 or 25 individuals.

In other situations, it may happen that the presenter is so powerful in the delivery that the content take a back seat. The audience is inspired by the walk and the talk and is willing to forfeit concentration on the tent.

How to Delivering a Presentation

or

Aspects of Delivering Presentation

- ① Recheck the content and objective of presentation
- ② Control over self
- ③ Control your nerves
- ④ Maintain Eye Contact and smile Frequent
- ⑤ Show your Energy and Ability through Standing posture

- ⑥ Use Hands for Emphasis
- ⑦ Movements of the Presenter
- ⑧ Improve voice modulations.
- ⑨ Handling Audience Interventions
- ⑩ Answering the questions

PRESENTER EFFECTIVENESS

INTRODUCTION:-

All the Presenters or trainers are not the same. Their effectiveness or style of presentation is different from each other.

In this topic we will discuss the qualities that a presenter should have.

Key Points for Presenter's Effectiveness

OR

How to show Effectiveness in presentation?

Some points that reflect

Presenter Effectiveness:

- ① The Presenter's Appearance
- ② The Standing posture
- ③ The Communicating with the Audience
- ④ Gaining the Attention of Audience
- ⑤ Creating Interest
- ⑥ Body Language
- ⑦ Mood Habits ⑧

Difficult situations and Nerves

As a presenter of a presentation sometimes one may have to get into disagreeable, disturbing and disliked situations during the course of the presentation. Handling it tactfully without getting his self respect hurt and at the same time without hurting feelings of the trainers will go a long way in making the presentation a success.

Human behaviour is very complex and very unpredictable. Hence identifying some of the difficult situations nervousness and prescribing ways to handle them may not be a very comprehensive solution. However, there are certain typical situations that usually confronted by presenter and how the situation are handled by experienced presenters may throw some light on handling difficult situations.

Steps to Conquering Your Presentation Nerves:-

① Know your Audience

② Know your Material

③ Structure your presentation

④ Practice ⑤ Prepare ⑥

⑥ Calm yourself from the inside

I Practice Deep Breathing

II Drink water

III Smile

IV Use visualisation Techniques

V Stop or stay thinking about
yourself.

Motivation and Attention:

A good Presenter will pull their audience in and get them to relax. Then, they suddenly grab them with a sobering story or statistic that hits hard - upsetting some and weighing on others. Just as the crowd is about to yell at the speaker, they use an inspirational tale that counteracts their mood. As the people begin to relax back in their seats, the presenter causes another conflict drawing them deeper into the talk. They want to jump up and speak their mind on the matter. They disagree.

A good speaker will use this method ~~repeatedly~~ repeatedly throughout a presentation and eventually end on a motivational high note.

A highly self-motivated presenter can tackle any subject matter or physical environment and works creatively and productively both as an individual and as part of a team. A great presenter has two elements:-

- ① Respect (from the audience) and
- ② Love (to the audience)

There are five key facets of presentation skills—the eyes, the voice, the expression, the appearance, and how you stand. The presenter has the power both to kill the message to enhance it a hundred times beyond its worth. It depends upon the presenter as to how he uses the potential of the presentation to ensure that the audience is motivated and inspired ~~not~~ rather than disconcerted or distracted.

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BBA - Vth Sem
Presentation Skill

Unit - IV ~~1~~

- Outcomes of Presentation
- Inspiring Presentation
- Presentation that Builds Trust
- Presentation that offers a Solution
- Value Added Presentation
- Presentation that Facilities Decision Making

Outcomes of Presentation

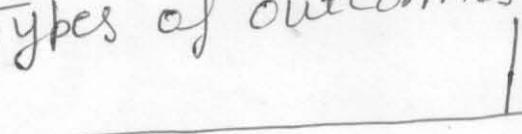
⑩

Introduction & Meaning:-

The outcome/conclusion is a presenter's chance to summarise the most important points of the presentation, repeat the main theme and ideas being presented and leave the audience with some information that hopefully will stick in their minds after the presentation is finished.

An outcome is a statement drawn from all the ideas and analysis done in the body of the presentation.

Types of outcomes of Presentation



- Inspiring Presentation

- Presentation that offers Solution

- Presentation that Facilitates Decision-Making

- Presentation that wins over the hostile Audience

- Presentation that builds Trust
- Value added Presentation
- Presentation that changes Perceptions

⑪

Inspiring Presentation

②

An inspiring presentation reinforces what the audience already feels. It reminds them of why they feel that way and encourages them to pursue common goals. It helps them break out of their normal mindset; to feel empowered and capable of great achievement. It restates the audience's beliefs in a way that is exciting.

The purpose of an inspiring presentation is to stimulate an emotional response in audience. One could also call this type of presentation a "motivational" presentation.

Presentation that Builds Trust

Presentation plays an important role in building trust among people at large. One only needs to do an analysis of audience, their problems, desires, solution to their problem and the proper means of communication.

When anyone want and need to build trust in a presentation, he/she must prepare himself/herself and the presentation by doing these three things:-

① Evaluate Audience's Risk

② Anticipate the Trust Level

③ Plan to Build "Moments of Trust".

②

Presentation that offers a solution: → ③

A Convincing persuasive presentation offers a solution to a controversy, dispute or problem. To succeed with a presentation, presenter must present sufficient logic, evidence, and emotion to sway the audience to the viewpoint. Creative presentation offers solution using audio-visual streaming technology to provide the ability to record sales message and presentation provide training on-demand, record operating rooms for evaluation and record lectures for distance learning.

In order to provide a solution to a given problem of the audience the following must be followed:-

- ① Define the content.
- ② Get them to talk.
- ③ Make Assumptions.
- ④ Prepare an initial presentation.

Value Added Presentation: →

Like sales or Marketing value is added when you position yourself as a resource-not just a vendor. You must prove that you have important ideas and advice to offer. A ~~valid value~~ well-planned

Presentation adds value when it is based on carefully developed sales call objectives and a presentation plan need to meet these objectives. Good planning ensures that the presentation is customised to meet the needs and time constraints of the prospect.

These are three value added approaches to incorporate into the presentation:

- ① Something new
- ② Inspire and Motivate
- ③ How-to

Presentation that facilitate Decision-Making

The purpose of a decision-making presentation is to move the audience to take the suggested action. A decision-making presentation presents ideas, suggestions and argument strongly enough to persuade an audience to carry out the requests.

In a decision-making presentation, presenter must tell the audience what to do and how to do it. He/she should also let them know what will happen if they do not do what they ask.

Steps Involved in Presentation that Facilitate Decision-Making

- ① Gain attention with a story that illustrates the problem
- ② Show the need to solve the problem and illustrate it with an example that is general.
- ③ Describe the solution to bring a satisfactory resolution to the problem
- ④ Compare/Contrast the two worlds with the problem solved and unsolved.
- ⑤ Call the audience to action to help solve the problem and then a way to be part of the solution.

Presentation that changes Perception. →

Those seeking to manage a change need to be able to present their ideas to others. There are many occasions when change managers have to present information to others. From time to time the presentation will be before a large audience, in a formal setting.

More frequently it will be to a small, sometimes informal group of colleagues, subordinates senior managers or other stakeholders. Good ~~Presentation~~ Presenters invest time and effort in preparation.

In order to deliver an effective presentation that give an aid in changing the perception of audience the following steps need to be followed:-

Step-① Clarifying Objectives

Step-② Research Audience

Step-③ Defining Content

Step-④ Structuring Presentation

Step-⑤ Reviewing Arrangements

Presentation that wins over the Hostile Audience

When presentation is given to a potentially hostile audience, the stakes are raised. The anticipated conflict creates drama that adds importance and attracts a special kind of attention. The risks of failure are great but when these situations are turned into win, it is the kind of event of which presentation legends are made. Some tips will be helpful in presenting a presentation that wins over the hostile audience:

- ① Get to really know what you are presenting, how you will turn an audience onto it.
- ② Get into the shoes of your audience as much as possible and think about what might be in it for them, why should they listen to you.
- ③ Anticipate what objections your audience might have for being there and use a "pre-frame" in your introduction.
- ④ When delivering the session use different methods so each learning style is accommodated.
- ⑤ Care about your audience; demonstrate your respect for them - use names, involve, ask questions and listen.

Questions

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Dept. MBA

- Q → ① what do you mean by presentation?
Discuss its Principles.
- Q → ② what do you understand by presentation?
Discuss the forms of presentation?
- Q → ③ write short Notes on:-
 I Good & Bad Presentation
 II Why make Presentation
 III Presentation types
 IV Advantages of Presentation.
- Q → ④ what is presentation? How it can involve an Audience.
- Q → ⑤ "The presentation that deeply involves your audience" is a type of presentation.
Discuss.
- Q → ⑥ Describe the presentation that creates excitement?
- Q → ⑦ what is Persuasive Presentation?
What are the golden rule of Persuasive presentation?
- Q → ⑧ what do you mean by presentation that evokes the emotional appeal? How does it work.
- Q → ⑨ Can you sell a new idea through presentation?

Q → 10 "It is not necessary to be a comedian to use humor in Presentation" Comment

Q → 11 "Planned Presentation always dominate UnPlanned Presentation" why? Why not

Q → 12 what do you mean by researching a topic? Why is research necessary?

Q → 13 Discuss the steps for structuring a good presentation.

Q → 14 What are the different methods of presentations? Explain five of them.

Q → 15 Distinguish between Seminar and Conference.

Q → 16 As a presenter how would you prepare yourself for delivering a presentation.

Q → 17 Write short notes on -
I Presenter Effectiveness.

II Motivation & Attention

III Difficult Situation & Nerves

IV Group Discussion

Q → 18 Discuss the types of outcomes of presentation.

Q → 19 "Managers Presentation would be effective when a presentation offers a solution" Discuss

a→⑩ How a Presentation can facilitate decision-making? Explain

a→⑪ write short notes on the following:-

I Questionnaire

II Games

a→⑫ Discuss in detail criteria for the choice of conference & seminar

a→⑬ What do you mean by Destination Management with reference to location of presentation?

a→⑭ Discuss in detail the patterns of organising the presentation?

a→⑮ Do you agree that presentation skill can be developed and polished? Explain.