



Project Presentations + Creative/Constructive Focus Groups

Some Presentation Guidelines

Use Your Nerves...!

- Presentations make you nervous? Probably.
- **DON'T LET** your **nerves** overcome you.
- Use your nerves—put the energy into your presentation.
- Focus on communicating with your audience as if you are having a conversation.
- Delete the “um” ...“um.”



VERBALS, Non-verbals & Body Language x10

1. Do **NOT** read your presentation (except for points of emphasis).
2. **Memorize**. Use cards for reminders.
3. Positive **EYE CONTACT** with your material and your audience.
4. Smile occasionally ... if you can.
5. Hand gestures for emphasis.
6. Know your **BODY** language and non-verbals!
7. **POSITIONING** in the presentation space.
8. Controlled Movements-Walking.
9. **DO NOT** use **rhetoical questions** (to which you actually expect an answer)
10. **DO NOT** use "audience participation" exercises in short presentations.

Body Language

How people stand could say a lot about what they're thinking and feeling



Presenting with a Partner

- Both/All must have active roles throughout.
- **EYE CONTACT** towards your partner when they are speaking.
- **POSITIONING** (NO tennis games across the room)
- The person in charge of **AUDIO-VISUAL CONTROLS** should not hide behind or constantly fuss with mouse/media.
- **TAG-FLAG.**
- “WE” instead of “I”



Intro=Outline

- ✓ Keep your **introduction** SHORT and to the point.
- ✓ BRIEF REFRESH on **what your topic is about** and why it's particularly relevant NOW!
- ✓ **WORKING TITLE + subtitle**
- ✓ **WHAT** are the **CENTRAL issues, problems, or focal points** and their **LARGER** significance to an intelligent but unknowing audience.
- ✓ Identify your **approaches** to date
- ✓ Present MAIN and INTERESTING POINTS (NOT every single detail)
- ✓ Interpret and summarize your KEY ISSUES in doing the project



Visuals



- **VISUALS** → Deliver **STRONG ONES** –Graphics, Photos, and Video!

- **INTRODUCE** and point out to your audience what's important in your visual (you created it for a reason).

- **FONTS/typefaces.** Use slightly larger/thicker typeface sizes so your audience can read it. **Color** for **EMPHASIS!**

- **IF you use POWERPOINT** or any other screen presentation, then set it up to browse by individual window.

- **Do NOT EMBED VIDEO CLIPS!** Instead play them as individual files which are **CUED UP**.

- Simple **animation "fly ins"** for each point.



- **Handouts?** **WHEN** do you hand something out? What should you have on a good handout?

- Web site vs. presentation software. **COORDINATE!**





Examples

- Give **CONCRETE EXAMPLES** which illustrate the larger concept/issue.
- Make sure that you have **brief stories** which are short and to the point.
- **Briefly** explain **IMPORTANT TECHNICAL TERMS**.
- Associational **Hooks for the audience**.
- **Flag**  your examples (One of the **BEST** examples, another **GOOD EXAMPLE** is this....)
- **Flag**  your transitions (conclusion too).

Questions & Answers

- **Project out** what kinds of questions you might be asked (you can even use this material later if no one asks it).
- **Silent pause** sometimes when asking for questions. Wait, but not too long.
- Address the question asker **by NAME** in a **definitive manner**.
- **Complement** a good question.
- **Avoid** being defensive.
- **Look at the person** who asked it, but be careful not to **STARE** them down .
- Acknowledge a **DIFFICULT/TOUGH** question
- **Diversion**. When and how to use it.



Focus Group



- 1. Make sure that you write and/or record the Q&A.**
- 2. You NEED to have FOCUS questions upon which you want to get some constructive feedback.**
- 3. Discussions are partially structured “conversations.” You are leading that conversation.**
- 4. The objective is to collect information and NOT necessarily to arrive at a consensus**

