

How can you be a successful presenter

By

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How can you be a successful presenter

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- Make a correct slide layout

2

- Summarize your presentation

3

- Improve your presentation skills

• Make a correct slide layout

■ How Many Words Should I Put on Each Slide?

- Fewer words per slide, better to present.
- Your presentation should not be encyclopedic.
- Keep the presentation about you, not the slideshow.
- Use 6x6, 7x7 rules (It is better to be less than 40 words per slide).
- **Example** “Why should you buy our product?” then use “Benefits” as the title. And the bullet points could be:
 - Save time
 - Save money
 - Eliminate frustration
 - Increase productivity
 - Beat the competition



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- Make a correct slide layout

- How to Choose the Right Number of Slides for a PowerPoint Presentation

1- Depending on design choices:

- Provide the right amount of information.
- Break complex slides down into several simple slides.
- Include audio-visual support only as needed.



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- Make a correct slide layout

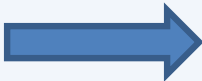
2- Using Time to Determine the Right Number of Slides.

- Practice your presentation in front of a mirror or a small audience of friends and family before you do it for real (**use the 10-20-30 rule, an average of 2 minutes/slide**)
- Think about the speed at which you speak..
- Do not use too many slides.
- Do not use too few slides

1

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3- Moving Beyond Formulaic Answers to Find the Right Number of Slides.

- Don't listen to the experts. (use the **10-20-30** rule, an average of **no less than 15 seconds no more than 2 minutes/slide**)
- Match the number of slides to the subject matter.
(ex., describing a land scape with more slide and photographs than texting  more effective)
- Tailor your slideshow to your audience..
- Think about the venue you're presenting in.

• Summarize your presentation

- People tends to remember the beginning and the ending of the talks (**Primacy-Recency effect**) such as **watching movies**.
- Using expressions to make audience more interesting such as:

Beginning

- The first words have a powerful effect to the audience
- Focusing on the question **why?**
Not what?



Tell them a real story with time frame that linked to your objectives

Ending, such as:

- And that brings me to the end of my presentation.
- Let me give you a summary of what I've been talking about over the last Minutes/hour(s).

• Summarize your presentation

Body

It should be organized

- Preferred to be sectioned into three main points
- Which way they going to be presented?
 - Is it **chronologically**? (each step in its proper order, first, second and third.
 - By **comparing formula** if the subjects are similar
 - **Persuasive** organization (most important to the least one).
 - Depending on the subject with cause and effect, problem and solution

It should be easy to follow

- Avoid the **jargon** language unless you talk to the group of the same profession.
- Keep it simple to avoid mistakes, if you have a complex idea, break it to small pieces.
- Use signposting language to prepare the audience to hear what you are going to say.

- Improve your presentation skills

20 Ways to Improve Your Presentation Skills

1. Practice! "Is that what I really sound like?"

- Rehearsing lines with different body language.
- Recording and playing back.
- Do a run with friends and colleagues.

- Improve your presentation skills

2. Transform Nervous Energy Into Enthusiasm.

(enthusiastic speech can win out over an eloquent one)



- Listening to the music will turn jitters to Enthusiasm
- Make sure you are enthusiastic and energetic as possible before going on stage.

- Improve your presentation skills

3. Attend Other Presentations.

- Shows respect for your fellow presenters.
- What's the mood of the crowd.
- Are the presentations more strategic or tactical in nature?.
- Using some words from other speakers later in your presentation

- Improve your presentation skills

4. Arrive Early.

- Allow yourself plenty of time to settle in before your talk.

5. Adjust to Your Surroundings.

- The more adjusted to your environment you are, the more comfortable you'll feel.
- If possible, practice with the microphone and lighting.
- Be aware of any distractions potentially posed by the venue (e.g., a noisy road outside).



• Improve your presentation skills

6. Meet and Greet.

- Chatting with people makes you more likeable and approachable.
- Ask event attendees questions and take in their responses.

7. Use Positive Visualization.

- Imagine yourself getting tons of laughs while presenting with the enthusiasm instead of thinking you are terrible. (Imagine you have a Jimmy Fallon enthusiasm and charming of George Clooney !!)



- Improve your presentation skills

8. Remember That Most Audiences Are Sympathetic.

- Think that the audiences are sympathetic rather than secretly waiting to laugh at your mistakes.

9. Take Deep Breaths.

- Relax and take deep breath instead of tightening your self with shaking → getting you more nervous.

- Improve your presentation skills

10. Smile.

- It increases endorphins, replacing anxiety with calm and making you feel good about your presentation.
- Exhibits confidence and enthusiasm to the crowd.
- Don't overdo it – no one enjoys the [maniacal clown look](#)



- Improve your presentation skills

11. Exercise.

- Exercise earlier in the day prior to your presentation to boost endorphins, which will help alleviate anxiety.

12. Work on Your Pauses.

- Don't be afraid to slow down and use pauses in your speech.
- Pausing can be used to emphasize certain points and to help your talk feel more conversational.

- Improve your presentation skills

13. Don't Try to Cover Too Much Material.

- Your presentations should be full of useful and insightful in a simple way.
- You need to know what to include and what to leave out.
- Don't skimp when it comes to useful data such as **results data**
- Use the excess material in another presentation.

• Improve your presentation skills

14. Actively Engage the Audience.

- Your presentation doesn't have to be one sided proposition (Engage with the audience).
- Asking the audience what they think, inviting questions make them feel like a part of a conversation.
- It makes you, the presenter, seem much more relatable.



Hopefully this man has a question, and doesn't just need to go to the bathroom.

- Improve your presentation skills

15. Be Entertaining.

- Don't be afraid to inject a little humor into your talk when presenting them with a great deal of information.
- It's important to maintain a balance because people didn't come to your presentation with the sole intention of being entertained.

- Improve your presentation skills

16. Admit You Don't Have All the Answers.

- Admitting that you don't know everything can actually improve your credibility.
- Nobody expects you to be an omniscient oracle of forbidden knowledge – they just want to learn from you.



- Improve your presentation skills

17. Use a Power Stance.

- Practicing confident body language is useful to boost your pre-presentation jitters.
- Before you go on stage, strike your best Power Ranger stance and hold your head high!



- Improve your presentation skills

18. Drink Water.

- Dry mouth is a common result of anxiety.
- Keep a bottle of water at arm's reach while presenting in case you get dry mouth
- It also provides a solid object to hurl at potential hecklers.



- Improve your presentation skills

19. Join Toastmasters.

20. Don't Fight the Fear.

- Accept your fear rather than trying to fight it.
- Remember, those jitters aren't all bad.
- Transform nervous energy into positive enthusiasm and you'll be golden.

Thank you