



How to present



**What a
person
usually
remembers**

20% by hearing

30% of what is seen

50% if he sees and hears at the same time

70% if they are actively discussing it

90% if it can do so

Principles of creating presentations



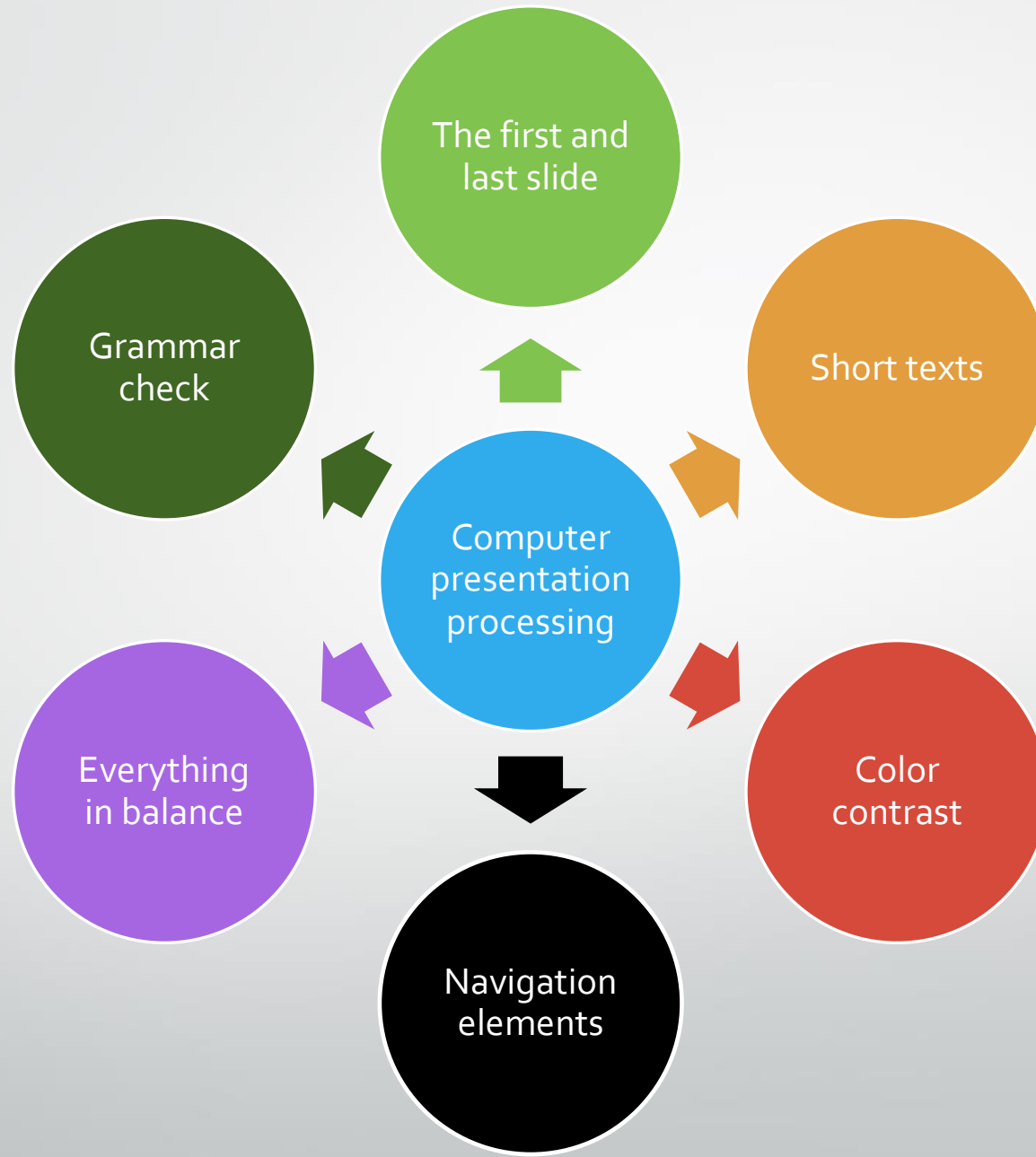
WHAT DO WE WANT TO
ACHIEVE WITH THE
PRESENTATION?



WHO IS THE PRESENTATION
FOR?



HOW TO ACHIEVE THIS?



Principles for successful presentation

- Room preparation
- Perfectly prepared lecturer
- Contact with the audience
- Don't read!
- The principles of rhetoric

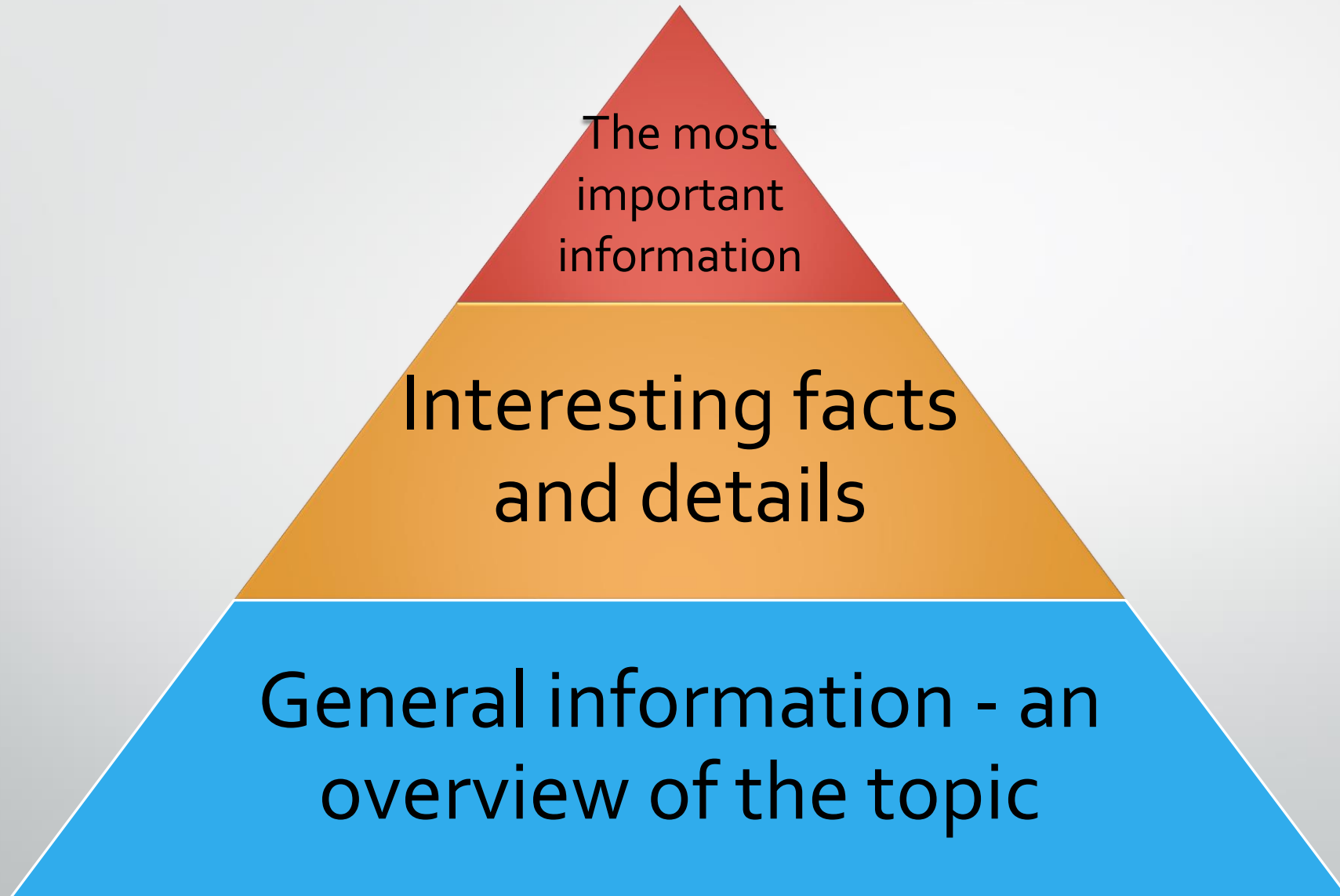
Rule 10/20/30



Good presenters

- each lecture begins with a greeting and looking at the audience
- never turn back to the audience,
- never exceed the assigned time limit
- give the audience time to rest – small breaks to fix the key information
- end the presentation by thanking you for your attention

The correct procedure for giving information in a presentation



What does a presentation consist of?

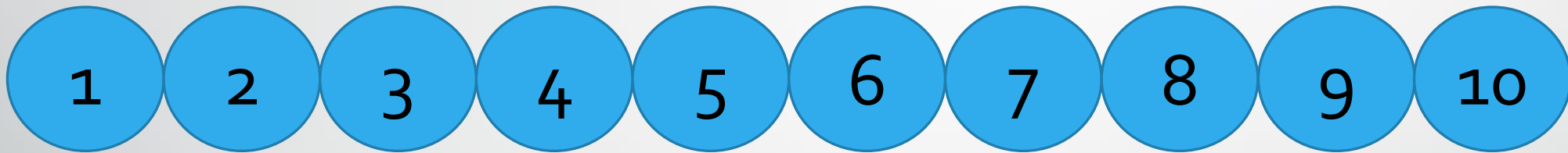
COMMUNICATION

- ✓ I know what I want to achieve with the presentation
- ✓ I know the needs of my listeners
- ✓ The information is organized logically
- ✓ I have prepared an impressive start and end
- ✓ I speak an understandable language
- ✓ I have the relevant slides
- ✓ I have read the presentation at least 3 times
- ✓ I am ready to answer the questions

PRESENTATION

- I control my body language
- I minimize distracting stimuli
- I have breaks scheduled
- I have a strategy for dealing with fear
- I put my personality and energy into the presentation
- I use notes appropriately

At what level are your presentation skills?



1 I hate it and I'm completely impossible

10 I am a top presenter

- **1 – 4 – big stage fright, no presentation skills** – the person at the end of the scale usually has limited or no experience with presentation, so this activity is a nightmare for him
- **5 – 7 – self-confidence, but limited presentation skills** – you have overcome an obstacle in the form of your own fear, you can feel good and you even enjoy the presentation
- **8 – 10 – self-confidence and presentation skills** – if you are at this level, you have mastered the art of presenting (even if you still have a fear, which is important in a way because it will inspire you to perform better), at this level you can inspire and lead people through your presentations

How to become a star among presenters

- Lead audience of your presentation from start to finish
- Deal with your speech
- Suppress fear and nervousness

Presentation trick - magic keys B and W



B



W



**Thank you for your
attention!**