

Key points for perfect presentation

A perfect presentation can be a powerful event, inspiring an audience to take action or change their way of thinking. The reverse is also true: a weak presentation can result in apathy, boredom, or a lost business opportunity. Here are some key points for perfect presentation.

First key point is preparation. The first mistake many people make when they are presenting is to rush straight to the laptop or grab a pen and start writing the script. Before writing your content or designing your visuals, answer these three key questions:

- Why am I giving this presentation?
- Who is my audience?
- What do I want to say and what topics will I cover?¹

When you have done the preparation collect current, accurate and relevant information. Add examples, stories, emotional appeals, and some visuals when critical, to support the data. Another key point is to have a strong opening and close already written. Last key point is to create a user-friendly final draft, making it easy to reference without reading it.² There is no such thing as being over-prepared. Don't wait until the morning of to select and iron an outfit. The more you have nailed down ahead of time, the less you'll have to be nervous about in the moment.³ Here are 8 guidelines for perfect practice:

- Practice out loud.
- Practice with variety.
- Be aware of timing.
- Leave time in your practice session for audience interaction, questions, etc.
- Incorporate spontaneous Q&A into your practice.
- Spend more time on the speech opening and closing.
- Practice your timing.
- Practice by recording yourself.⁴

Another important thing is if you are presenting to peers, strangers or superiors. Put careful thought into what they may already know about your subject, what they expect from you and what would motivate their response. Engaging, connecting with and persuading your audience

¹ Burton, Ch. 2013. Perfect Presentations. [cit. 2013-01-10] Available:< http://www.brandyorkshire.com/index.php?option=com_k2&view=item&id=58:presentations-need-not-be-scary&Itemid=82>

² Brody, M. 2010. 8 Key Points for Perfect Presentation Practice. [cit. 2013-01-10] Available:< <http://sixminutes.dlugan.com/presentation-practice/>>

³ DeLapa, G. 2010. 7 Mistakes Even Smart Presenters Make. [cit. 2013-01-11] Available:< <http://www.relevantmagazine.com/college-guide-graduate/features/slices/23851-5-keys-for-the-perfect-presentation>>

⁴ Brody, M. 2010. 8 Key Points for Perfect Presentation Practice. [cit. 2013-01-10] Available:< <http://sixminutes.dlugan.com/presentation-practice/>>

is easier when you've tailored your speech to their position in life.⁵ At the end, practice isn't fun, but there is no substitute for it. Keep in mind what Peter Drucker said, "Spontaneity is an infinite number of rehearsed possibilities."

One of the best presenters ever Steve Jobs reshaped the landscape of technology and design during his lifetime and the impact of his vision lives on inside the work of millions of his disciples. Here are five ways that Jobs changed the way we think about presentations, and how you can improve yours by following Jobs's lead:

- Make your pictures memorable. The picture superiority effect says that pictures are remembered better than words, especially when people are casually exposed to the information and the exposure is for a very limited time.
- Keep it simple. Select one image per slide and display it prominently to underscore the topic at hand.
- Pick the right backdrop. Beyond choosing compelling and memorable images, consider the effect that the background might have on the viewer. Jobs heightened interest by occasionally just leaving an empty blue screen. During those moments, Jobs would address the audience directly, without distraction.
- Get creative with pictures. Don't just introduce your viewers to the product or material; show them the best features, uses and purpose.
- Help yourself. Jobs's outline shows just how much he could store in his own head and didn't require putting on paper. But what stand out most from the notes are the small orange, green, and blue icons in the border of the pages. With some colorful icons staring back at you, it will inspire you to find a more colorful way to describe your project.⁶

Structure of a Presentation

The first slide is called title slide. It should have the title of the presentation and the full name. It will be displayed until the presentation starts and allows the audience to prepare itself for your talk. Another slide is called introduction. The introduction should last about 10-15% of the entire presentation time. Furthermore this part has one important function. It should span the gap from the common knowledge to the expert knowledge of the talk. Third part of the

⁵ DeLapa, G. 2010. 7 Mistakes Even Smart Presenters Make. [cit. 2013-01-11] Available:< <http://www.relevantmagazine.com/college-guide-graduate/features/slices/23851-5-keys-for-the-perfect-presentation>>

⁶ Groner, D. 2013. Make the Perfect Presentation: 5 Lessons From Steve Jobs's Innovative Use of Imagery. [cit. 2013-01-12] Available:< http://www.huffingtonpost.com/danny-groner/steve-jobs-business-tips_b_1533469.html>

presentation is the main part. The main part should last 70-80% of the entire presentation time. Now is the time to talk about the topic and show your results. A presenter should show his own priorities on the selection of what he talks about. Furthermore people in the audience should be always aware, if they are presented opinions and interpretations of the speaker. In the main part you can go deep in to details or talk about special cases. Another part is the summary. The summary should last 10-15% of the entire presentation time. Here the main points are mentioned again and presented as a “take-home-message”. Its also the last time to win the audience for your view on the topic. On the last slide you should mention all persons involved in the work or the presentation and signal that you are now ready to take questions.⁷ A good presentation must have a structure. That means there has to be an introduction which will announce to the audience what the presenter will be talking about, body of a presentation (informative, persuasive, entertaining, or motivational) that is the content of the presentation itself, and a conclusion that will summarize the point of everything that has been said (and perhaps call the audience to action).

MS PowerPoint 2010

Microsoft PowerPoint 2010 is a part of Microsoft’s latest suite of business software applications, Microsoft Office 2010. Using PowerPoint, you can quickly create a basic slideshow or you can delve into sophisticated features to create a customized presentation. Because it’s part of the Microsoft Office suite of products, you’ll find PowerPoint to be intuitive and very familiar if you already use any other Office applications, such as Word or Excel. One of PowerPoint’s strengths is its flexibility. Using themes, templates, and other presentation building blocks, you can quickly create a basic presentation even if you have little or no design skills. With PowerPoint, you can:

- Create a presentation using template, using a theme, or from scratch. Another option is importing a presentation outline from another application such as Microsoft Word.
- Add text and tables to your presentation to convey basic information.
- Add visual content with charts, pictures, clip art, SmartArt graphics, and other shapes or objects.
- Bring multimedia into the pictures using sound, video, and animation.
- Add interactivity with hyperlinks and action buttons.

⁷ Untergasser A. 2012 “How to make the perfect Presentation - or at least avoid the biggest pitfalls!” Untergasser's Lab. Summer 2012 (include here the date when you accessed these page). <http://www.untergasser.de/lab/howtos/presentation_v1_0.htm>.

- Create and print notes and handouts for you and your audience.
- Share and collaborate on presentations with others in your organization.
- Access PowerPoint using the PowerPoint web app or a mobile device.
- Deliver a presentation onscreen using a computer, broadcast it online, or create a presentation video that you can post on the web.

In addition, PowerPoint 2010 enables you to work simultaneously with other people or post your presentation online and access it from virtually anywhere using the Web or your smartphone.⁸

Creating presentations with Prezi

PowerPoint is not the only program designed to present. Another way is to use Prezi. Prezi is an online presentation tool that allows you to design your own distinctive, eye-catching presentations. Prezi's unique non-linear approach to presentations sets it apart from other tools. If you use Prezi, your presentation will not be the same old slide-by-slide format that is commonly used today. Prezi creates non-linear, flowing presentations. You can create your presentation on a simple canvas, arranging your text and images in any way you like.

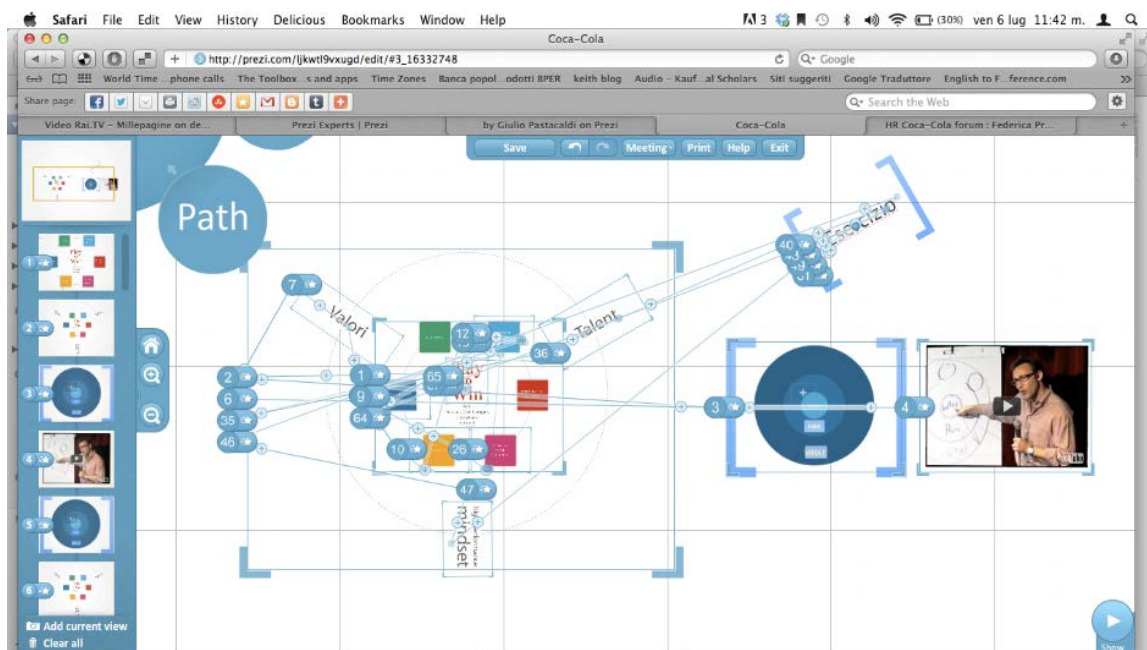


Figure 1: Example of Prezi presentation – work in progress

Source: Federica Protti – UX designer 2013. [cit. 2013-11-21] Available:
 < <http://federicaprottiux.carbonmade.com/projects/4416116>>

⁸ Rutledge, P.-A. 2010. Using Microsoft PowerPoint 2010. Pearson Education, Inc. 2010. ISBN 978-0-7897-4294-0.

To begin using Prezi, you must create an account on www.prezi.com. You will choose between obtaining a free public account, or paying extra to get more privacy, storage, and the ability to work offline. There is also a free student/teacher license, which requires an email address from an educational institution. After you have chosen your account type, proceed through the steps in the sign-up. Once you are logged in, you can get started creating your first Prezi. Click on the *Your prezis* tab on the navigation bar at the top of the screen. Then click on the *New prezi*. Add a title and description, and then click *New prezi* again.

Next you will see the blank canvas on which you will assemble your prezi. You can click and drag anywhere on the canvas to move around or zoom in and out by using the magnifying glass tools on the right of the canvas. In the top left corner, you will see the main circular menu which gives you easy access to all of your main tools.⁹

At the end, Prezi is a cloud-based presentation software that opens up a new world between whiteboards and slides.

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⁹ *Prezi: Creating Presentations*, PennState Berks. 2013. [cit. 2013-11-30] Available <http://www.berks.psu.edu/Documents/Academics/Prezi_CreatingPresentations.pdf>

UNTERGASSER A. 2012 “How to make the perfect Presentation - or at least avoid the biggest pitfalls!” Untergasser's Lab. Summer 2012 (include here the date when you accessed these page). <http://www.untergasser.de/lab/howtos/presentation_v1_0.htm>.