



UTS HELPS

Giving Effective Presentations

Workshop Objectives

1. To assist in planning all aspects of your presentation.
2. To examine methods of engaging your audience.
3. To discuss strategies for delivering presentations confidently.

Who do you think is a skilled speaker?



Image source: [Obamawhitehousearchives.gov](https://obamawhitehousearchives.gov)

Watch the following TED Talk

- What do you think the presenter does well?
- What doesn't the presenter do well?

[Sir Ken Robinson: Do Schools Kill Creativity?](#)

Good aspects

- He uses a lot of humour
- He tells engaging stories
- He asks direct questions to his audience

Bad aspects

- He sometimes mumbles
- He uses nervous gestures
- He sometimes stumbles over his words or speaks too quickly

Before you start

What is the overarching aim?

Who is the audience?

What are the marking criteria?



1. Define the purpose

The purpose in a professional context

- To instruct

e.g. airline emergency demonstrations

- To inform

e.g. An update to company management on your team's sales performance

- To persuade

e.g. a sales pitch to a prospective client

- To motivate

e.g. public health messages to encourage healthy eating

What is the main idea you want the audience to remember afterwards?

What will support them to remember this?



2. Consider your take-away

Face-to-face or online?

Individually or in a group?

Using slides or simply speaking?



3. Consider delivery

Structuring your content

- Introduce yourself
- State the purpose of the presentation
- Outline what will be in the presentation

Introduction

Consider starting with a hook

- Make a provocative statement
- Tell a story
- Tell a surprising statistic
- Ask a question
- Begin with a captivating visual



Activity

Watch the first 2 minutes of [this TED Talk by Simon Sinek.](#)

What is his hook? How does he link the hook to the topic of his presentation?

Activity

What is his hook? How does he link the hook to the topic of his presentation?

Hook 1. He tells a story about a very dramatic moment.

Hook 2. He poses questions that link the story to the main point he wants to make.

More examples of hooks...

"Today, you will learn something that will add 10 years to your life."

"20 years from now, your job won't exist."

"Did you know that more people have access to a mobile phone than a toilet?"



Source: <https://visme.co/blog/how-to-start-a-presentation/>

ACTIVITY

What hook might you use for a presentation about global warming?

One example of a hook...

- Last summer, bushfires in Australia burnt out an area of forest larger than the size of England.
- An estimated one [billion](#) animals were killed by these fires.



What will your main points be?

What sequence will they go in?

How will you support them?



Body

Chronological structure

- **First**, we constructed a hypothesis
- **Then**, we conducted the experiment.
- **Next**, we analysed the data
- **Finally**, we drew conclusions



Image source: flickr.com

Categorical structure

	Battery Electric Vehicles	Plug-in Hybrid Electric Vehicle	Hybrid Electric Vehicles (HEV)
Source of Power	Fully-electric vehicles	Recharge battery through braking and “plugging in”	Powered by both gasoline and electricity.
Advantages	Do not emit any harmful emissions	Go 40 miles before engine assistance	Energy generated by the car’s own braking system
Examples	Tesla Model 3 BMW i3	Chrysler Pacifica Ford C-Max Energi	Honda Civic Hybrid Toyota Camry Hybrid

Cause and effect structure

- Common for business or nursing case studies and essays that explain how something happened
- Often starts by describing a situation or event, then explaining how and why it happened.
- May also require recommendations about how to avoid it happening again in future.

Problem-solution structure

- Outlining a problem and then suggesting proposed solutions.
- Common for proposals in Engineering, IT and Design.
- The key is to make it clear why the problem is so serious, and why your proposed solution is likely to be effective.

Supporting your main points...

- Statistics?
- Stories?
- Examples?
- Citations?

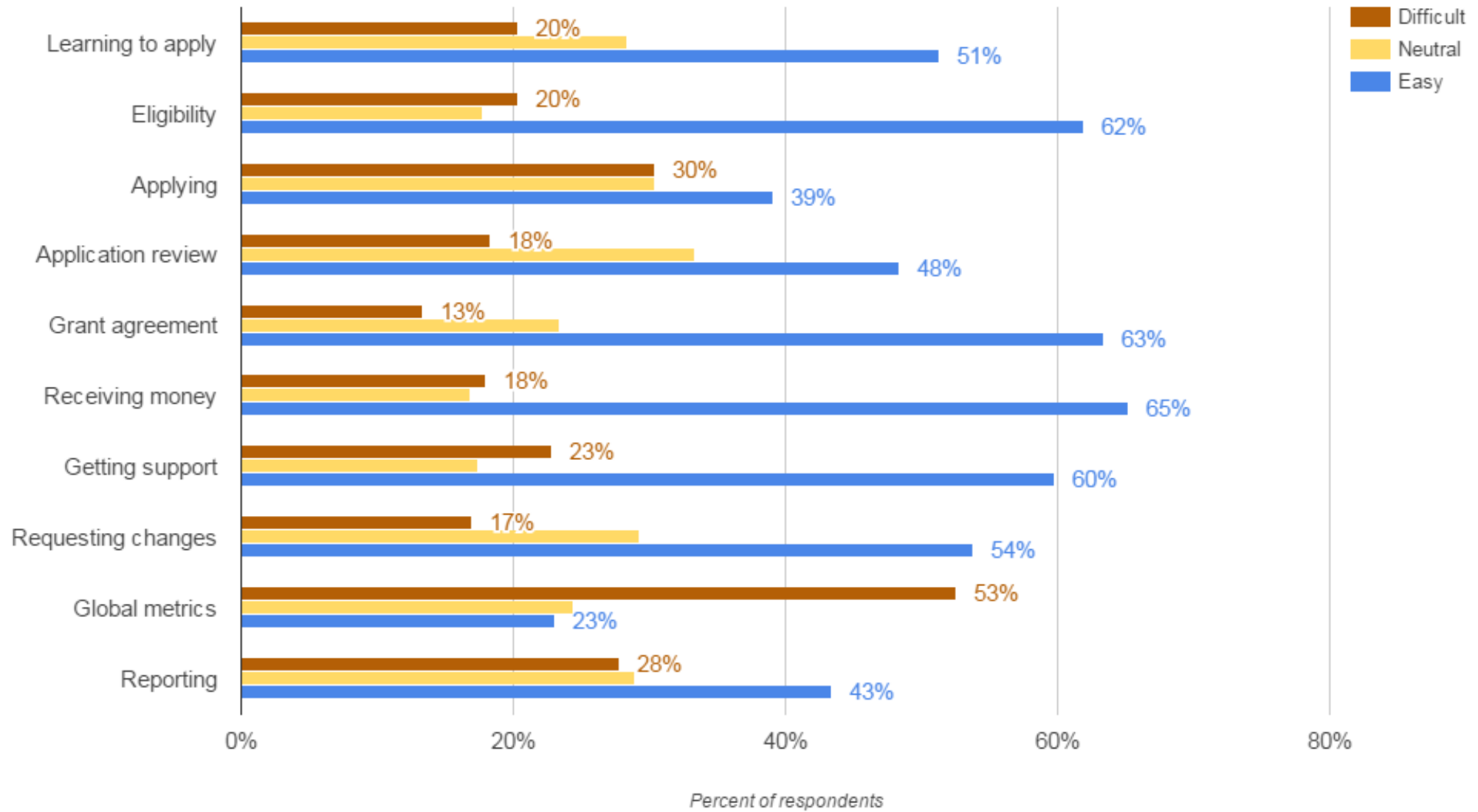


Image source: needpix.com

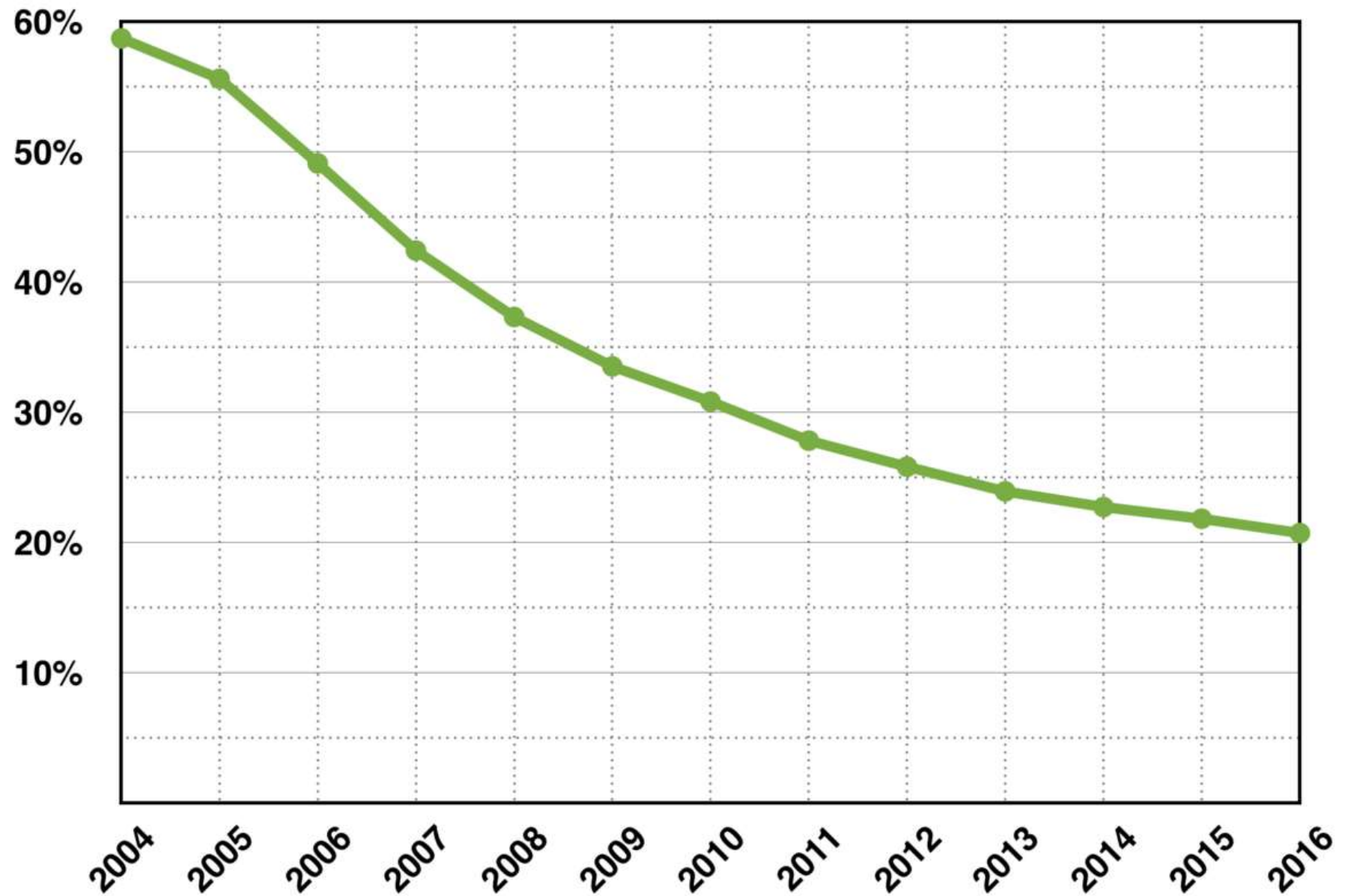
- Should make a clear point, such as showing an important trend or change.
- Should link to your overall message

1. Statistics

Ease and difficulty of the grants process



● Poverty Rate in Peru



Making content engaging

According to Cancer Council Australia (2013), one-third of Australians will be diagnosed with cancer at some stage in their lives.

Making content engaging

According to UNICEF (2013), extreme poverty claims the lives of more than 10 million people around the world annually.

Images are engaging, but:

- they shouldn't distract from your message, and
- they must be relevant to your point

2. Images



Image: <https://pixabay.com/>



Image: <https://pixabay.com/>



Image: <https://www.shutterstock.com/>

Good sources of images:

- [Pixabay](#)
- [Unsplash](#)
- [Shutterstock](#)
- [Google images](#) (but be careful!)



scenery



All

Images

Videos

News

Shopping

More

Settings

Tools

Size

Color

Usage Rights

Type

Time



drawing



wallpaper



beautiful



natural



painting



village



Scenery Wallpapers: Free HD ...
unsplash.com



Download beautiful scenery wallpapers ...
pinterest.co.uk



How to draw Landscape || Scenery of ...
youtube.com

Headings should not be full sentences.

Most commonly they are one key word, or a noun phrase.

e.g. *Basics of slide design*

3. Headings

Benefits of Solar Energy

- Solar energy is renewable and therefore better for the environment.
- It is relatively cheap to produce
- Sunshine is plentiful and widespread.



Image Source: Wikimedia Commons



Bullet points are best displayed one at a time.



Text should be at least font size 24 and strongly contrasted with the background.

4. Text

Don't be afraid of blank space!



Delivering confidently

Excited

- Rapid heartbeat
- Shallow breath
- Trembling
- Talking quickly
- Can't stay still

Nervous

- Rapid heartbeat
- Shallow breath
- Trembling
- Talking quickly
- Can't stay still

- It's the most effective way to calm yourself.
- It also increases mental clarity and memory.
- Try it now: Breathe in for 4, hold for 2, out for 4



1. Breathe!

- It allows you time to take a deep breath.
- It gives you time to remember what you want to say next.

2. Pause!

- Smiling engages the audience
- It gives the impression of confidence
- It reduces stress

3. Smile!

The Science of Smiling...

Smiling produces endorphins, serotonin and dopamine, which:

- lower your heart rate and blood pressure
- relax your body
- generate more positive emotions
- trigger an audience response of smiling back
- make others see you as more attractive, reliable and sincere

Source: Riggio, R.E. (2020). *There's Magic in Your Smile*. psychologytoday.com

So...



Smile and the world smiles with you!

In front of a mirror

In front of family or friends

Into the camera of your
computer or phone

4. Practice!

- Positive body language projects confidence.
- It also triggers a feeling of power.
- Listeners are more influenced by what you say.

5. Check your body language

Gorman, C.K. (2017, 2 August). *Don't try to 'fake' confidence – do this instead*. Forbes Magazine.

ACTIVITY

What do you notice about
the following presenter?

[Simon Sinek: Why good leaders make
you feel safe](#)

Why does he appear confident?

- He stands mostly still, without pacing or fidgeting.
- He stands straight and tall.
- He maintains eye contact with his audience throughout.
- He pauses for dramatic effect when telling stories.
- His gestures are firm and emphasise his points.

Summary – A good presentation....

- Has a clear purpose
- Has a logical structure
- Use relevant statistics, stories, examples or images to engage the audience
- Is presented with enthusiasm and confidence

QUESTIONS



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UTS HELPS

📞 9514 9733

✉️ helps@uts.edu.au

🖱️ www.helps.uts.edu.au