

Subject: Scientific English

First lesson: Presentation skills

Lever: Third year biology (Microbiology / Parasitology/ Plant biotechnology)

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Introduction to Presentation Skills

- **Presentation**: A Presentation is a process of presenting a topic to an audience. Thus, it is a means of communication or 'speaking engagement' that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.
- **Presentation Skills**: Presentation skills are a set of abilities to convey the messages with clarity to the audience. The message will contain a persuasive element. It plays an important role in influencing the clients and customers (audience).

The 4 Ps

1. Plan
2. Prepare
3. Practice
4. Present

Presentation Skills:

Plan

- Preparation (planning) is the first step in giving a successful presentation.
- Aspects:
 - Purpose
 - Audience
 - Structure

I want (who) to (what) (when, where, how) because (why).

- Ex: I want Macy's to purchase my company's sunglass line for the upcoming summer season because it is a high-quality designer line and represents Macy's fashion trends.
- Gives your presentation a focus, the things to think about during preparation.

Audience Analysis:

- In what is the audience interested?
- What does the audience want?

- What does the audience already know?
- What does the audience need to know?
- What does the audience expect from this presentation?
- How will the audience benefit from this presentation?

Structure:

- Structure the content in line with the audience's needs
 - What is your objective?
 - Do your research
 - Gather material from different sources
 - Arrange points logically
- Anticipate audience's questions and prepare possible answers
 - Prepare handouts if desired and appropriate. Everyone benefits from visual/graphic documents.
 - Don't forget to prepare with the allotted presentation time in mind. If you don't know how long you have, find out.

Example Structure for 20-minute presentation:

- Opening: 2 minutes
- Middle: 13 minutes
- Ending: 2 minutes
- Questions: 5 minutes *Always leave time for questions*

Prepare

Opening: the first few minutes are critical for success

- Carefully design and master this while practicing
- Good first impression
- Rehearse well, but use natural speech and no reading from notecards or computer
 - Get attention
- Shock, humor, question, story, statistics
 - Be enthusiastic
- Motivate audience to listen

Middle:

- Logical sequence
- Understandable
- Recaps (summaries) when appropriate
- Visual aids (flip-charts, handouts)

Ending: the last few minutes are just as critical for success as the first few minutes

- Summarize important points
- Suggest action
 - What should the audience do now?
 - When should they do it?
 - Why?
 - How?

Visual Aids:

Colors:

- Grey on white
- Black on white

Grammar.

Font size:

- Small
- Medium
- Large

Practice

Nonverbal Communication

- Be active
 - Move around rather than stand stiffly in one spot
- Controlled gestures
 - Hand movements
 - Playing with hair
- Where to keep hands?
 - Not in pockets
 - Occupy hands with notes or a pointer. Nervousness tends to show in our hand gestures.
- Eye contact
 - Look around from person to person while glancing at notes or presentation
 - Don't stare
- Face audience

Verbal Communication

- Speak naturally, not too quickly or too slowly: Clear, audible
- Variations in tone and pitch of voice
- Talk to the audience, not just in front of them
- No jargon
- No ambiguous or complicated language
- Question your audience throughout to facilitate group involvement and garner attention

Audience

- Be aware of audience's nonverbal and verbal communications
 - If people are bored or confused, their body language will show it.
 - Adjust based on what you see.
- Engage audience
 - Questions, activities
- Handle questions to the best of your ability
 - You are not expected to know everything
 - Anticipate questions and have answers ready
 - Sometimes questions allow you to highlight a point you want to make

Present

How to Channel Nervous Energy into Positivity

- Prepare thoroughly
- Breathe deeply and slowly (activity)
 - concentrate on delivering your message to your audience
- Use gestures and facial expressions as a way of converting nervous fear to positive enthusiasm.
 - Enthusiasm is a positive form of nervous energy.
- Don't get preoccupied thinking "I must remember"
- Commit yourself and it will flow naturally
- Know audience size
- Practice in the space where you are presenting
- Maneuver around room
- Check lighting and technology before starting
- Anxiety and stage fright
- Everyone has it to some degree, even the best public speakers
- Do not try to completely eliminate fear
- Instead, channel that fearful energy into an effective presentation

- ❖ Last thing to do is: Question & Answer
- ❖ Thank you for coming.