

# Effective Presentation

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# Study the Audience

- Technical Background
  - What does the audience already know?
- Motivation
  - What does the audience want to know?
  - What does the audience intend to do with the information?
- Patience level

# Topic for Presentation

- It should suit the presenter, suit the audience and satisfy the requirement
- Should not involve copyright or IPR violations
  - Do not select the title exactly as in references
  - Duly acknowledge all references
- A comprehensive presentation with inputs from different sources would be appreciated

# Preparation Contd....

- Target the audience
  - ‘Cafeteria-style’ presentation produces annoyance and boredom
- Dynamic introduction
  - One or two sentences should be in your mind
- Have a key message
  - Include it in introduction, body and conclusion

# Preparation

- The preparation should have a ***creative*** phase and a ***critical*** phase
- Talk through the presentation ***aloud***
  - This ensures correct timing
- Get feedback from colleagues

# Synopsis

- Prepare a synopsis, take copies and distribute in advance
- It is not an introduction; but a brief explanation highlighting the relevance of the topic
- The synopsis should have the title of the presentation, your name and names of guide, co-author etc. and a list of references

# Slide Design

- List out key points only in each slide
- Display the points one by one, if it is appropriate
- Everything should be readable
- Use graphics
- Arrange related things on the same slide
- Adopt simple themes
- Avoid too much animation and sound effects
- Give a title and slide number for each slide
- Provide sufficient margin all around the slide

# Readability - Font Size

Size 12

Size 16

Size 20

Size 24

Size 32

Size 48

Size 60

**Font size should be  
at least 16**

**Use clear background  
if font size is less  
than 20**



## Verbal / simple text

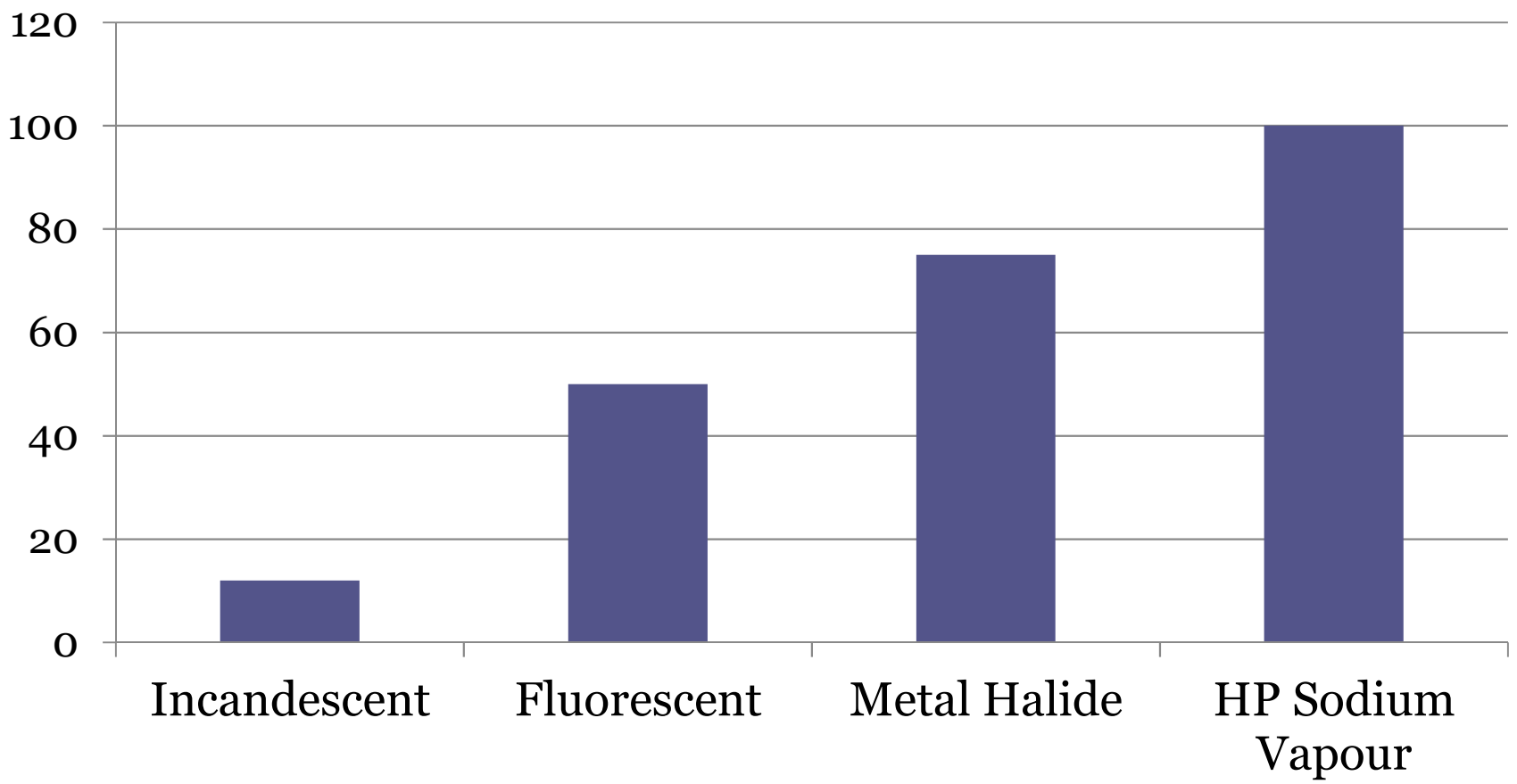
The efficacy (lumens per watt) of a typical incandescent lamp is only 12. On the other hand, energy efficient lamps like Fluorescent, metal halide and high pressure sodium vapour types have efficacy figures of 50, 75 and 100 respectively.

# Tabular presentation

Lamp Type	Lumens / watt
Incandescent	12
Fluorescent	50
Metal halide	75
HP sodium vapour	100

# Graphical Presentation

## Lumen per watt of lamp types



# Use Graphics

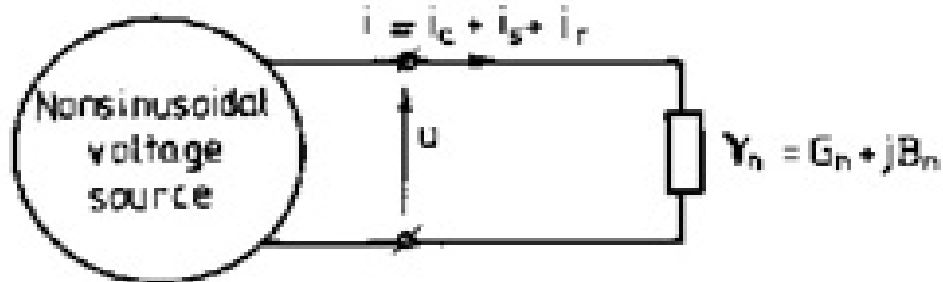
- Graphics catch the attention easily
- Ensures visual occupation of audience
- Overall effectiveness is increased

# Graphic and Text Tools

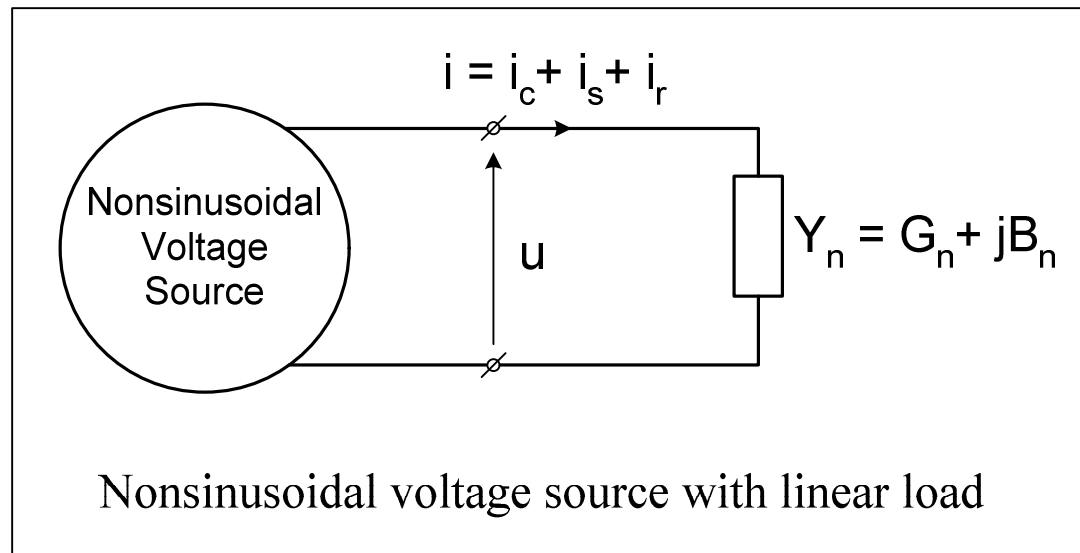
- Microsoft Visio
- Corel Draw
- Microsoft Equation Editor
- Microsoft Excel
- Microsoft Project
- Grapher
- OrCAD
- MATLAB etc.

# Clarity of Figures

If the sourced image is not good,  
draw a new one



Nonsinusoidal voltage source with linear load.



Nonsinusoidal voltage source with linear load

# Organisation of Slides

- Title slide
- Overview of the presentation
  - Shown at the beginning
- Introduction
- Body of the presentation
- Conclusion
  - Shown towards the end of presentation
- References
  - May be the last slide
  - In IEEE format
- Slide Number should be visible in every slide

# How to List References

- Use IEEE format
- List in the order of relevance to the topic

## REFERENCES

- [1] M. J. Sullivan, T. Vardell, A. Suddeth, and B. N. Vojdani, "Interruption costs, customer satisfaction, and expectations for service reliability," *IEEE Trans. Power Syst.*, vol. 11, pp. 989–995, May 1996.
- [2] J. Arrillaga, D. A. Bradley, and P. S. Bodger, *Power System Harmonics*, New York: Wiley, 1985.



# Write the Names Correctly

- Thomas A Edison
- Thomas. A. Edison.
- Thomas. A Edison
- Thomas A. Edison ✓
- Thomas A.Edison

# Prepare to Deliver

- Keep a handout of slides
- Reach the venue at least 30 minutes in advance
- Ensure the room and the facilities are setup properly
- Spend a few minutes to talk to the people who arrive early
- Have the opening sentences firmly in mind
- Get mentally prepared and have a feeling that you own the domain

# Delivery - Points to remember

- Introduce yourself at the beginning
- Ensure volume and change the level to emphasise the points
- Pace – modest
- Insert pauses between sentences
- Modulation – avoid monotones
- Keep eye contact
- Familiarise with presentation aids
  - Use a pointer or a pen when required
- Conclude in time

# Language

- Choose words to give clearest expression
- Avoid unfamiliar jargon
- Speak positively
  - ‘Advantage of mine’ rather than ‘disadvantage of others’
- Avoid double negatives
  - It is **not** that we are **ungrateful** for all that you have done.
  - We are **grateful** for all that you have done
- Feel free to use accepted pronunciations

# Body Language

- Wear comfortable dress
- Posture, gestures and facial expression can enhance the spoken message
- Show an enthusiastic face; be pleasant always
- Ensure good posture: stand evenly on two legs, no sagging shoulders, no gazing at the floor
- Do not grip on immovable objects in the room
- Do not clasp hands in front or behind
- Do not keep the hand in your pocket
- Do not play with hair, jewelry, keys etc.
- Do not point to someone in the audience



# Body Language Contd.

- Our hands will be normally engaged with pointer, pen or chalk
- When not using any of the above, use the hands as we normally do in conversations
- When making presentations in larger rooms, make the movements a little *larger*
- When a pointer is used do not wave it towards the audience
- If a laser pointer is used, switch it off when not in use
- Do not block displayed image
- Don't play with the AV tools when you speak

# Things to avoid

- Don't talk to the screen
- Never argue with the audience
- Avoid fabricated questions
- Avoid repeated use of certain words/gestures
- Don't say any offensive humour

# How to Handle Questions

- Listen to the complete question
- Repeat the question
  - Confirms the presenter has understood the question correctly
  - Also the entire audience get to know the question
- Give a concise answer and stop talking



# Key Messages

- For a good presentation:  
**Prepare, Plan and Practice**
- Preparation should not go on till the last moment; relax a bit before you come to the front
- Stay calm, even in crisis
- Have a critical evaluation after each presentation and prepare a 'to do' list for the next

***Thank You***