

Syllabus
test #1
Presentation techniques

Internal (you) and external (audience) factors of a presentation.

You always need to define your **GOAL**.

What do you want your audience to bring home after the presentation?

Everything you do **MUST** serve your goal.

Knowing your audience is of crucial importance. The same lecture or presentation may serve your goals for one audience and be completely useless for another (scientific lecture delivered to scientists vs. laymen)

Environment:

The short term memory capabilities of a general audience are limited. We are unable to memorise more than 7 ± 2 independent items during a presentation/lecture.

Theses: a presentation usually can be organised around theses, the most important points we want our audience to remember. The number of these cannot be too high, since humans memories have their limits (see above)

Engaging the audience - engaging elements are used to draw the attention of the audience and make them sympathetic towards the speaker. The engagement elements can be of different types, jokes, reference to common experiences, etc.

Introducing yourself or not - something you need to decide.

Attention curve - the attention curve of the audience is rarely constant. Usually it looks like a letter U. It builds up at the beginning, and towards 1/3 it goes down and goes up again in the last few minutes

It is the presenter's goal to have higher audience attention when presenting the most important parts, the theses in some cases.

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Q & A: there is no lecture or presentation without and questions and answers. Don't be afraid of questions, be prepared to get them. While preparing for a presentation you need to think about what kind of questions can be expected. Forced questions - you may incentive your audience to ask certain questions by "leaving loops" in your talk. Leaving out certain obvious important and relevant pieces of information may, will make the audience ask those questions. And since a Q & A is always a remarkable part of a presentation, that listeners are more likely to remember, you may hide your theses behind a question.

Preparation before:

- redundant technology
- practice, practice, practice
- practice in front of audience if possible
- different postures, different clothing - in order to be ***always prepared for unforeseen obstacles***

Unforeseen obstacles may come from outside, and they may come from us as well. We may forget what we wanted to say. Only practice-ing can help us in overcoming these problems.

Powerpoint, Keynote or Prezi should be used with care and parsimony. Unless you are very good at animations, don't use them. It may spoil your presentation. Never overwrite the slides.

Your powerpoint presentation is not the transcript of your lecture! It serves as an auxiliary tool to help the audience memorize/understand what you are talking about.