

Presentation

What are Presentations? PowerPoint presentations are a mode of visual representation of data. It offers slides, which can be used to narrate a story (about your product, brand or any sellable commodity). You can use varieties of graphics, charts, images, styles, videos and other tidbits to make your information more pleasing to readers.

Importance of Presentations What pleases your eyes pleases your mind. This concept is literally universal. Whether you talk about food, place, products or the digital market, the first sensation happens in your eyes before it impresses your mind. Our world today involves more and more data than ever before. This brings forth, the challenge of making this enormous sea of data pleasing and easy to understand to the readers or consumers. This is where eye-sticking presentations come in role.

II. Dos and Don'ts of Power Point Presentation

DO'S

Text

- Keep slides concise
- Font size should range between 18 to 48 (according to importance)
- Use fonts that are easy to read, such as Arial, Helvetica, Times New Roman, etc.
- Use uppercase letters for the first letter
- Leave space between the lines of text
- Use statements, not sentences
- Use keywords to help the audience focus on your message

DONT'S

Text

- Don't include too many details and data (no more than 7 words to a line and 7 lines to a slide)
- Don't crowd the information
- Don't use flashy or curvy fonts
- Don't use all uppercase letters (they are difficult to read and will appear to your audience that you are yelling)
- Don't use abbreviations
- Don't use punctuation marks for bulleted items

III. Dos and Don'ts of Power Oral Presentation

The importance of presentation skills It is very sad that so many influential, bright minded presenters with a deep expertise in their fields lose their audiences due to their poor presentation skills. It is also about respect for the audience.

WHEN YOU START YOUR PRESENTATION:

DO: Introduce yourself. Don't assume anything. Depending on time allowed, give a 30 second to 5 minute introduction of yourself.

DO: Ask questions. Asking the audience questions is a great way to make sure they are awake and keeping them feeling involved from the start.

DO: Tell them what you are going to tell them. Give them a quick introduction on the objective of your presentation and what are they going to learn or understand by the end of your presentation.

DON'T: Don't try to make jokes if you are not good at it. This can be very dangerous!

DURING THE PRESENTATION:

DO: Eye contact. Your firm eye contact will convey your confidence. Act like you own the room. Do not glance around the room too fast. Spend at least three to five seconds on each person. Each person wants to feel that you are only talking to them.

DO: Smile. Act like you are having a great time! Better yet, have a great time!

DO: Speak up. If don't have a microphone, project your voice a bit louder than you might think to make sure the back of the room can hear you. It's good to ask the people in the back of the room to make sure they can hear you; it's a nice courtesy and also helps them feel included.

DO: Use the right words. Try not to use too many acronyms or terms that few people may understand. Connect with your audience and explain in simple terms where possible.

DO: Show your excitement about the topic. Increase your voice volume and/or slow down your speech when you are presenting important points.

DO: Show your emotion when needed. Slow down when you are trying to present an important point.

DON'T: Watch your posture. Stand up straight. Don't walk around too much or do any non-purposeful movements. Unnecessary movements can distract your audience.

DON'T: Be careful with your hands. Again, move your arms and hands purposefully. If you don't need to use them, just rest them at your sides. Don't put your hands in your pockets.

ENDING THE PRESENTATION:

DO: Conclude by repeating your main points you covered during the presentation.

DO: Thank the audience. Show them your appreciation. Show them you want to be there.