

How to prepare for your presentation?

1. Plan the structure

(a) Clarify the aim

- What is your presentation about?
- What do you need to cover the aim is clear? Write bullet points to help you.

(b) Think of your audience

- Who are you talking to: colleagues, parents, neighbours, members of the public, council, committee?
- Adapt your language to suite their knowledge and understanding.

(c) Prioritise your material

- You don't have to say everything!
- Use persuasive language and techniques:
 - evidence, facts and statistics,
 - inclusive and exclusive language ('we', 'you', 'they'),
 - rhetorical questions, e.g.: *"Do we want our children growing up in a world where they are threatened with violence on every street corner?"*
 - analogy, e.g.: *Knowledge is like an open book and a human mind is like a keen reader*
 - showing cause and effect relationship
 - formal language
 - repetition of words, phrases or statements to reinforce your argument
 - hyperbole and exaggeration
 - emotive language to evoke emotions, e.g.: *'Our obesity-conquering cookbook is bursting with easy, fun recipes to try!'*

2. Plan the content

(a) Beginning

- Introduce yourself and the others who are doing the presentation
- Explain the main points in a few words if you can

(b) Middle

- Go through your points logically and in sequence
- Summarise as you go along

(c) End

- Use your introductory summary of main points to summarise
- Give a conclusion

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3. Questions

- If you don't understand a question, ask for clarification
- Give full answers and detailed responses
- Ask for clarification and if the person asking their question understands what you have said

5. Notes

- Use notes and other materials given.
- If you use notes, make them easy to read.
- Don't read out the text word for word.

6. Presenting

- Vary the tone of your voice and the pace at which you speak (speak slowly and clearly).
- Be careful of little verbal tics e.g. "um", "er", and "you know".
- Make eye contact with your audience.
- Use pauses. It gives you thinking time and the audience time to reflect.

7. Before the day

- PRACTISE your presentation
- Ask your peers/colleagues/teacher to be a mock audience
- Ask them to give honest feed-back
- Revise bits that don't work e.g. add explanations
- Practise it again
- And ENJOY yourself!

GOOD LUCK!