

# EXPRESS Careers



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THE INDIAN EXPRESS

## The art of PRESENTATION

A presenter has direct interaction with a group of people during his or her presentation. It's an unparallel process of knowledge sharing coupled with an opportunity to gauge responses. The presenter, enhancing utility of purpose, directly deals with the queries of audience. Basically there are two purposes of presentations. First one is as a part of curriculum, presenting a seminar, a project or as a part of competition. Another one is as a part of professional life, presentation for prospective clients, for peers as a purpose of training, for various types of meetings and as an expert or a trainer on a particular subject and the like. The basic

**Presentation skills have become 'must' for everyone who wishes to get a competitive edge. So here is the first part of the article**

preparation is quite the same for any kind of presentation.

The key to success in presentation is articulation of facts in a way to convince the audience to accept your viewpoint in a way you want them to. The attribute that adds to beauty of presentation is the presence



of speaker. This has an advantage over other audio visual aids like video films and Power Point presentation.

Presentation skills have therefore become the synonym for indispensable soft skills.

A good amount of homework and preparation would lead you to commendable presentation.

### Basic Preparation

● **Analysing the occasion:** Consider the main purpose of presentation. According to the occasion, there would be difference in style of presentation. Get clear idea of expectations from you regarding presentation, what the audience wants to take away at the end of presentation.

● **Audience profile:** Know the audience for whom the presentation is aimed at, as it is the audience who must be the centre of the event. It's an ardent task to analyse an

audience, which has not assembled yet, but it's important to try. Know their basic qualifications; the language known to audience, beliefs and customs of the place and the like.

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# The art of PRESENTATION

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**Defining aims and objectives:**

A clear idea about the objectives of presentation is the key to succeed. It is a very important step, which would entail defining the scope and focus area of presentation, a framework wherein you have to concentrate.

**Content and Structure**

The important part of presentation is its content and success of presentation depends on how it is structured. Why we attach so much of importance to content and structure is because audience has only one chance to understand what the speaker wants to deliver.

**Gathering material:** Various sources are available for gathering information for example, books, websites, personal interviews of experts, research documents etc.

**Selecting material:** All the material collected may not be useful, select only that material which serves your objectives.



**Presentation structure:** This is the crux of presentation, if it is structured properly, it would drive the point home. Simple structure ensures that

if the audience loses the thread, they would be able to pick it up with checkpoints and signposts. It would also help to keep the audience with us.

A structure would be construed as good if it is able to draw attention and hold the interest of audience. It is an aid in understanding subject matter and makes the message to be passed memorable.

**Structures to choose from**  
Oral Presentation can be

structured in following ways

**Logical Argument:** This type of structure is

suitable when we are presenting as a part of competition, a formal debate or we want to convince the audience about our opinion. The structure makes you concentrate on the argument and necessities to prove it. It is much focused and highlights the decided areas.

**Narrative:** This type entails making our point

through story telling- a description in the form of imitated real world. This way is sure to grab and hold the attention of audience. But we should ensure that the story or narration is suitable to the occasion, is good and well told. Business presentations cannot be all narrative type, but we can use narrations for some part of our presentation.

**Formal-** The oldest form of presentation. If Logical Argument or Narrative structure is not suitable, the presentation has to be structured in a formal way

1. Tell them what you are going to explain
2. Tell them the subject matter
3. Tell them what you have told them- the crux.

An ideal presentation should be structured with certain elements such as Introduction, Main Contents and Conclusion. In the next part we shall look at each of these aspects.

- Sarang Bhola & Vrushali Shah

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## Diving deep...

### The Introduction

The introduction should be such that it holds the attention of audience and stimulates the thought process. An effective introduction can be through telling an anecdote, narrating an incident or through display of key visual aids. Any method that grabs the attention of audience would suffice. In the introduction we have to tell the audience (in short) what they can expect in the presentation.

### The Main Section

This section is best presented in the form of various headings and sub headings so as to make audience understand the subject clearly. This part is all about 'Tell them'. The sequence of the presentation must be smooth and meaningful. One should take care that all points are adequately explained and there are no loose ends. The help of additional data can be taken if required in the main section.

### Apt Ending

You should conclude with conviction. Summary of important points in the presentation would be better to drive point home and also for retention. A crisp summary followed by the presentation with a relevant anecdote would leave an impact. You may choose to end with an argument, which prompts audience to think. It is also a better option to talk about the scope of further development in subject matter as closing. A question for the audience to think about, an epigram to suit the occasion., whatever we choose, it has to suit the occasion and leave a mark as it is the last step of presentation.

***In this second part, we go straight into the essentials of conducting a presentation.***

### Presentation Aids

Presentation can be made more effective with various aids. It's human nature to get distracted. Therefore use of different aids during presentation, enhance the audience understanding and keep them interested.

One has to be careful while choosing the aids. Through an array of technical aids like OHP, Power Point Presentation using a LCD projector, pointers, flip charts, video clips and the like, aids should be chosen taking into consideration its relevance in the presentation and our familiarity with the instrument operations. Whether the aid would be effective for listeners and appropriate in the place chosen for presentation should also be judged.

The speaker must be ready with the alternative solution if the aid doesn't work at the time of presentation. Preparedness for the situation like this would surely lead to success. It would also prevent unnecessary delays or distractions.

### Speaker's notes

The speaker should equip themselves with notes on their proposed presentation. Notes act as a support and yield confidence while mitigating any discomfort. In a way, the format of notes that are favourite for one, may be of least concern to another, the following



approaches are the chosen ones.

- Some speakers - the seasoned ones for 'notes'. They are experienced people having mammoth knowledge on subject and they just keep an outline in the mind and deliver.
- Visual aids like OHP or Power Point Presentation itself can be used as notes. As the points appear on screen, the speaker elaborates on those points.
- Some speakers prefer a full verbatim script, the matter they have to deliver.

- Prompt cards or sheets are effective aids - the points are written in large font size and cards are serially arranged without stapling them. The speaker puts down each card after the use.

A combination of the above mentioned visual aid with Prompt Card can also be used. The best method for speaker is the one where his/her comfort level is the highest.

### Rehearsal

Rehearsal of a presentation cannot be discounted. A rehearsal helps to plug loopholes if any in presentation. Judging timing required for presentation is best advantage from rehearsals apart from refining contents.

### Battling nerves

Everyone, all speakers feel nervous before a presentation, so if you are feeling the same, it is not unusual. What we have to do is to find the best way to face it. Nerves, to some extent are helpful as they help us improve our performance. Everyone has experienced it sometime or other that we perform better under tensions. Normally the audience is unable to notice that we are uncomfortable unless our body language conveys the same - fumbling pages or material, shuttering or hesitation in speech, - signs of negative body language. There are some confidence building tricks too, which might help you, like picturing your success after presentation or holding some, "Pointed object in hand and pressing it a bit, the pain caused attracts attention and we are diverted from depressing thoughts." If you are able to visit the venue before starting a presentation and have checked the availability of equipments, their working, had been on stage and the view from dais, it makes you feel very comfortable and the tension is naturally reduced

### Facing questions

- It is good policy to make it clear to the audience when you would like to handle the questions, as and when they arise or after each session or at the end. Clarification regarding questions makes the speaker concentrate and control the proceedings. While dealing with questions, keep in mind

the following:

- Listening to questions carefully is very important, if the question is not heard properly repeat it or paraphrase it.
- Clarify the assumptions, the questioner is having.
- Prefer to take a stand and have a good reasoning for it.
- Whatever the situation, you should never put the questioner down and should maintain cool under any circumstances.
- Do not invest a of time in answering a single question.
- You may choose not to answer the question by saying it would be discussed later on personally.

### Acknowledge

Whatever matter you have referred for preparation of presentation should be acknowledged. This acknowledgement is termed as references. In bibliography, you are supposed to cite books, any published material and websites referred. The standard format of references should be preferred.

In the last part we shall wind up with the things you can avoid, the effective use of graphics and animation and more tips for an effective presentation.

Sarang Bhola & Vrushi Shah

### J.M.RATHI ENGLISH SCHOOL & Jr. COLLEGE

Sudarshan Nagar, Roth, Tal. Roha, Dist. Raigad - 402 116  
Phone : 02194 - 263349, 263787

**WALK IN INTERVIEW ON 12.02.2010**

between 11.00 a.m. to 1.00 p.m. for the post of  
**LECTURER**

with M.Sc. B.Ed : Physics, Chemistry, Mathematics and IT  
at

**Sudarshan Chemical Industries Limited,**  
162, Wellesley Road, Near RTO, Pune 411 001.



# Little, Important Things

*In this concluding part we look into the things you must avoid and the effective use of fonts, design, graphics and animation.*

The following are best avoided to make an effective and impact presentation

- Avoid reading verbatim from the script.
- Take care that you are not deviating from the main focus of presentation.
- Fixing your eyes on a single individual would make him as well as others uneasy. Keep on shifting your focus.

- Never turn your back to audience to face the display screen. Arrange the platform in such a manner that you can see the display screen while facing the audience.

## Gelling elements Slide Design

- Various slide designs are available for preparing a PPT. A slide design with a faint background suitable to the topic of presentation

should be preferred. The first slide and last slide should convey a start and an end. The design should be soothing; without distracting the viewers from the main purpose. It is preferable to use a logo on each slide. Each slide should start with relevant slide title. This title should throw light on contents of slide.

- Preferably a maximum of six points should be covered in one slide. Bullets points should separate each point, makes for easier retention. Use of sentence case for points is advisable. Never put paragraphs of text on slide. It makes the presentation clumsy and unattractive. The audience will end up reading the text and no attention is paid to presenter. Whereas when just a point appears and you supplement it with an explanation, the presentation becomes livelier.

## Fonts: Type & Size, Colour

Use two different types of fonts to provide a style to the presentation. The font size should be such that it makes the text readable. Complimentary colours to slide design should be used for fonts. Important points should be in capital letters. Bold italics should be used only when necessary.

## Embedded links

If some data or tedious calculations are to be shown in addition to points given, a hyperlink can be given on the slide, which would open to a mouse click to another file or website. The link can be given for any type of file (Word, Excel, and Adobe Acrobat)

The link can be given to another PowerPoint slide too. The slide design for such embedded slide should be different.

## Use of Graphics

Graphics enhance understanding. Use clipart, jpg images, graphs, relevant video clips if they are relevant to subject. Too much use of graphics distract viewers.

## Animation

Custom animation should be used for slide title as well as points. Similar animation can be used throughout the presentation. (Fly from right, fly from left, fade in, dissolve, etc.). Only one point should appear at a time. The following point should appear only when discussion on an earlier point is finished. The presentation can be made that it is run automatically or can be advanced with a mouse click. The presentation advancing on the click of the mouse is preferable as the control of presentation rests with speaker.

## All together now

- Visualize the whole

presentation. Mentally rehearse all the steps. This would help to curb loopholes if any.

- Ensure that everything required for presentation is ready and working.
- Use a pointer to highlight the points at the time of presentation
- Handouts, if any should be distributed at the end of session
- Ensure video clips embedded

in presentation are working and relevant softwares are loaded in computer system.

Remember, success in a presentation depends on the start, voice modulation, body language, timing and a convincing conclusion. The content of your presentation is the crux. So pull up your socks and get going....it's time to leave an impact.

Sarang Bhola & Vrushali Shah

### VIDYA NIKETAN ENGLISH MEDIUM SCHOOL

Tata Motors Trg. Div. Hostel, opp. Tata Motors Ltd. Pimpri, Pune 411018.

An English Medium School managed by Tata Motors Employees' Education Trust, wants to recruit the following staff for the School

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H.Sc. with Montessori Training

#### PRIMARY SECTION

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#### SECONDARY SECTION

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- Candidates below 30 years, studied only through English Medium having 2-3 years teaching experience in English Medium Schools, need apply.
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#### THE PRINCIPAL

VIDYA NIKETAN ENGLISH MEDIUM SCHOOL  
Tata Motors Trg. Div. Hostel, opp. Tata Motors Ltd. Pimpri, Pune 411018.

### CENTRAL UNIVERSITY OF PUNJAB

Established vide Act No. 25 (2009) of Parliament

#### FACULTY POSITIONS

Advt. No. T-01 (2010)

The University has adopted open (rolling) application system for recruitment of Faculty Positions (Professors, Associate Professors and Assistant Professors) in different Centres / Schools. Eligible candidates may submit their applications on prescribed form along with the fee throughout the year.

Qualifications: As per UGC rules

For details visit: [www.centralunipunjab.com](http://www.centralunipunjab.com)

Those who have applied earlier need not apply again, unless they want to update their biodata

D-13, Civil Station, Bathinda 151 001; E-Mail: [cu.punjab.info@gmail.com](mailto:cu.punjab.info@gmail.com); Phone: 0164-2240555, 2430586

### UTTARAKHAND OPEN UNIVERSITY

KUSUMKHERA, HALDWANI

#### CORRIGENDUM FOR APPOINTMENTS

With reference to the Advertisement no. UOU/Admn01/171/09-2010 published in Hindustan (Hindi) and Indian Express on dated 19<sup>th</sup> Jan, 2010 and Financial Express on 23<sup>rd</sup> Jan, 2010 for the post of Professor, Assistant Professor and Examination Controller. Few modifications has been done in the advertisement. Kindly visit University website [www.uou.org.in](http://www.uou.org.in) for the same. The last date has been extended from 15<sup>th</sup> Feb, 2010 to 27<sup>th</sup> Feb, 2010. **Dr. B. R. Pant, Registrar**



Shree Chanakya Education Society's  
**INDIRA GROUP OF INSTITUTES**  
'Tapasya' 85/5 A, New Pune Mumbai Highway, Tathawade,  
Pune 411033 Tel: 020-66739862 Fax: 020-22934259  
Website: [www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

#### WALK IN INTERVIEW on Saturday, 13<sup>th</sup> February 2010

Positions:	Proposed Course:
<ul style="list-style-type: none"> <li>• Professors</li> <li>• Associate Professor</li> <li>• Assistant Professor</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM – IT (2nd Shift under MBA- IIMP)</li> <li>• PGDM (2nd Shift under MBA- IIMP)</li> </ul>

- Educational Qualifications, Experience, Pay scales, are as per AICTE norms.
- Applicant should walk in for interview with Application, full Bio-data & necessary original documents.

Venue: Auditorium, "Tapasya" 85/5 A, New Pune Mumbai Highway, Tathawade, Pune - 411033

Time: 10.30 a.m.

Dr. (Mrs.) Prachee Javadekar,

### Nutan Maharashtra Vidya Prasarak Mandal's

**NUTAN MAHARASHTRA INSTITUTE OF ENGG & TECHNOLOGY**

"Vishnupuri", Talegaon Station-410 507 Tal -Maval, Dist-Pune.

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Website: [www.nmiet.in](http://www.nmiet.in)

E-mail: [nmietalegaon@gmail.com](mailto:nmietalegaon@gmail.com)

#### WALK IN INTERVIEW

Sr. No.	Discipline	Post	No.	Category
01	Computer Engg	Professor	01	Open
02	Electronics & Telecommunication	Professor	01	Open
03	Information Technology	Asst.Professor	01	Open
04	Electronics Engg	Asst.Professor	01	Open

Qualification & Experience: As prescribed by AICTE & University of Pune.

Pay Scale: As per AICTE Norms

The eligible candidates are instructed to attend Walk in interview on 23<sup>rd</sup> Feb, 2010 between 11.00 a.m. to 4.00 p.m. at above address along with testimonials