

## 2.9

**COMPOSING A PRESENTATION**

This tool will guide you through the process of composing a presentation. It will guide you in:

- Identifying your audience
- Selecting the composition of your presentation
- Choosing an appropriate length
- Creating your slides

**IDENTIFYING YOUR AUDIENCE**

Considering the audience you have been asked to present to, answer the following questions:

Is the vast majority of the audience experts in the field? Yes No

Have you presented to this SAME audience (not a new generation) before on this topic? Yes No

Does the audience have a deep understanding of the technical aspects of your talk? Yes No

**Did you answer NO to any of these questions?**

If so...	If not...
Pitch your presentation broadly, especially if you answer NO to two or all of the questions.	You can afford to pitch your presentation to a narrow audience, but be careful not to lose them.

**PURPOSE**

Once you have identified the audience you will be presenting too, the next step is to consider the purpose of your presentation. The following table categorises presentations by purpose. Choose the category that best describes the major purpose of your presentation.

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Audience	Category	Description
Broad	Findings	You are presenting the findings/results of a project or research study to a group of people with limited background knowledge in the area
	Progress	You are presenting an intermediate report on the progress of a project or research study to a group with limited background knowledge in the area.
	Pitch	You are requesting or presenting the opportunities for a new project or research study to a group with limited background knowledge in the area.
	New Knowledge	You are presenting technical information to a group that has little knowledge or experience in the area.
Narrow	Findings	You are presenting the findings of a project or research to a group of peers.
	Progress	You are presenting an intermediate report on the progress of a project or research to your peers.
	Pitch	You are requesting or presenting the opportunities for a new project or research study to a group of your peers
	Reaffirming Knowledge	You are reaffirming existing technical knowledge to a group of peers who already have a good understanding of the area.
	New Knowledge	You are presenting new knowledge or theory to a group of peers who have an understanding of the area but not of the specifics of your presentation.

### PRESENTATION COMPOSITION

A presentation is essentially composed of four sections:

- **Setting the scene** – All presentations start with a motivation slide, telling the audience why you are giving the presentation. Then you should give the audience background information on the area. Never assume the audience knows everything or even anything about your topic.
- **Technical details** – This is where you give the audience the details of your research, study or project. It is also the section of the presentation where you are most likely to lose them.
- **Impact or Effect** – In this section you tell the audience the impact of your research, study or project. You can introduce these concepts in the first section and expand on them here. Try to make this section relevant to the audience.
- **Conclusions** – Draw out the important points of the presentation and highlight the message you want your audience to take home.

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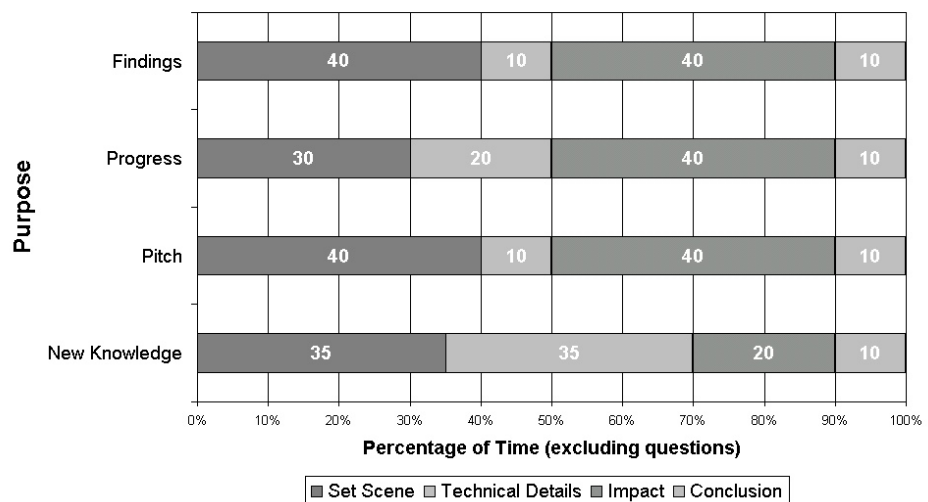
## COMPOSING A PRESENTATION

The following graphs can guide you in breaking up your presentation, they show the amount of time that you should spend on each section for different types of presentations.

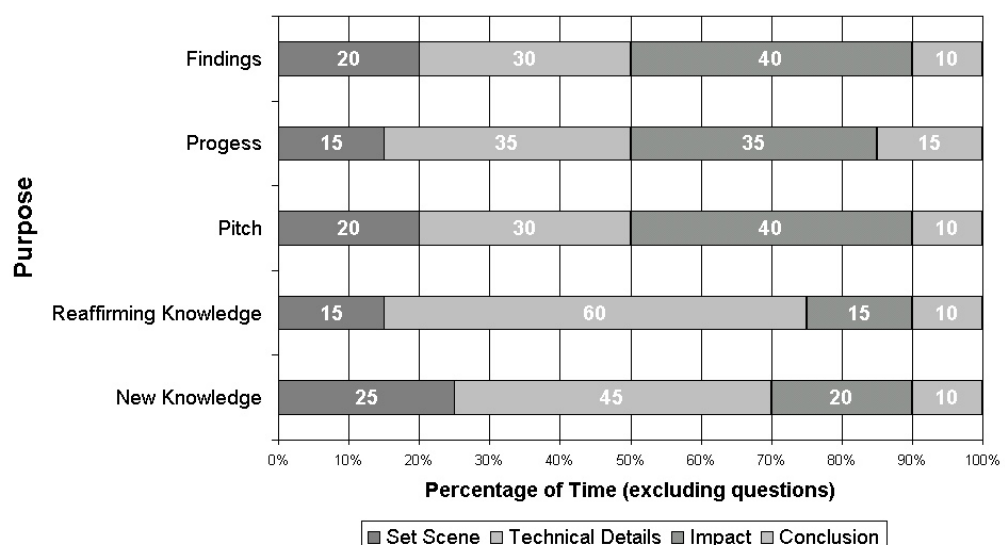
**Broad Audience** – For a broad audience you should concentrate on setting the scene and the impact or effect sections of the presentation. These sections tend to be more interesting and a broad audience is not likely to understand the technical detail. When you are presenting new knowledge to a broad audience spend considerable time setting the scene, if the audience can conceptualise the technical information they are more likely to understand and remember it.

**Narrow Audience** – For a narrow audience you can afford to concentrate more on the technical and impact or effect section of your presentation. They already have an understanding of the area and these sections are more likely to be of interest to them.

**Broad Audience Presentation Composition**



**Narrow Audience Presentation Composition**

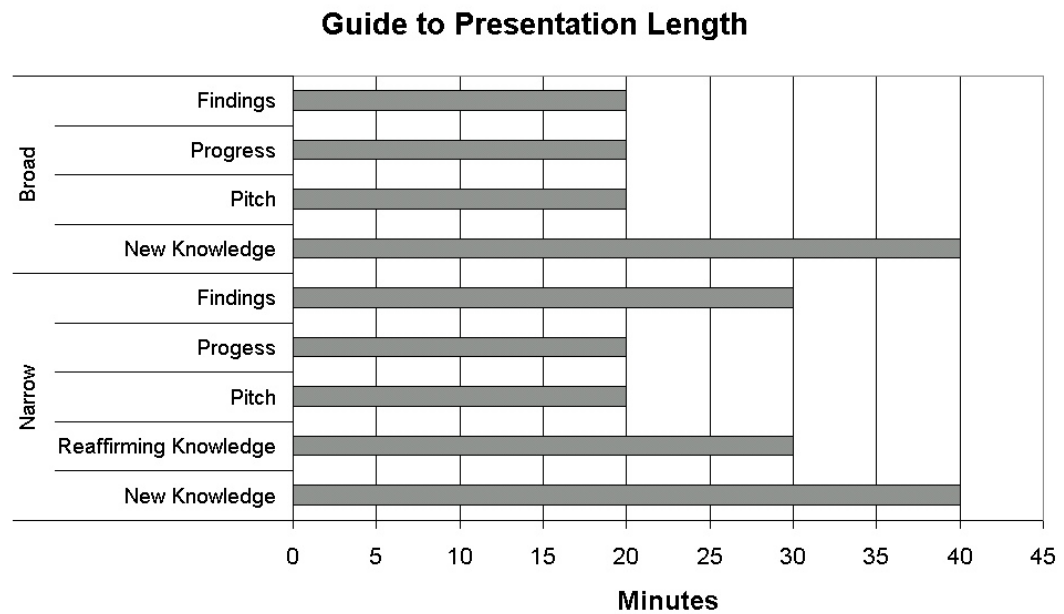


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### PRESENTATION LENGTH

The following graph acts as a guide to how long your presentation should be. If you are asked to speak for a particular time, then adjust your presentation accordingly. However remember a presentation should not run for more than an hour. If you are required to speak longer consider presenting a series of presentations with a substantial break between them.



### PRESENTATION SLIDES

#### ***Number of Slides:***

The following is a guide to how many slides you should use:

$$\frac{\boxed{\text{Presentation Time}}}{2} = \boxed{\text{ }} \text{ slides}$$

**OR**

2 minutes per slide

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### **Visuals Checklist:**

- ☐ Your slides are for the audience not you. Your slides are aimed at the audience and they add to your presentation – they do not simply paraphrase what you are saying.
- ☐ You have used graphics and diagrams.
- ☐ The font is readable from everywhere in the room.
- ☐ You have checked the equipment.
- ☐ You have a motivation and a summary slide.
- ☐ You have practiced.
- ☐ You have extra slides for anticipated questions.

### References

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