

# Make a Presentation

## BSBCMM401A



**ALBRIGHTON & CONSULTING  
TRAINING & SERVICES**

# Make a Presentation

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**BSBCMM401A**

*Expand your thinking...*

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# Introduction

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Presentation skills are a necessary part of any study program and today more people use some form of electronic presentation to support their work.

This workbook uses PowerPoint as the basis of the skills program and it is part of the Office 2007 suite. Later versions will be much similar.

Make sure you find out if there is an organisational template with which you should prepare your presentation.



# Prepare your presentation

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**The purpose, audience and mode of presentation are determined in consultation with the content author and or presenter.**

## **The four P's**

**When you create a presentation, always remember the four P's;**

- **Prepare** Know who your audience will be and the purpose of your presentation
- **Plan** the structure and timing of your presentation
- **Practice** and **Review** your presentation, rehearse how you will present it and get feedback from others so that you feel positive and confident about doing it. It is often good to resent it to someone who is not attached to the presentation
- **Present** make sure you are familiar with the content and build a good rapport with your audience quickly

There are many ways in which information is required to be presented to either individuals or groups; therefore the use of electronic presentations is an invaluable tool to anybody delivering a presentation. Electronic presentations using computers, projection screens and specific presentation software have replaced the old overhead slide presentation or using slide projectors.

**There are many advantages of electronic presentations and these include the opportunities to do;**

- Slide transition effects can be applied as each new slide appears
- Sounds, speech and music and video can be added to slides
- Slides are easily edited and updated
- An entire presentation can be stored on a, flash drive or cloud server and viewed online
- Possible to utilise preset colour schemes and layouts to suit specific types of presentations to meet organisational procedures and policies
- Accessible via web pages or intranet



**Electronic presentations can be used to communicate information in many areas, listed below are some of the more common applications.**

- Business plans
- Flow charts
- Workshop designs and plans
- Brainstorming sessions
- Company meetings
- Financial overviews
- Employee orientation
- Inductions
- Managing organisational change
- Product and service overviews
- Marketing plans
- Selling a product or service
- Project overviews
- Training

**When you create an electronic presentation you need to establish:**

- Who is your audience and what do they know about the topic.
- What is the purpose of the presentation?
- Is it to inform, motivate, persuade or teach?

**Mode of presentation often includes:**

- Speaker
- Self-running presentation
- Available for browsing by individuals
- Presentation conference
- On-line / Internet / intranet
- Display on one computer, control from another

**These elements will help you to determine:**

- The content



- The level of the content
- The overall look
- The style
- The length of the presentation
- The needs of the presenter
- Whether you will be required to generate accompanying notes
- What other equipment may be needed, such as projection screens and laptops

When you are conducting a presentation always remember that you must keep the audience engaged at all times. There is a common belief that too many slides can kill your audience interaction very quickly therefore it is important to keep the slides to a few key points and then elaborate. Use them as prompts only.

Always try to give handouts of the slides or a brief summary of your presentation, that they have been shown as well as extra information and activities. When going through the presentation take time to discuss and interact rather than power through the slides. Remember that the timing is critical so don't let the discussion wander.



**Presentation requirements may include:**

- Web documents
- Speaker notes
- Handouts
- Outlines
- Paper printouts of presentation / slide show
- Computer equipment and peripherals for on-screen presentation
- Data show
- Video projectors
- Laptop computer
- Internet access
- Network access
- Digital pointer
- Annotation pen

**Slide, notes and handout masters are designed to incorporate organisational and task requirements in relation to image and preferred style/s**

When creating an electronic presentation, speaker notes or an audience handout, you need to be aware of your organisation's preferred style. There may be particular requirements you have to follow. For example, you may have to include the company logo in one corner of the slide, or use the company corporate colours. Many organisations require a particular look for the material they produce. By using the logo, company colours and a specific design layout, they create a consistent and professional image that is instantly recognisable to customers.

An organisation will often provide you with a style guide similar to the previous example. Or provide you with an example of exactly what a presentation should include and how it should look. Format the master slide just-as you would format a regular slide by formatting text, formatting lists, adding background patterns and effects, and setting footers.

Click the Close button on the Master Toolbar to quit editing the master slide and return to the presentation.

**Organisational requirements may include:**

- Corporate image
- Company logo
- Company colour scheme
- Music
- Organisation name, time, date, occasion etc in header / footer
- Organisational video clip

**Software functions are utilised for consistency of design and layout to meet identified presentation requirements**

### **Using software functions**

To prepare an electronic PowerPoint presentation you will need to have access to a computer and Microsoft PowerPoint.

To design your presentation you need to develop an understanding of the software functions and features of PowerPoint. This will enable you to prepare a presentation that has a consistent style and a visual impact.

- Create a slide show
- Apply a design template
- Add content
- Write or draw on slides
- Apply a style
- Create handouts and speaker notes.

PowerPoint uses slides to build an electronic presentation.

A slide is a single frame in a presentation and a presentation comprises a group of slides. Before you start to design your presentation, it will be helpful to become familiar with the names of some of the PowerPoint functions.

Look at the functions and descriptions in the following table.

<b>FUNCTION</b>	<b>DESCRIPTION</b>
Placeholders	Boxes with dotted lines that appear when you create a new slide
Slide	Allows you to change the style of text and have the style reflected throughout the whole presentation
Notes Master	Allows you to create notes when working on your presentation
Importing other	Allows you to import information from other applications

applications	such as Word or Excel, and add them to your presentation
Handout Master	Allows you to create handouts to go with your presentation
Colour schemes	Are a selection of background colour that you can apply to your presentation
Templates	Templates contain colour schemes and text formatting to design a presentation with a particular look

# Planning your presentation

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## Planning

To plan your presentation before you begin, this means working out:

- What the presentation is about (the purpose)
- Who the presentation is for (the audience)
- how you are going to present the information (the method)

Then you need to prepare the content of your presentation. The best way to do this is to create a storyboard to help you map out the information you are going to present.



### Purpose

What is your presentation going to be about? In most cases your presentation will be related to your workplace project and so many of the questions above will

### Audience

Decide on an audience for your presentation. It may include colleagues at work or fellow students. If you are a distance student, your audience might include family members or friends. When considering your audience, decide how much they already know about the subject you have chosen. This will dictate the simplicity or complexity of the content of your presentation.

### Method of presentation

Unless you decide on an alternative method with your manager, you will show your presentation in front of an audience.

### Storyboard

Once you have decided on your purpose, audience and method of presentation you can create a storyboard. Remember that a storyboard is basically an outline of the major points

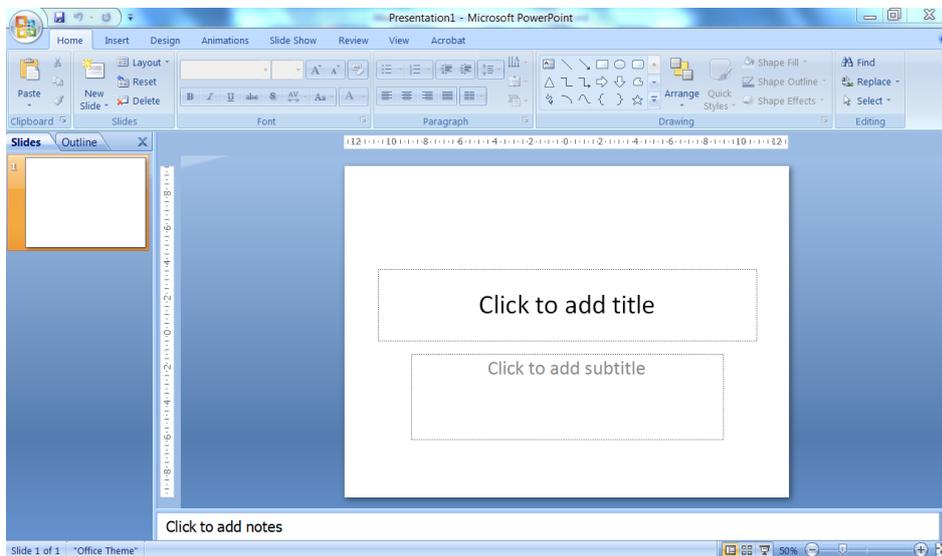
of your presentation. It should give a general idea of where text, pictures or diagrams will go and the order in which you will talk about them.

To create a storyboard, you first need to decide on an outline for the main points you want to develop in your presentation. Once you have done this, decide how many slides will be needed for each main point. Also, remember to include an introductory and conclusion slide.

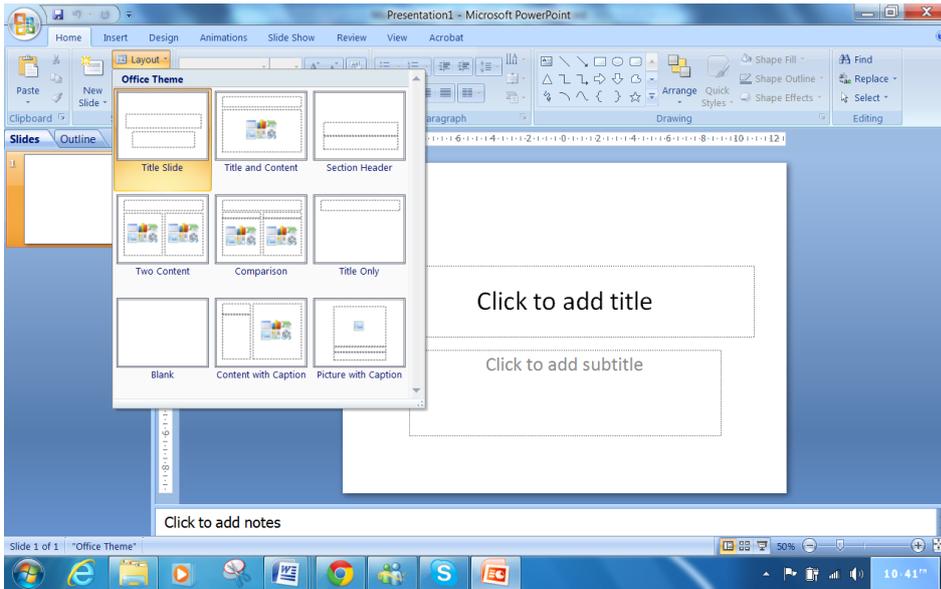
## To create a PowerPoint presentation

In your Programs list open up **Microsoft PowerPoint**

You will see the PowerPoint opening page will start with a blank slide.

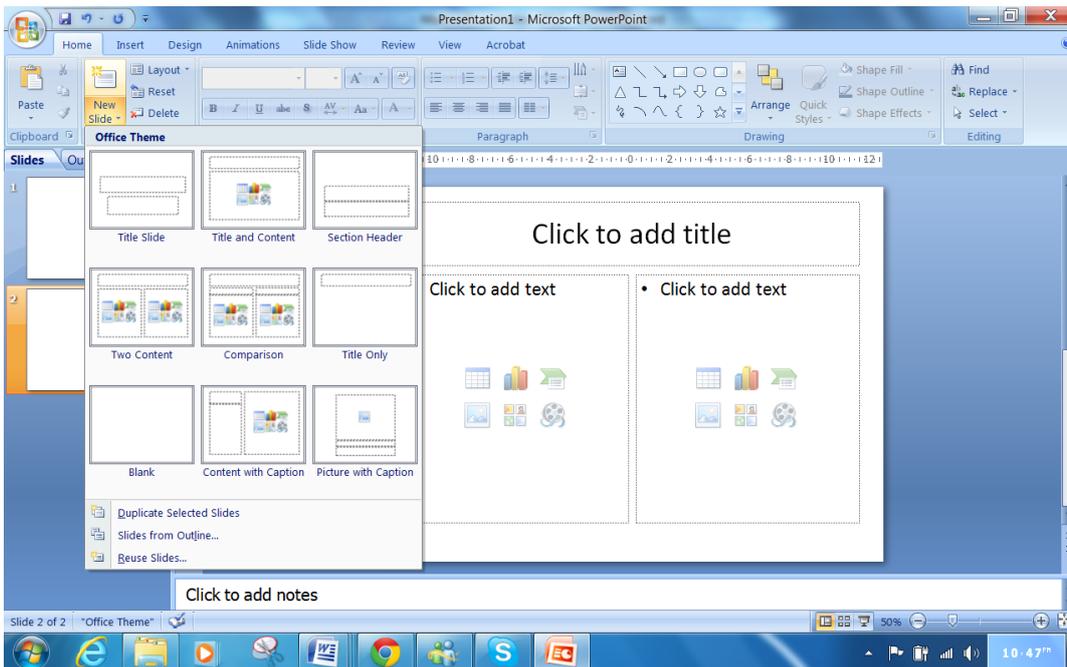


Click on the layout menu in the top left corner



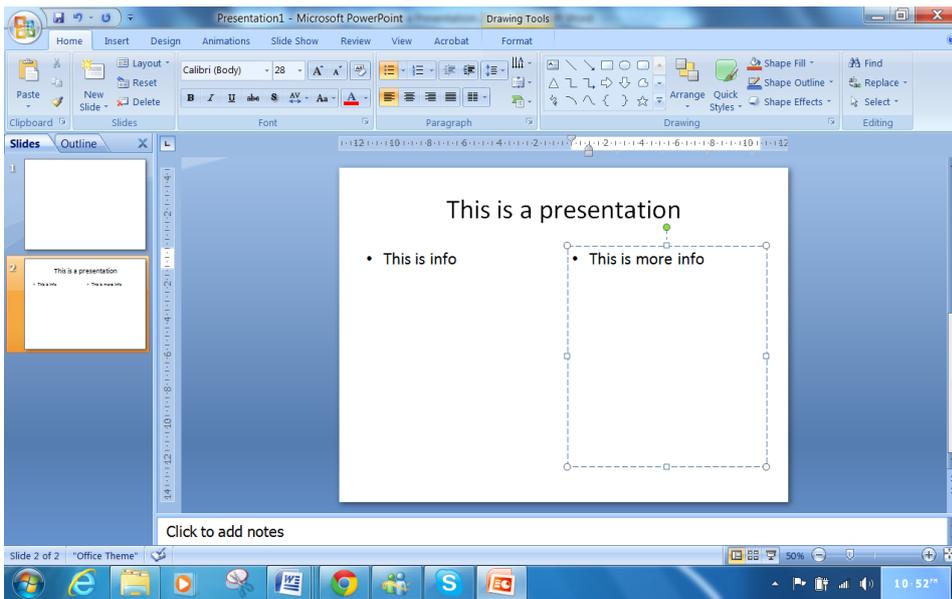
You can select the layout that is appropriate for your content for each slide you create, or if you have a corporate template, you should follow this theme.

To add a new slide, click on the 'new slide' menu and select from the menu, the slide layout that fits you next slide content.



Put your information into the slide and continue to add as many slides as required for your content.

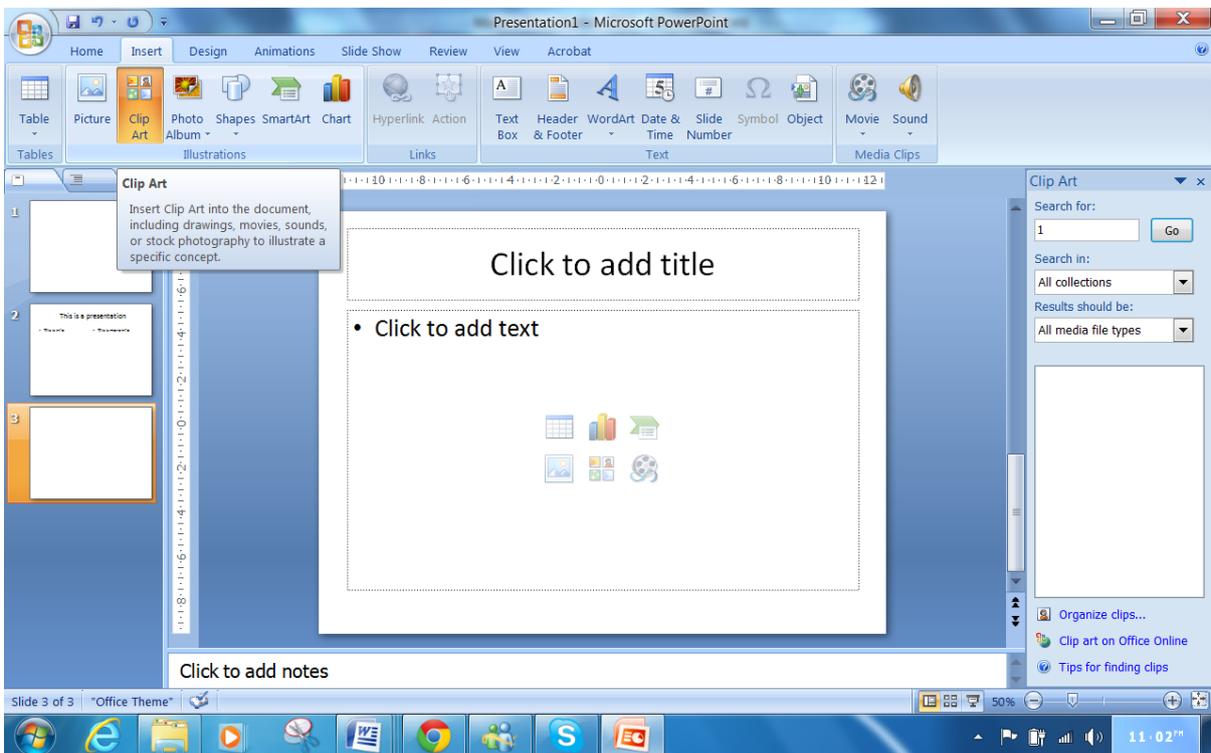
Take note that as you build your PowerPoint presentation the slides are displayed on the left hand side of the screen as below:



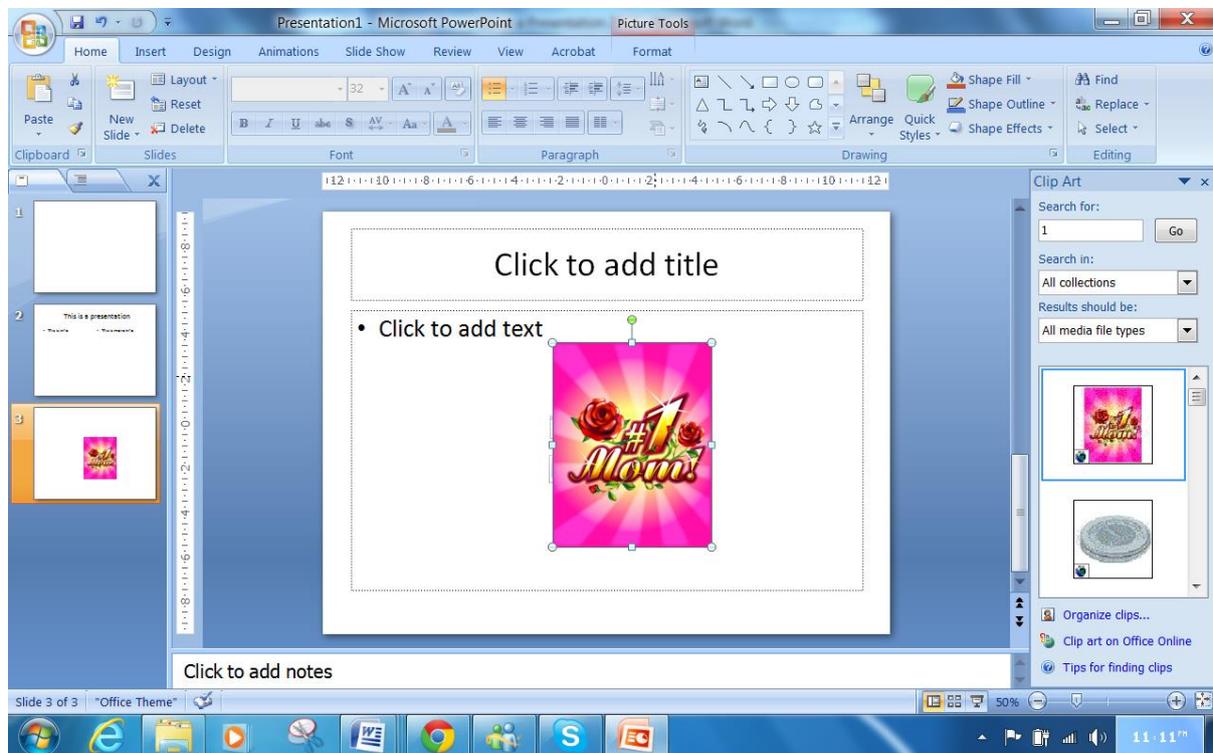
You can add pictures to your presentation simply by

- Clicking on **Insert**
- Click on **Picture** or
- Click on **Clip Art**

Depending on which one you have chosen, you will either be sent to your picture folder in my documents to select a picture, or to the clip art folder. If you use clip art you will have the option of using the clipart search function on the right.



This will bring up a file of **Clip Art** pictures for you to insert by clicking on the picture you have chosen and it will automatically be inserted into your slide.



## Handouts

PowerPoint also allows you to create audience handouts that can be viewed, edited or printed along with a presentation. Handouts are basically thumbnails of slides printed together on a sheet of paper.

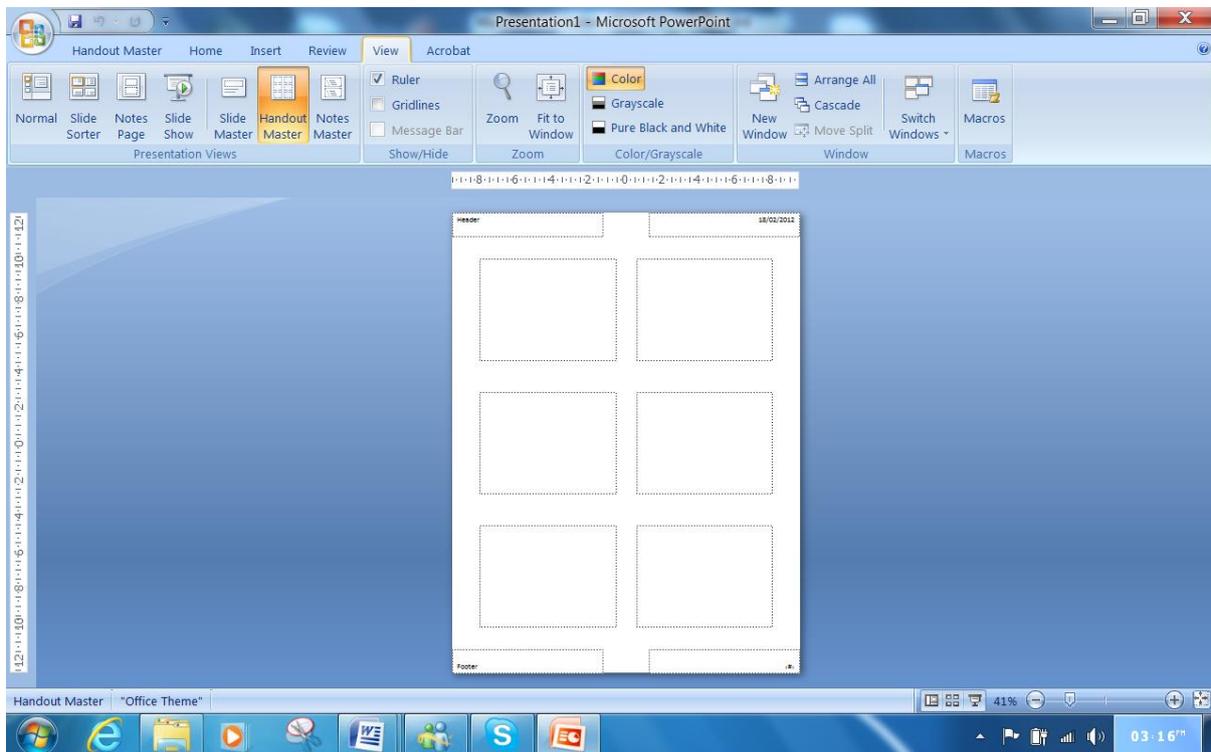
Earlier, you used the Slide Master to make the style of your slides consistent. You are now going to use the Handout Master to add information to your handouts. This will then be reproduced on all of the handouts in your presentation. The information you add using the Handout Master will only appear on your handouts, not on your slides.

### To create a Handout

- Click on **View**
- Click on **Handout Master**

The following screen will appear allowing you to develop your Master Slide for your handouts and change your fonts, format, colour and text styles

You can also add a date, footer and a slide number to each of your slides.



### **Presentation features are balanced for visual impact and emphasis**

PowerPoint also has features that allow you to add visual impact and emphasis to the content of your presentation. It is important to find the right balance of these features. You don't want to distract or take away from the important information in your talk.

Before you start adding features to your presentation, you should become familiar with some of their names.

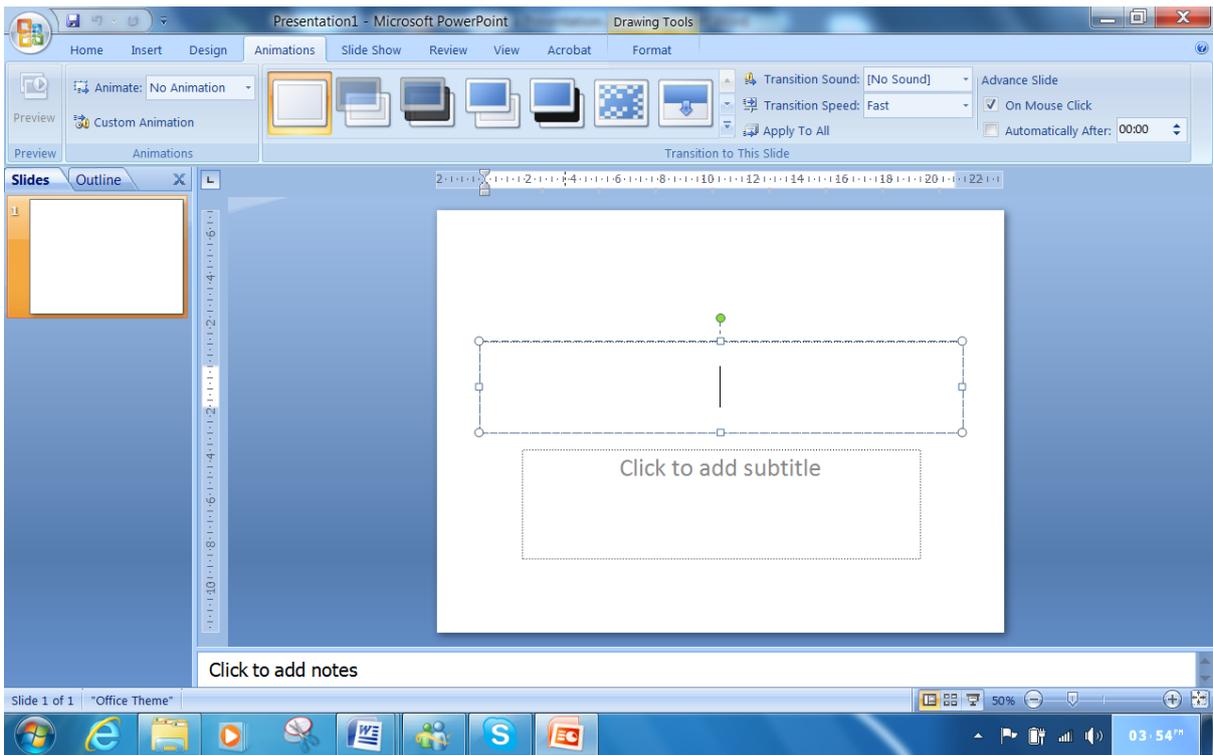
Presentation	Description
Transition	This controls the way slides are presented. For example, they might enter from the left to the right or from the right to the left
Animation	This defines how content on the slide is presented. For example, text can fly into or dissolve on the slide
Graphics	Pictures can be added to slide using Clip Art or by scanning photographs or other pictures into the computer and adding via the pictures menu
Timing and pace	You can automatically control the transition time between each slide
Music, sound and video	Video and audio files can be added to enhance a presentation

### **Apply transitions**

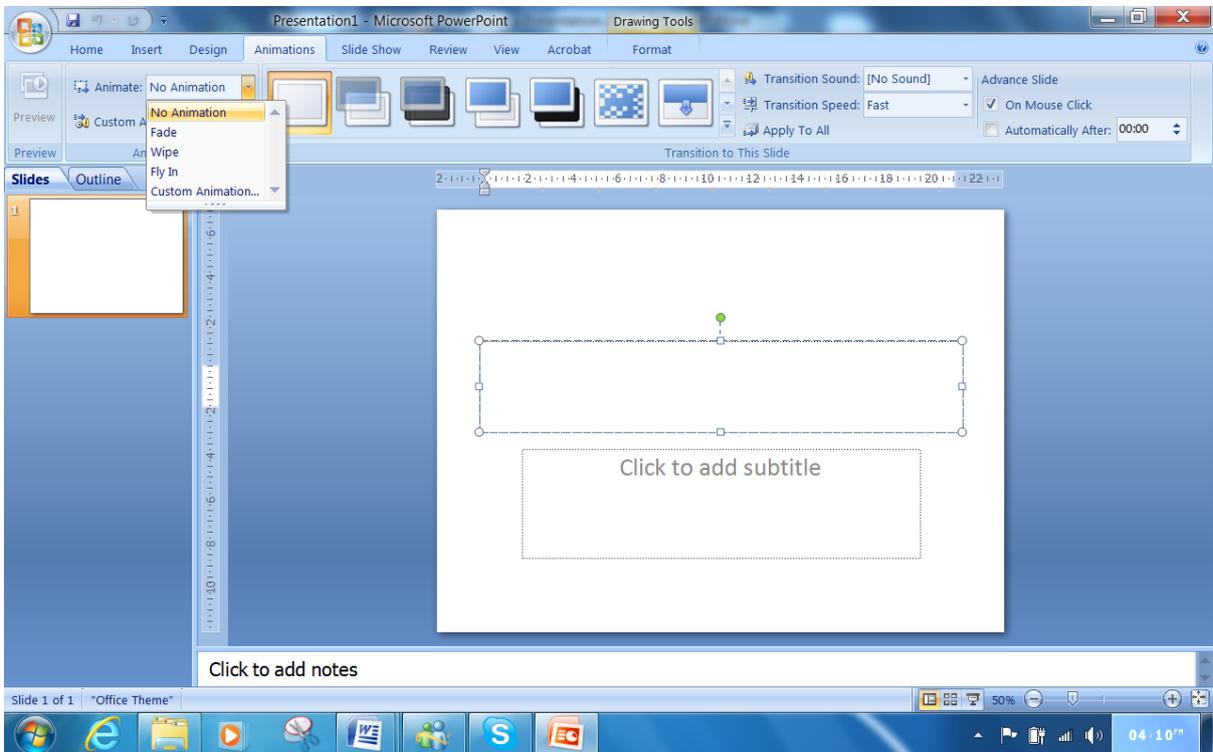
Transitions control the way slides are presented. When your slide show is running, each slide can be presented using a different transition. There are many transitions to choose from.

### **To add a Transition**

Change to Animations Screen



Click on the animation list or the picture squares to the right as shown below.

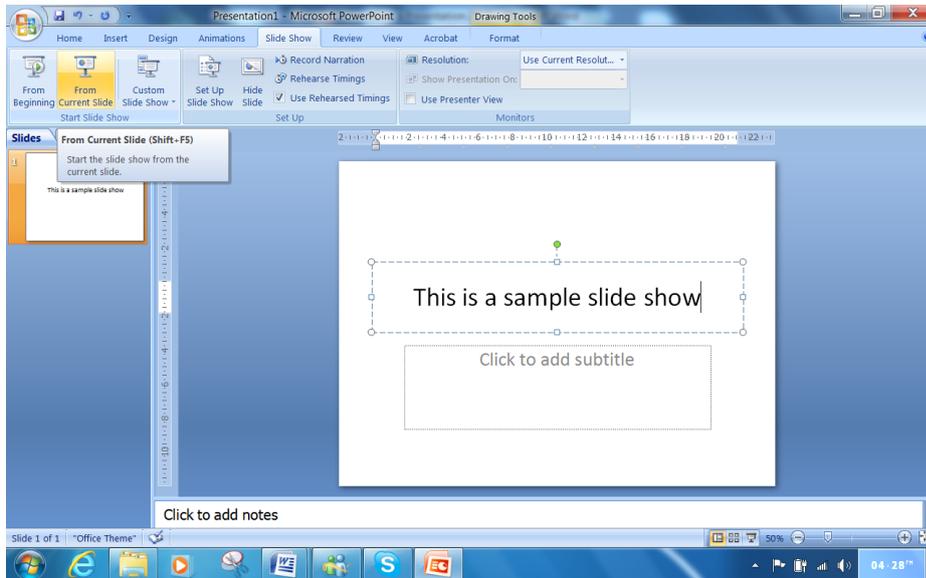


The effect will be demonstrated before you choose to apply it.

Click when you are happy with the effect and it will continue to apply to the slide. If you wish to apply it to all of the slides, then click on **apply to all**.

### To view your slide show.

You can either view your slide show from the beginning (on the left of the screen) or just from the slide you are currently viewing (as below)

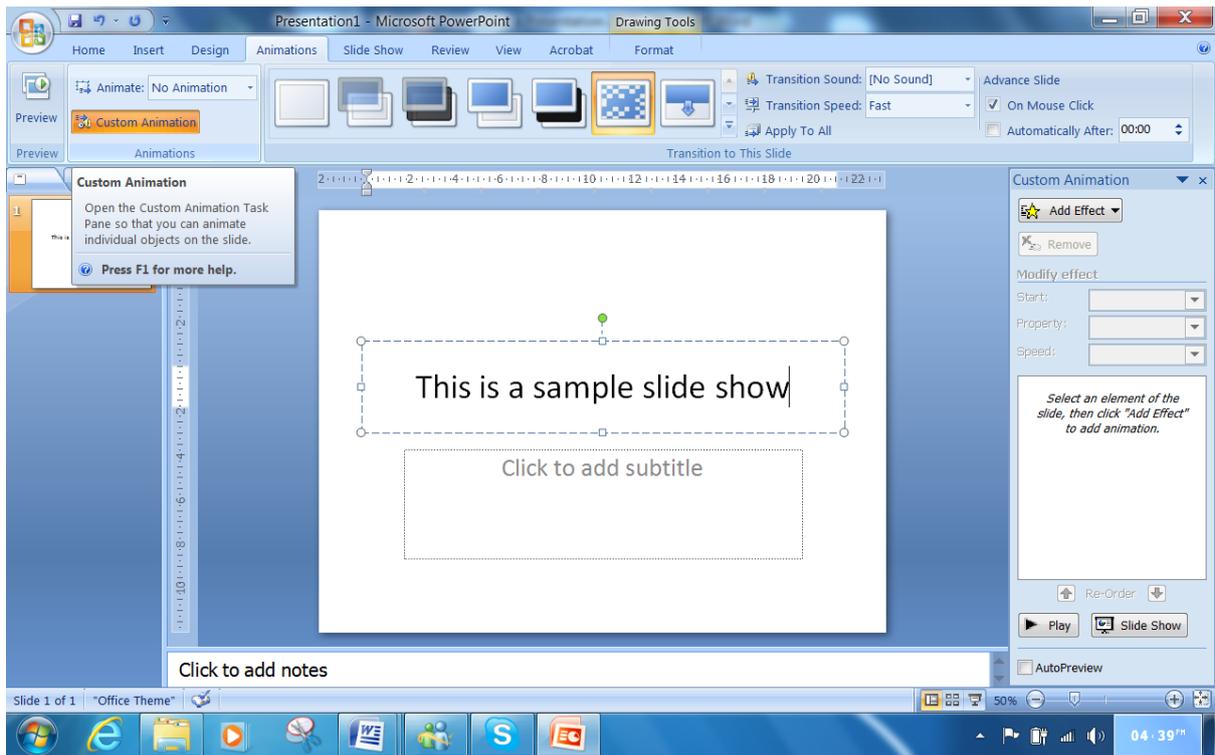


### Apply animation

You may want to apply animation to some of your slides. Animation defines how the content on the slide is presented. Once your slide has appeared in your presentation, the content within the slide can be animated to add emphasis to each point. There are many animations to choose from.

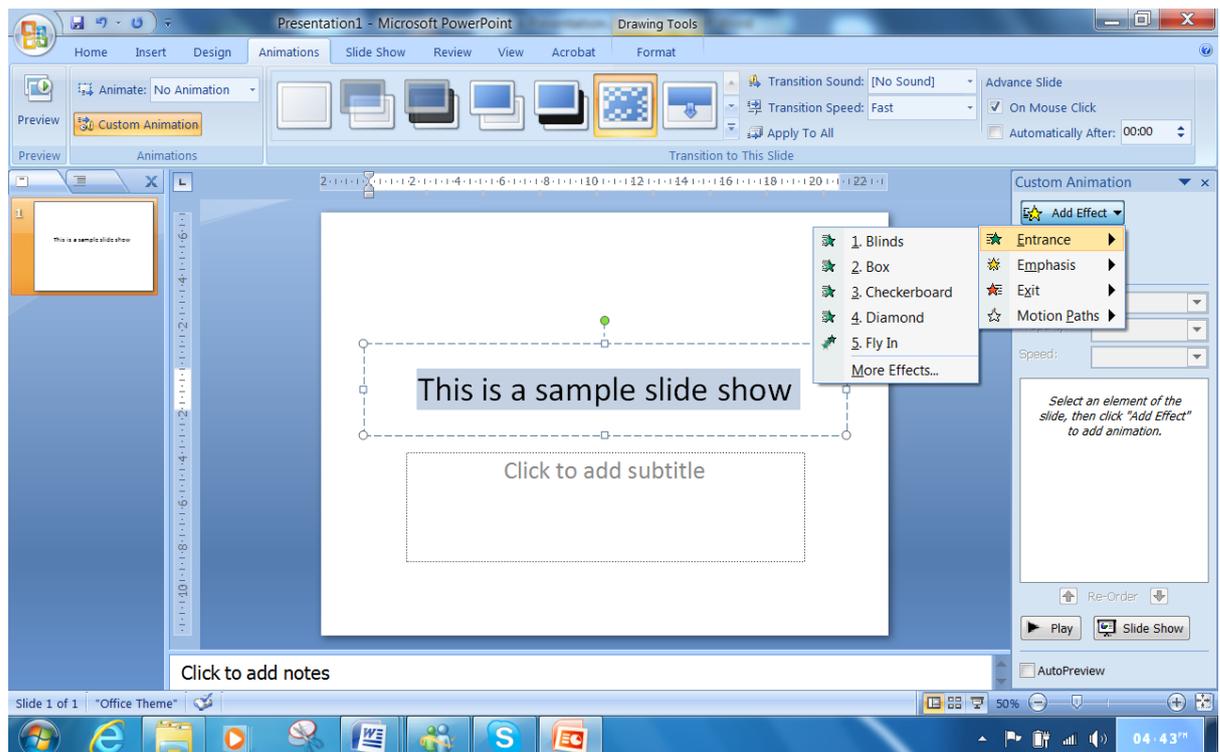
### To add an animation

Switch to Animation and click on **custom animation**



When you do this the custom animation menu will drop down on the far right where you will be able to select how the words on you slide transition to the screen.

- Highlight the **Title Slide**
- Click on **Add Effect**
- A drop down box will appear and you will be able to try a number of entrances for the words on the slide



You need to animate the title and text separately. Changes will only apply to the areas highlighted and or each bullet point.

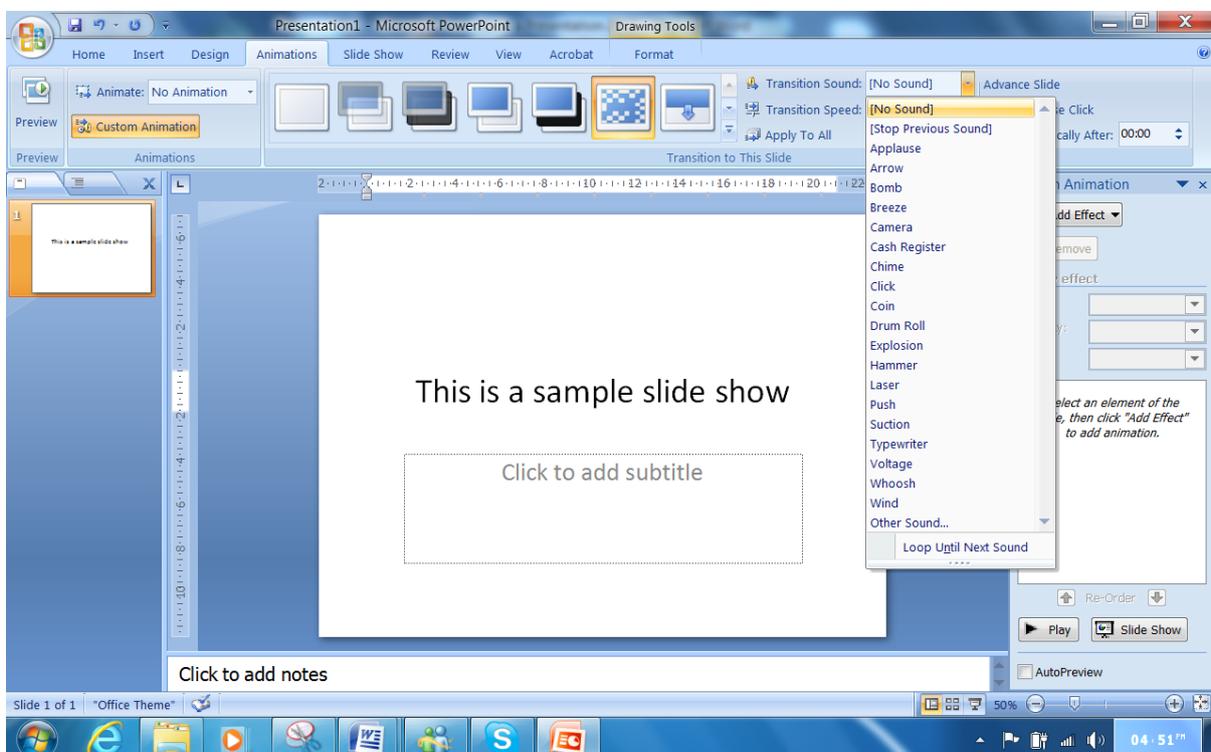
View your animations by clicking on and  view the whole Slide Show by clicking on 

Click on **Save**

## Timing and pace

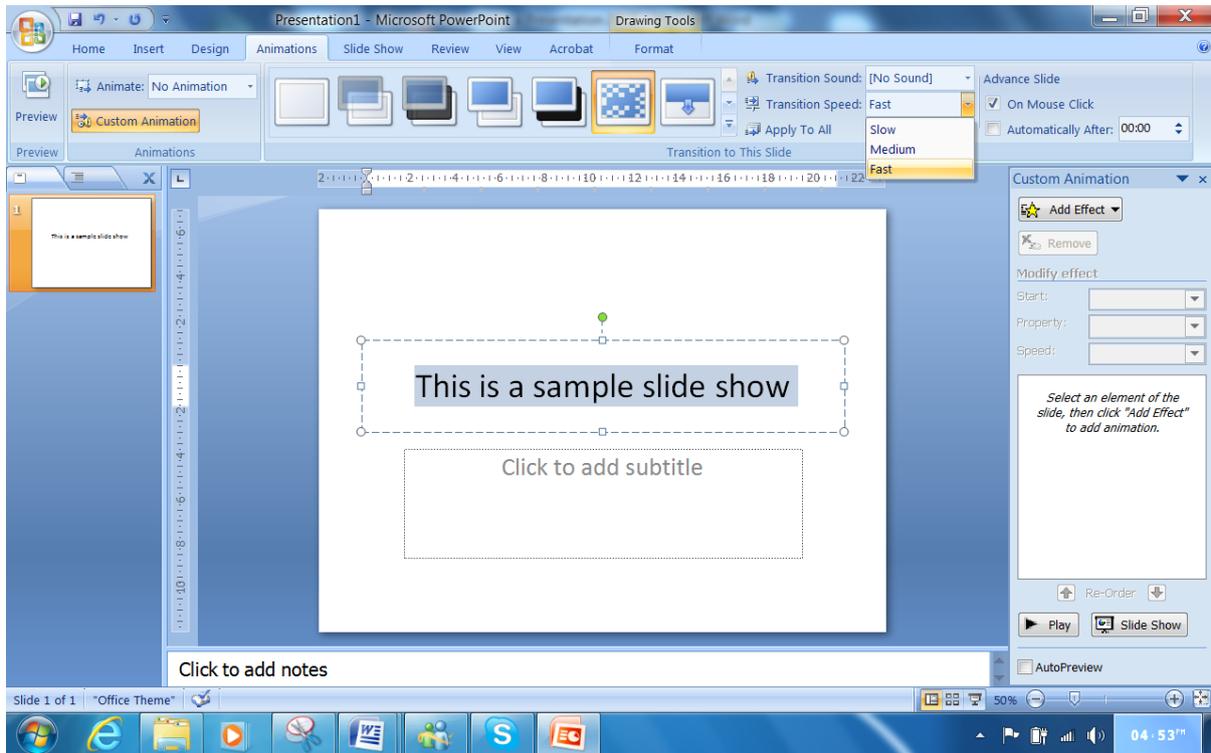
The timing and pace of a presentation are also important you can pre-set the time and pace using PowerPoint. Using this function, you can have slides that appear after a certain amount of time has passed. The amount of time you set will depend on how much information is contained within the slide, and how much emphasis you want to place on the information.

You can choose to have a sound on each of your slide transitions and also the speed the slide transitions to the next. The picture below shows where the transition sounds menu is.



Below is the menu for the timing of the slide advancement.

You can advance slide either on the mouse click or you can set it to advance automatically by adjusting the timing on the top right hand of the slide.



You can apply this timing to all your slides or set a time for each slide individually. If you are unhappy with the effects, go back to the menu pane and make alterations

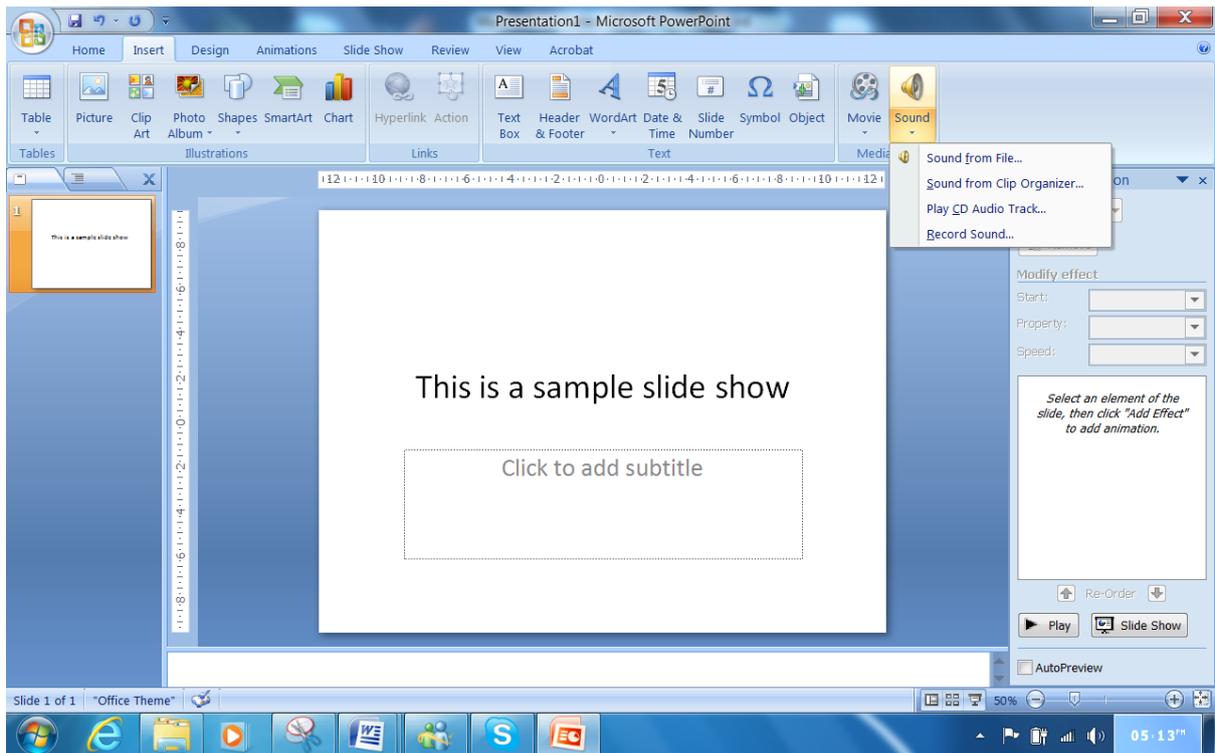
## Save your work

## Music, sound and video

To make a multimedia presentation you can add music, sound or video. These are added from files on your computer. Don't forget to make sure you have speakers to be able to play sound and music in your presentation.

### Add music or sound

**To add music or sound to your presentation** click on the sound icon on the right of the screen. This will give you some menu options. To add a file select **sound from file** which will take you to the file menu of your music or sound files. Select the file you want and it will be added to the screen. You can also select some sounds from the clip art file, from a cd in the cd drive, or record a sound directly onto the slide by using an onboard microphone or an external one.

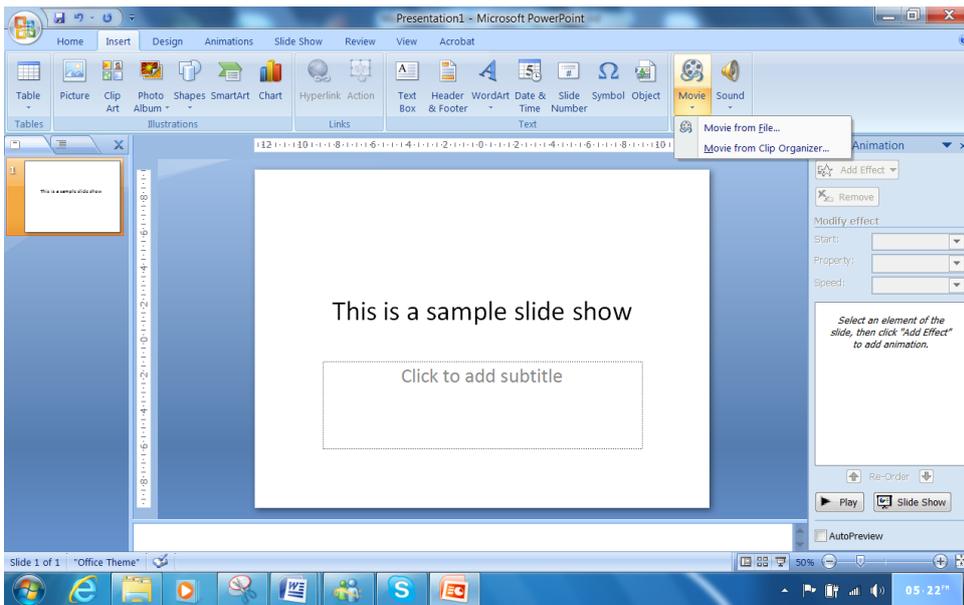


If you choose to insert a file from the clip art gallery, click on selection and that menu will appear, as below.

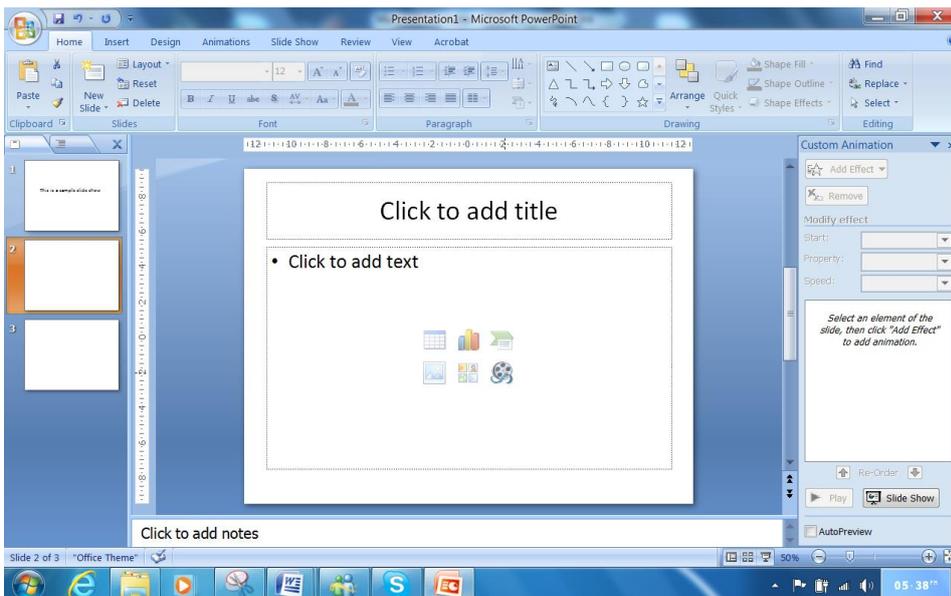
Click on the sound you wish to add

### **To add a movie**

To add a movie click on the movie icon and repeat the steps as for adding a sound. Make sure you regularly save your work.



You can also add movies, sound, graphs and pictures by clicking on the icon in the middle of the slide if you have selected a slide with the options of these items such as below.



### **Presentations are prepared within designated timelines**

Whatever your work task, you will always have to work within a designated timeline. This means having the work ready by a specified time. You may have to prepare a presentation for a client or meet a deadline, such as a conference.

Always find out when the presentation is required and enter this date in your diary. Clarify and plan the task to work out how long it is likely to take. Careful planning means there will be no last-minute panic. If you are developing an electronic presentation for someone else,

always ask when a draft of the material is required. The presenter will generally want to rehearse the material and may suggest further amendments or adjustments.

A checklist can sometimes help you plan a work task. Preparing presentations will become less problematic once you are familiar with the requirements of your organisation.

Discuss the timelines that are required by your organisation to meet and how you manage the time.

# Produce your presentation

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To produce an electronic presentation means to create it and have it ready for viewing. To do this you may need to use the advanced features in your application software to streamline and customise the presentation for different audiences.

Once you have produced your presentation, you need to rehearse. This is the only way to make sure that the pace and timing suits the content and the needs of the audience. You also need to proofread the presentation for spelling, consistency and style before it is viewed.

Before printing speaker notes or audience outlines, you need to understand the requirements of the presenter and the audience. To overcome any problems you might encounter when producing your presentation, you need to know how to access help from either paper-based or online help documents. You also need to be aware of the policies in your workplace for saving and storing presentation material.

**Presentation is checked for spelling, consistency and style in accordance with task requirements**



## **Proofreading your presentation**

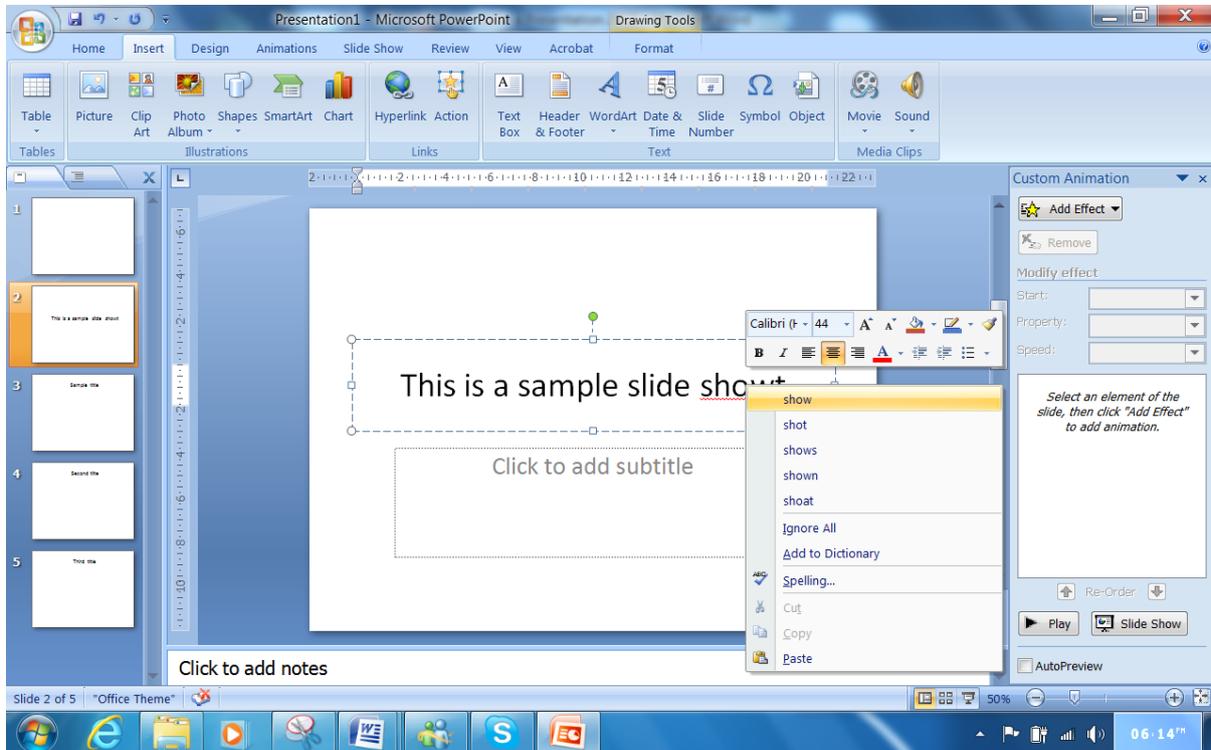
Although you might write the text in your presentation very carefully, there will still be some mistakes. It is better to find these during a rehearsal than in front of an audience. You can proofread your work by closely reading it yourself. Then, get someone else to read it. You can also use the spelling and grammar checks installed in word processing and electronic presentation software.

**Your presentation needs to be checked for spelling, grammar, consistency and style.**

PowerPoint is equipped with an internal dictionary that can help you correct words that are misspelled in your presentation. As well as checking spelling, PowerPoint can also check style to make sure that each slide is consistent. Check with your manager to determine the requirements of your organisation. Then, make the necessary alterations to the style of your presentation.

## Check spelling

To check the spelling of your presentation, you will notice a red line under words that are misspelt as you type them. You can right click on your mouse or laptop and a suggested word will appear. Selected the correct word from the drop down list or type in the correction manually.



## Presentation is rehearsed to adjust pace and timing in accordance with task requirements

When producing an electronic presentation, you need to rehearse your work to make sure it has the right pace and timing. If a presentation is run too slowly, the audience might grow bored. On the other hand, if it is run too quickly, people might get frustrated that they can't follow the content. You must also allow enough time to explain points to the audience and get feedback. An audience can scan information on a slide quickly, so you need to change slides every 30—60 seconds. This will give a comfortable pace to your talk and keep the audience interested.

**In PowerPoint you can set timings using Slide Transitions or Rehearse Timings from the Slide Show menu option.**

## Tip

When running your presentation, use the Back Space key to return to a previous slide and the Enter key to move to the next slide.

Alternatively you can use a slide pointer which you can click and the slide will progress to the next. They also have a pointer built in to highlight a certain part of the screen.

The Pause key will stop the presentation. If the timings you have set do not suit the presentation on the day, use these keys to adjust the pace of your presentation.

## **Presentation materials are printed in accordance with presenter / audience requirements**

Once you have checked your presentation for spelling, grammar, consistency and style, you may want to print out the information. Hard copies are useful to refer to while the



presentation is running. The information you print may be for your own use, or for someone else in the organisation. If you are printing materials for someone else, make sure that you discuss what they need before printing, as alterations may be required.

You can print out handouts, notes, outlines or slides. You need to decide on the appropriate materials for each presentation and have the printed copies available within the designated timeline. If you want to customise these

presentation materials (e.g. by adding headers and footers), you will need to use the Handout Master and Notes Master before writing the materials. Remember that if you add information using the Masters it will only appear on the printout, not on your slides.

## **Presentation is stored, in accordance with organisational requirements and the application exited without information loss/damage**

### **Storing your presentation**

How you store your presentation depends on the requirements of your organisation and who needs to have access to the presentation. If your presentation needs to be available to all your colleagues, you would store it in an appropriate place on the organisation's server. Your colleagues can then access the presentation from their workstation if they have PowerPoint installed on their computers.

If your presentation needs to be available to a large number of people, you may need to store your presentation as a webpage. To place your presentation on the web, you need to save a copy to a file which sits on the web server.

Find out about your organisation's requirements for storing hard copy information, such as print outs or overhead slides. Presentations are usually produced as part of a project an organisation is undertaking, and the project may have a designated filing space. Before storing any documents you must always refer to you r organisations policies and procedures. Each company has different procedures and be found on the organisational Intranet.

**Storage of presentations includes:**

- Storage in folders / sub-folders
- Storage on hard/floppy disk drives, CDROM, tape backup
- Organisation policy for backing up files
- Organisation policy for filing hard copies
- Filing locations
- Security
- Authorised access

# Present your presentation

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**The following are a few tips to remember when presenting to your audience.**

## **Tips for speaking with confidence**

- **Vary your speaking pace to suit your purpose.** Speaking fast helps you excite and energize your audience, while a slow pace creates a mood of anticipation. For most of your presentation, the best pace would be slow enough for listeners to follow but quick enough to sustain their interest.
- **Use a low pitch to project authority.** Many people interpret a low-pitched voice as authoritative and influential. Likewise, completing a sentence with a downward inflection (a lowering of pitch) communicates confidence and certainty.
- **Control loudness.** Speak loudly enough to be heard but not so loudly as to irritate or offend listeners. To dramatise a moment, try lowering the volume of your voice. Stress important words and phrases with a bit more loudness.
- **Sharpen your articulation.** Clear, crisply articulated words and phrases convey confidence and competence. Such language is also easy to follow.
- **Use pauses for impact.** A correctly timed pause can help you emphasise information and create a desired mood in your audience. It can also alert your audience to pay attention to a special point. The key is to pause just before the point you want to emphasise—for example, "Our sales increased . . . twenty-five percent this year." Count "one, two, three" to yourself while pausing, and maintain eye contact with your listeners during the pause.

## **Tips for using body language**

- **Face your audience squarely.** Show interest by looking directly at your audience. Stay relaxed, and be expressive. Tilt your head slightly to one side, arch your eyebrows, and nod intermittently to show you understand or agree. Smile to project warmth and confidence and to establish rapport.
- **Assume an open posture.** Convey openness and receptivity by unbuttoning your jacket, sitting forward in your chair, and moving closer to your audience. Ensure that your hands are visible and unclenched. When standing or walking before an audience, adopt an upright stance with relaxed arm movements. Move around any barriers that stand between you and your audience, such as desks or lecterns.

- **Match body language to message.** Ensure that your facial expressions, gestures, and posture match your message. For example, to if you are trying to convey openness to others' ideas, avoid crossing your arms and leaning away from your audience.
- **Maintain eye contact.** Communicate interest and empathy by looking your listeners in the eye. Blink normally and adopt an open gaze rather than a narrow-eyed stare.
- **Touch.** In many business and social settings, a handshake is the safest and most positive way to convey friendliness and warmth. Keep your handshake firm and brief. As much as possible, ensure that your hand is dry and warm before shaking hands with others.
- **Relax.** Adopt a comfortable, relaxed, yet attentive pose to let your audience know you're ready to listen. But don't be so relaxed that you slouch—you'll appear bored. And avoid fidgeting and other random movements; they communicate impatience, boredom, and nervousness.

### Tips for using visual aids

- **Match the visual aid to your message.** The purpose of using graphics is to communicate information about your proposal, not to dazzle your audience. For example, if you're pitching a no-frills product to a prospective client, use a simple, straightforward graphic instead of a fancy slide show. Or, if you want to involve your audience in seeing a calculation unfold, consider using a flipchart or chalkboard.
- **Convey one idea per visual aid.** If you cram too many concepts onto one slide or diagram, you'll overwhelm your audience.
- **Keep the number of visual aids to a minimum.** Don't present more than one slide or overhead every two minutes. A 20-minute presentation should therefore contain no more than 10 slides.
- **Keep text to a minimum.** Graphic depictions of information are much more memorable than blocks of text or bulleted lists. Keep any text brief and straightforward. Use short, uncomplicated words. Use no more than six lines per visual and six words per line.
- **Check text readability.** Make sure visual aids are readable at a distance and in a darkened room. Avoid using many different typefaces on one graphic.
- **Don't talk to your visual aids.** Look at your audience while explaining a chart, diagram, or graphic.
- **Use colours thoughtfully.** Use just two different colours of text, with one consistent background colour that shows up in all your visual aids. Select colours that create positive feelings for different audiences. For example, while red may have negative associations for accountants because it represents losses, the

colour may have positive associations for health-care professionals who interpret red as a sign of vitality.

- **Create persuasive charts.** Whether you're using pie, line, bar, or scatter charts, make the chart's message the title of the visual aid—for example, "Number of New Hires" or "ABC Has Smallest Market Share." Select the appropriate type of chart for your purpose. For instance, use pie charts to show percentages, bar charts to compare the sizes of items in a particular group (e.g., sales for six different textile companies), and line charts (or graphs) to depict trends over time.

### **Tips for keeping your message simple**

- **Use concrete language that is clear and to the point.** As much as possible, avoid abstract, ambiguous, and wordy language. For example, it is more effective to say, "Sales dropped 10% this year" rather than "At certain points in the year, sales numbers were up, then they were down, causing an overall negative impact on forecasted numbers."
- **Avoid technical jargon.** People who use complicated terms as a means to impress others often come across as pretentious. Jargon also has a tendency to confuse audiences. Use simple, commonly understood words instead.
- **Make every word count.** Avoid redundancy; for example, "Our company has been very successful and profitable this year" (profitable is successful) or "The new office building is showy and ostentatious" (ostentatious *means* showy).
- **Draw conclusions.** Don't make your audience members guess your message. Help them arrive at the correct conclusions.

**You will find us at:**

Albrighton Consulting  
17 Beach Road, Christies Beach SA 5165

**Telephone: (08) 8186 3600**

**admin@albrightonconsulting.com.au**



**www.albrightonconsulting.com.au**