NOTES ON TECHNICAL PRESENTATIONS

• Informal Presentations
  – **Purpose** - idea interchange, brainstorming, status, report, training, education.
  – **Audience** - friendly, peers, small to medium size, technical
  – **Visual Aids** - blackboard, flip-charts, hand written foils
  – **Results or Consequences** - knowledge transfer, clarification, better understanding of requirements, specifications, design.
  – **Length** - One or more hours for one or more days.
  – **Documentation** - Note taken, copies of foils, etc.
  – **Preparation** - presentation outline, review of previously used material, develop new material.
  – **Examples** - university class, tutorial, seminar, brain storming session, workshop .....
• Formal Presentations
  – **Purpose** - Proposal, status report, defense of work
  – **Audience** - Friendly and/or hostile, management and/or technical, supervisors, customers, small to large in size
  – **Results or Consequences** - Acceptance / rejection of work, continuation or cancellation of project, winning or losing a contract.
  – **Length** - Few minutes to a few hours
  – **Visual Aids** - Foils, slides, video tapes, demonstrations
  – **Documentation** - copy of foils / slides, reports
  – **Preparation** - Prepared material, practice run
  – **Examples** - Quarterly contractor's review, design review, budget hearing.
PRESENTATIONS - GENERAL GUIDELINES

• Plan
  – Main Theme
  – Supporting messages
  – Use of aids
    » Planning Story-Board:

• Practice - then practice some more
• Presentation approach
  – Tell them what you are going to say
  – Say it
  – Tell them what you said
ORAL PRESENTATIONS

• Steps to Good Presentation
  – Define your objectives
  – Define your theme
  – Characterize the audience
  – List the points to make (messages)
  – Identify the supporting aids - visuals, exhibits, demos.
  – Rehearse
  – Go to step 1.

• Generally Objectives are:
  – Explanatory
  – Persuasive
  – Most Are Both

• Know The Audience
  – Size
  – Knowledge level
  – Interest
  – Influence on the subject
  – Name of the key players
• **Move The Audience Through**
  - Awareness
  - Willingness to listen
  - Understanding
  - Acceptance
  - Action

• **Outline The Presentation**
  - **Introduction**
    » Identify the presenter
    » Overview and summary of the presentation
      • (what will be presented)
  - **Presentation Body**
    » Properly organized messages and support presentation
      • (slanted to the audience)
  - **Conclusion**
    » Wrap-up (this is what’s been presented)
    » Pitch (.... and based on this, we should.....)
• **Practice**
  – Gain familiarity with the presentation
  – Refine delivery
  – Improve image
  – Better integrate the support aids
  – Use a tape recorder (or video cam, if available)

• **Image**
  – Appropriately dressed and well groomed (better to be slightly over dressed than under dressed)
  – Avoid excessive body movements and hand gestures - try to appear relaxed and under self control.
ERROR MESSAGES - ORAL PRESENTATION

• Analyze for better communications
  – A critical analysis of every presentation will give you the important feedback required for improvement.

• Error Messages
  – Example - Error message, AK5a, means that the audience's knowledge of the subject was inadequate because the material was too technical.
  – Audience Related
    » AP - Awareness of speaker's purpose
    » AL - Willingness to listen
    » AK - Knowledge of the subject
    » AI - Interest in the subject
    » AU - Understanding of message
    » AA - Acceptance of message
  – Image Related - (refers to the speaker's)
    » IA - Personal appearance
    » IF - Facial expressions
    » IB - Body movements
» IG - Gestures
» IP - Posture
» IC - Poise (confidence)

– Delivery Related - (refers to the speaker's )
» DG - Grammar
» DT - Voice tone
» DF - Voice flow
» DV - Voice volume
» DS - Timing (sense of timing)
» DE - Enthusiasm
» DP - Emphasis (proper emphasis)

– Message Related - (refers to the message's )
» MP - Preparation
» MO - Organization
» MI - Introduction length / content
» MB - Body length / content
» MC - Conclusion length / content

– Visual Aids - (refers to the aid’s )
» VT - Type
» VQ - Quality
» VN - Quantity (number)
• Adjective Code
  – 0 Superfluous
  – 1 Marginal
  – 2 Distracting
  – 3 Awkward
  – 4 Uninteresting
  – 5 Inadequate
  – 6 Inappropriate
  – 7 Improper
  – 8 Excessive
  – 9 Offensive

• Corrective Actions Codes
  – Audience Related - A Prefix
    » a Material too technical
    » b Material too elementary
    » c Material not culturally suitable
    » d Speaker was not properly introduced
    » e Speaker's credentials are not adequate
• Corrective Action Codes
  – Image Related - I Prefix
    » a  Clothing too formal
    » b  Clothing too informal
    » c  Grooming improper
    » d  Too stern
    » e  Too flippant
    » f  Too happy
    » g  Excessive pacing
    » h  Turned back to audience
    » i  Unnatural stance
    » j  Too much pointing
    » k  Untimely gestures
    » l  Leaning against lectern or wall
    » m  Slumped shoulders
    » n  Did not look at audience
    » o  Too arrogant
    » p  Too apologetic
    » q  Hands in pockets
– Delivery Related - D Prefix

  » a  Language too formal
  » b  Language too informal
  » c  Too many "big" words
  » d  Awkward sentence structures
  » e  Too many grammatical or pronunciation errors
  » f  Nervous voice pitch
  » g  Too many "and-uh's" and "OK's"
  » h  Spoke too rapidly
  » i  Spoke too slowly
  » j  Insufficient pauses
  » k  Spoke too loudly
  » l  Spoke too softly
  » m  Appeared hyper
  » n  Appeared bored
  » o  Key points not stressed
  » p  Too many points over-stressed
  » q  Poor enunciation
  » r  Overuse of notes
- **Message Related = M Prefix**
  
  » a Speaker’s subject knowledge questionable
  » b Audience questions not answered adequately
  » c Sequence illogical
  » d Too many sub topics
  » e Insufficient detail
  » f Excessive detail
  » g Too much irrelevant material
  » h Too much exaggeration
  » i Illogical arguments
  » j Points not obvious
  » k Audience left dangling
  » l Statement untrue
– Visual Aid Related - V Prefix
  » a Unreadable - too small
  » b Too cluttered
  » c Not focused properly
  » d Not in view of whole audience
  » e Poor artwork
  » f Poor illumination
  » g Unrelated to verbal message
  » h Out of sequence with verbal message
  » i Dominated the presentation
  » j Too elaborate or sophisticated
  » k too crude