



# How-To Impress

## An Introduction to Giving Talks and Presentations

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# Basic Principles

# Research

- Gap analysis first
  - What does the audience already know?
  - What do I know?
  - Where will the talk go?
- Make notes
- Think it through several times before you start

# Preparation

- All talks need a structure
- Visual aids?
- Written notes?

# Presentation

- Stay calm
  - Take a deep breath before you start
  - Most audiences are friendly
- Speak clearly with an even pace
- Move about a little
- Stay on time
- Have fun

# Presentation's Structure

# Beginning

- Introduce
  - Yourself
  - Title of the talk
  - A feel of where you intend to go
  - Talk structure if it's long or complex

# Middle

- The content
  - Broken into logical chunks
  - In a logical order

# End

- Summarise the content
- Reinforce the message
- Conclude where you said you would
- Thank your audience and ask for questions

# Visual Aids?

- Short talks do not usually need visual aids
- The slides are aids not the script
- Keep them simple and focused

# Written Notes?

- Reading out written notes is usually very dull to listen to
- When speaking without notes it's easy to miss something
- Turning the page can help pace the talk

# Slides

# KISS

- Simple colour scheme
- Large clear font
- One concept per slide
- 3 or 4 bullet points per slide

# No!

- Animations
- Transitions
- Multi-colour text
- Multi-font text
- Clip art and background images
- Unexplained content
- Over long slides

# This is a **very bad** slide

- This **slide** has a lot of nasty things going on
- However it's fairly typical in the corporate world
- Too many things in once place is really *annoying*
- I'd be **amazed** if anyone can **read** this
- It's **really very bad** isn't it
- Notice the deliberate **misspellikg**
- Even the clip art looks rubbish with a white **background**



# Good Slide

- This is a simple point
- Things **stand-out** if everything is simple
- There is nothing confusing





# Resources

- <http://www.iredale.net/p/by-type/talk/>
- <http://www.hants.lug.org.uk/>
- <http://www.slideshare.net/>

# In Summary

- Plan
- Prepare
- Present
- KISS
- Less is More
- Relax and Enjoy

Thank You

Any  
Questions?