



PRESENTATION SKILLS

School- Maharaja Agrasen School of Management

Class- BBA II

Subject –Professional Communication Skills

Subject Code-BMAE-203

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Oral Presentation

Definition

An oral Presentation is a formal, structural and systematic presentation of a message to audience.

Features

An oral Presentation is a form of communication. It is participative two way communication process characterized by the formal and structured presentation of a message using visual aids. It is purposeful, interactive and audience oriented. It communicates a message to audience in a way that brings about the desired change in their understanding and opinion.

Forms of Oral Presentation

- Seminars
- Workshop symposia
- Student and Team Presentation
- Departmental Presentations
- Industry conferences
- Press Inference of Product launches
- Annual general meeting
- Profile presentation.

Objectives

- Exploring a new area of information
- Introducing a new product by a company
- Conferring with industry people
- Advertising the products
- Informing developments of a company

Types of Presentation

❖ Extempore
Presentation

❖ Prepared
Oral
Presentation

Barriers to Effective Presentation



Fear



Lack of Preparation



Unable to control one's
ideas

How to make a good Oral Presentation

1. Conquering stage fright.
2. Knowing the audience
3. Content of the presentation
4. Structure of the presentation
5. Delivery of the presentation
6. Remembering 4PS

1. Conquering stage fright

- Some amount of stage fright is helpful
- The main reason is that we are not accustomed to speak in public
- Symptoms in beginners are trembling arms, excessive sweating, lack of fluency etc-are mental blocks
- Prepare the subject thoroughly
- Do some warm up exercises such as rotating arms, moving the facial muscles, taking deep breath etc before speaking
- Take carbohydrate rich meal before going to make presentation
- Positive thinking-'I will make the presentation' and 'I am confident'

2. *Knowing* the audience

Before planning we should consider-

- The age group of the audience
- Know the need of the audience
- Utility of the presentation for the audience
- Information gained after attending the presentation

3. Content of the Presentation

1. It should not be too difficult to understand
2. If too long shorten the content according to the time available
3. Include examples and instructions to support the argument

4. Structure of the presentation

Introduction

- Introduce the topic

Body

- Provide detail information to the audience about the topic
- Use anecdotes or raise question to arouse interest.

Conclusion

- State the goal and uses of the presentation
- Leave the audience with a positive feeling about you and your ideas

5.Delivery of the Presentation

A. The quality of the voice-

- Adjust your tone according to the size of the audience
- Use micro phone or collar mike
- Give pauses to allow the listener to understand
- Pronounce difficult words properly and correctly

B. Rapport with the audience-

- Look into the eyes of the audience while presenting
- Shift from one pair of eye to another so that you have a glance of all of them.
- Try to involve the audience in present action by asking questions

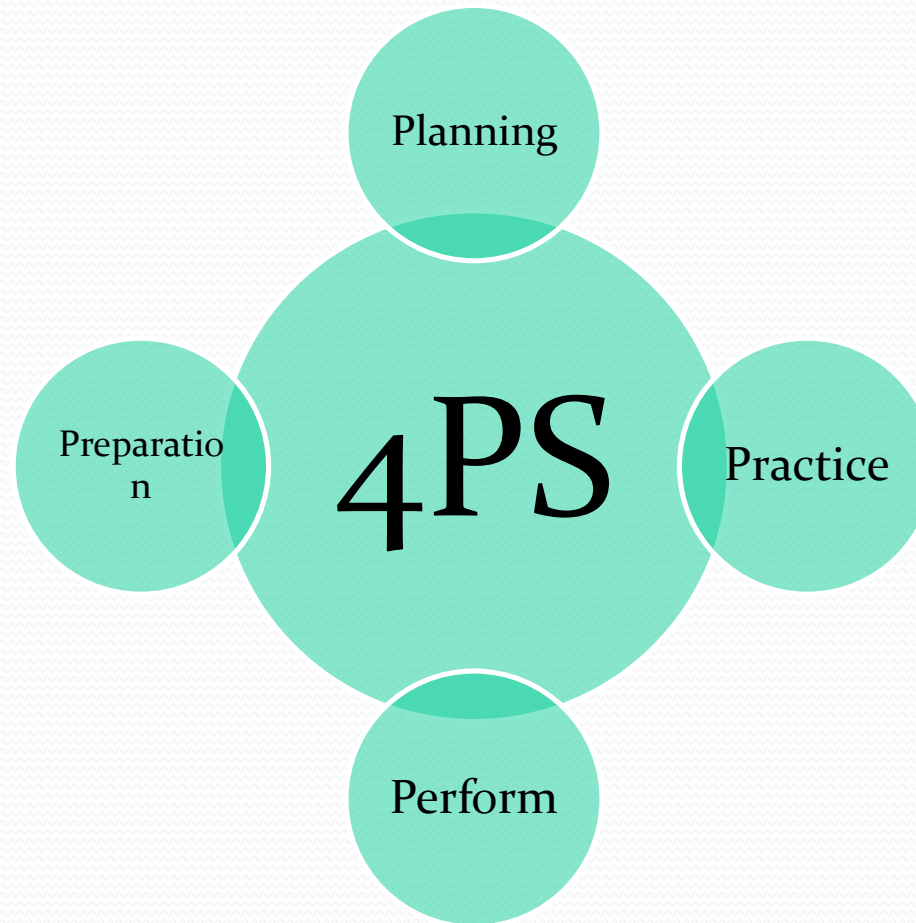
C. Pay attention to Body Language

- Express your confidence in your smile and movements
- Stand straight and do not stagnate at one place
- Avoid unnecessary movements of hands
- Always dress in formals

D. Effective use of Visuals aids

- Remember the value of pictures, symbols and objectives while preparing transparencies for OHP
- Use a plain font of substantial size-18 point or more.
- Do not use more than three colors
- Practice before how to operate the equipment

6.Remembering 4PS



A. Planning

- Define a purpose
- Analyze the audience
- Analyze the occasion
- Select a suitable title

B. Preparation

- Develop the central idea
- Develop the main ideas
- Gather supporting information

C. Practice

- Rehearse before presenting it to the audience
- Time the presentation
- Outline the presentation

D. Perform

- Begin the presentation with confidence
- Be organized
- Pay attention to non-verbal behavior.
- Use appropriate visual aids.

Don't while using visual aids

- Avoid using a diagram prepared for a technical report in the presentation
- Slides should contain necessary information
- Avoid pointing at the transparency with a pen
- Don't block the audience's vision.



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