8.0 OBJECTIVES

To make effective presentations is essential for librarians. You will find that you need to make presentations when you are orienting a new batch of users; when you are introducing a new service – which happens quite often with new and updated e-resources being acquired quite frequently. Of course, you need to present well if you are attending seminars and conferences.

After reading this Unit, you will be able to:

• explain the important facts of presentations;
• use visual elements to highlight important points; and
• deliver a presentation effectively.

8.1 WARM UP

Can you remember three presentations you have seen or attended in the last one year? Write down the subject of the presentation and the name of the person who made the presentation. It could be a lecture, a speech, a training session and so on.

1) ............................................................................................................................................

2) ............................................................................................................................................

3) ............................................................................................................................................

Try to recollect the three presentations mentioned above, and write down what you liked/enjoyed and also what you did not like/enjoy in each of these.
Presentation 1

<table>
<thead>
<tr>
<th>Liked</th>
<th>Disliked</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>a</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td>c</td>
<td>c</td>
</tr>
</tbody>
</table>

Presentation 2

<table>
<thead>
<tr>
<th>Liked</th>
<th>Disliked</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>a</td>
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<tr>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td>c</td>
<td>c</td>
</tr>
</tbody>
</table>

Presentation 3

<table>
<thead>
<tr>
<th>Liked</th>
<th>Disliked</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>a</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td>c</td>
<td>c</td>
</tr>
</tbody>
</table>

How would you improve these presentations? You may come back to the list after you have read this Unit.

8.2 READING COMPREHENSION: ABOUT PRESENTATIONS

Pre-reading
Before you read the passage on presentation given below, attempt the following questions. Then read the text and check your answers.

1) Complete the following sentence:
The purpose of most presentations for librarians is either to ……………… or to ……………….

2) Name three qualities of a good presentation.

3) Make a list of five different situations in which people are required to make presentations at the workplace.
4) Do you think presentations are part of the recruitment process? If so, what purpose would they serve for the selection panel?

Presentations are a way of communicating ideas and information to a group. The objective of communication is to make your message understood and remembered. In order to achieve this, the presenter must be clear, coherent, articulate and convincing. A presentation puts the presenter on display in front of the audience. Therefore, in order to be effective and impressive in your presentation you need to prepare before you actually deliver the presentation.

Most presentations either inform the audience about something or try to persuade the audience about a product, a service, an idea or a concept. Hence, we often hear of sales presentations for existing or prospective customers, as well as presentations on projects, reports, proposals and updates on various business activities for business associates.

Nowadays, presentations have also become an important part of the recruitment process. Perhaps this is because the job market has become so competitive that job interviews alone are not enough to gauge the skills and competencies of the applicants. Therefore, in many organisations the shortlisted applicants are asked to make presentations before the selection panel. Through presentations the interviewers get yet another opportunity to look at the capabilities of the applicants. The applicants too get a chance to demonstrate their public speaking skills, their presentation skills, their ability to communicate to a group of people and display their confidence and leadership qualities.

The first few minutes of the presentation are very precious and crucial. If you fail to draw the attention of your audience at this stage, you may lose it forever. You make your first impression even before you start speaking. It’s got to do with the way you look and carry yourself.

Your dress needs to be neat, smart and appropriate for the occasion. It is mostly formal for presentations. The next thing to pay attention to would be your posture. Your body communicates certain impressions to the audience. People not only listen to you, but also watch you. Slouching tells them that you are indifferent or you do not care, even though you might care a great deal! On the other hand, displaying good posture tells your audience that you know what you are doing and you are serious about it. While you need to be upright and look confident, you may need to guard against looking too stiff and uncomfortable. The key is to look relaxed and comfortable and at ease with your surroundings. Reaching the venue well in time could be immensely helpful in making you comfortable with the place.

Eye contact is another crucial factor. It signals interest in others and helps you to connect with your audience. The audience responds to you better
Workplace Skills

when you look at them straight. Do not keep your eyes away from the audience for too long, even when you are adjusting your equipment or organising your presentation material.

The expressions you wear on your face transmit a great deal. When you smile at somebody, chances are that s/he will smile back at you. A smile spreads happiness around you as it makes others smile in response. It also transmits happiness, friendliness, warmth, and liking.

The voice is probably the most valuable tool you possess. It is the vehicle that carries most of the contents that you wish to pass on to the audience. Hence, the presenter needs to use her/his voice to maximum advantage. You must have control on your speed as well as volume. The pitch and tone are other areas that need your attention. It is a good idea to practice before a colleague or friend and get feedback on whether you are too fast, too loud, too soft, etc. Do not speak in a monotone as it bores the listeners. Modulate your voice to draw the audience in, and raise it to make a point. Warmth of tone and expression of the right body language to accompany your words can help you to connect with the audience instantly.

Presentations are not just about well researched and painstakingly gathered material, well organised and structured, they are a lot about how you combine the human element with the content to reach out and connect.

Self Check Exercise

Note: i) Write your answers at the space given below the questions.
      ii) Check your answers with the answers given at the end of this Unit.

1) Pick the sentence from the above text that best describes:
   i) Qualities of a good presentation.
   ii) Qualities of a good presenter.
      iii) The role of the audience.

2) State whether the following statements are true or false. Write doesn’t say for statements that the passage doesn’t deal with.
   i) The speaker must reach the venue on time.
   ii) The person making a presentation should be dressed formally.
   iii) The audience spends more time watching a presenter than listening to her/him.
   iv) Use your smile sparingly during a presentation.
   v) The content of the presentation is more important than the human element.

3) Match the meaning of the following words/phrases with words from the text.
   i) Valuable and important
   ii) Capture
      iii) People’s opinion about you
iv) A way of standing with your shoulders bent forwards which makes you look lazy or tired
v) Location
vi) Someone who works with you
vii) Optimum
viii) With great effort.

8.3 PREPARATION FOR PRESENTATION

Before giving a presentation on a subject, one needs to do some home work to find out:

- Who the audience is?
- Where the presentation is scheduled to be held?
- What kinds of facilities are available at the venue?
- What is the duration?

Based on these factors, decide how you want to make the presentation. It could in the form of a lecture followed by questions and answers, a PowerPoint presentation, a seminar or a discussion.

Activity
1) If you have to make a presentation, what kind of information would you find out:
   i) about the audience
   ii) about the facilities at the venue

Audience
......................................................................................................................
......................................................................................................................
......................................................................................................................
......................................................................................................................

Venue
......................................................................................................................
......................................................................................................................
......................................................................................................................
......................................................................................................................
......................................................................................................................

8.4 THE STAGES OF PRESENTATION

The three main stages of any presentation are:

1) The Beginning
2) The Middle
3) The Ending
A) **The Beginning**

A1 Say “Good morning “or “Good evening” or “Good afternoon”, etc.
A2 Welcome the audience.
A3 Introduce yourself.
A4 State the purpose of the presentation.
A5 Relate subject to the audience.
A6 Give a brief outline.

B) **The Middle**

B1 Introduce your main theme, point by point.
B2 Display the main points/ideas on slides if it is a PowerPoint presentation, and then elaborate.
B3 Introduce the subject point by point elaborating each in detail, in case of a lecture or a speech.
B4 Support your points/ideas by facts and examples.
B5 Use signposting.
B6 Use visuals, to support your explanations.
B7 Restrict the main points/ideas to a maximum of five.

C) **The Ending**

C1 Reiterate /reinforce what you have already said.
C2 Summarise main points.
C3 Make a conclusion or recommendation, if necessary.
C4 Relate conclusion to the activities of the audience.
C5 Invite questions.
C6 Thank the audience.

Please note: Don’t introduce any new points/ideas at this stage.

**Activity**

2) Decide which of the following phrases below would you use at the different stages of your presentation? Mark your replies with the numbers shown above, e.g. A2, B1, C4, etc. The first two questions are answered below.

<table>
<thead>
<tr>
<th>C3</th>
<th>In conclusion…</th>
<th>Secondly…</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2</td>
<td>To sum up…</td>
<td>And finally…</td>
</tr>
<tr>
<td></td>
<td>Let’s turn to…</td>
<td>I will begin with</td>
</tr>
<tr>
<td></td>
<td>That brings me to…</td>
<td>After that we will look at…</td>
</tr>
<tr>
<td></td>
<td>Let us leave that and…</td>
<td>What was the reason for…?</td>
</tr>
<tr>
<td></td>
<td>Let us start with…</td>
<td>Did you know that…?</td>
</tr>
<tr>
<td></td>
<td>So that covers…</td>
<td>Let’s move on to…</td>
</tr>
<tr>
<td></td>
<td>If you have any questions</td>
<td>Let us recap…</td>
</tr>
<tr>
<td></td>
<td>please feel free to ask…</td>
<td></td>
</tr>
</tbody>
</table>
I have divided my talk into three… To summarize the main…

I would like to talk about… I’d like to conclude…

I’m delighted to be here … Thanks for the opportunity …

I would like to welcome you… Thank you all for patiently listening …

The purpose of my talk is … Would you mind repeating your?

Firstly… I’m afraid I can’t answer this…

**Structuring Presentations**

Structure of a presentation will depend upon the topic, the audience and time available. Here are some commonly used structures of presentations:

1) Past ___ Present ___ Future
2) Concept ___ Benefits ___ Drawbacks
3) Problem ___ Causes ___ Effect

To make your presentation enjoyable, try to capture the interest of the audience right from the beginning by,

- Asking rhetorical questions
- Telling interesting stories
- Telling some jokes
- Quoting
- Relating what you are saying to the audience
- Using illustrations
- Using examples
- Eye contact and body language

Wherever possible use PowerPoint slides. That is the best way to make a presentation.

*Please note: Never read from your notes!*

**8.5 USING VISUAL AIDS**

Visual aids help us to present figures, to make comparisons and contrasts, to project future trends, etc., thus enabling the presenter to deal with such information and data easily and effectively. This also helps the audience to understand things easily and clearly. A variety of visual aids like flip charts, line graph, pie charts, maps, tables, diagrams, photographs, etc., can be used for this purpose.
Visual aids also make a presentation more interesting. Moreover, they help you to cut down on the amount of talking you have to do. However, you must ensure that your visuals are relevant, appropriate and clear. Never overload them with information. Use visuals to reinforce and clarify and not to overwhelm the audience.

Self Check Exercise

Note: i) Write your answers at the space given below the questions.
   ii) Check your answers with the answers given at the end of this Unit.

4) Name five types of visual aids.
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................

5) Name two do’s and two don’ts for use of visual aids.
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................

6) Name two major benefits of using visual aids.
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
   ......................................................................................................................
Activity

3) The following text deals with a very important aspect of presentations: ‘The Audience Questions’. Fill up the blank spaces in the text with the help of these words given in the box. You will need to use some of these words more than once. Remember to reread the text after you’ve checked your answers with the answers given at the end of the Unit.

of to until in on

Audience questions are important ___________ any presentation. You can have two policies __________ this issue. You may either allow the audience __________ ask you questions anytime during the course __________ your presentation or you may request your audience to hold questions __________ the end. Questions are an excellent indicator __________ the extent of involvement of the audience __________ your presentation. If you choose the first option __________ inviting the questions during the presentation, you will have the opportunity __________ clarify doubts as you go along and ensure that your point has been understood. But if you save them __________ the end you will get through the material uninterrupted. It is up to you __________ make the decision. Whatever you do, make sure you stay __________ time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that the audience remains engaged.

4) Given below are some frequently used expressions on presentations. Furnish the prepositions that will follow these words.

i) Begin………………………………………………
ii) Emphasize……………………………………..
iii) I’d like to point ………………………………
iv) I’m sure you would agree ………………
v) I’d now like to turn ……………………………
v) To expand……………………………………
vii) I’d like to illustrate this …………………
viii) To disagree……………………………………
ix) Moving on …………………………………
x) To elaborate……………………………………

8.7 A PRESENTATION EXERCISE

Write a short presentation on any of the topics listed below. Use some facts or statistics to substantiate or illustrate your points. Use PowerPoint for the presentation.
1) Getting children to develop a love for books
2) The changing face of libraries
3) Importance of libraries in education

Once you have completed the write up, make a presentation to your friends, and ask them to give you feedback on your presentation, specifically on the following:

- Contents
- Structure and coherence
- Language and vocabulary
- Body language
- Overall impact

8.8 EVALUATING A PRESENTATION

It is important to evaluate your presentation, whenever you make one. That is the best way to identify the weaknesses and strengths of your presentation. It is also important to make use of the feedback you receive while making future presentations. You could use a format such as the following for that:

Your Name: .........................................................................................

Title of Presentation: .........................................................................................

Date: .........................................................................................

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Excellent</th>
<th>Good</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captured interest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of delivery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signposting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body language and confidence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visuals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall rating</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8.9 SUMMARY

The main objective of most presentations is either to inform or to persuade the listeners about something, so it is important to pay due attention to the type of contents you use as well the way you deliver the presentation. Use of PowerPoint can help you feel more comfortable with your presentation and make it more engaging. Use of graphics can help you to present complex data in a simple and comprehensive manner. Practice your presentation to ensure you get familiar with the contents. This will also enhance your confidence.

8.10 ANSWERS TO SELF CHECK EXERCISES

1) Qualities of a good presentation: Presentations are not just about well researched and painstakingly gathered material, well organised and structured, they are a lot about how you combine the human element with the content to reach out and connect.

   Qualities of a good presenter: The presenter must be clear, coherent, articulate and convincing.

   The role of the audience: Most presentations either inform the audience about something or try to persuade the audience about a product, a service, an idea or a concept.

2) i) The speaker must reach the venue on time. True
   ii) The person making a presentation should be dressed formally. True
   iii) The audience spends more time watching a presenter than listening to her/him. Doesn’t say
   iv) Use your smile sparingly during a presentation. False
   v) The content of the presentation is more important than the human element. False

3) i) Valuable and important – Precious
   ii) Capture – Draw the attention
   iii) People’s opinion of you – Impression
   iv) A way of standing with your shoulders bent forwards which makes you look lazy or tired – Slouching
   v) Location – Venue
   vi) Someone who works with you – Colleague
   vii) Optimum – Maximum
   viii) With great of effort – Painstakingly

4) Pie charts, Maps, Tables, Diagrams, Photographs.

5) Do’s: Visual aids must be relevant, appropriate and clear.
   Don’ts: Don’t overload.

6) Makes presentation more interesting. Cuts down on talking time
8.11 ANSWERS TO ACTIVITIES

1) **Audience:**
   - The educational level of the audience
   - Whether insiders or outsiders
   - Approximate number

**Venue:**
   - Open area or closed hall
   - Size of the venue
   - Seating arrangement
   - Air conditioned or not
   - Availability of plug points to connect laptop
   - Availability of LCD projector
   - Availability of mike for the speaker
   - Availability of mike for the audience to ask questions.

2)  | C3 | In conclusion…          | A4 | Secondly…          |
    | C2 | To sum up…              | A4 | And finally…      |
    | B5 | Let’s turn to …         | A4 | I will begin with |
    | B5 | That brings me to…     | A4 | After that we will look at … |
    | B5 | Let us leave that and … | B4 | What was the reason for …? |
    | B5 | Let us start with…     | B4 | Did you know that…?   |
    | B5 | So that covers ….      | B5 | Let’s move on to …    |
    | C5 | If you have any questions please free to ask… | C1 | Let us recap…       |
    | A6 | I’ve divided my talk into three… | C1 | To summarize the main … |
    | A4 | I would like to talk about… | C3 | I’d like to conclude… |
    | A3 | I’m delighted to be here … | C6 | Thanks for the opportunity … |
    | A2 | I would like to welcome you… | C6 | Thank you all for your patient listening … |
    | A4 | The purpose of my talk is … | C5 | Would you mind repeating your…? |
    | A4 | Firstly…                | C5 | I’m afraid I can’t answer this… |

3) Audience questions are important in any presentations. You can have two policies on this issue. You may either allow the audience to ask questions anytime during the course of your presentation or you may request the audience to hold questions until the end. Questions are an excellent indicator
of the extent of involvement of the audience in your presentation. If you choose the option of inviting questions during the presentation, you will have the opportunity to clarify doubts as you go along and ensure that your point has been understood. But if you save them until the end you will get through the material uninterrupted. It is up to you to make the decision. Whatever you do, make sure you stay on time! If your allotted time is 10 minutes, do not exceed it. This way you can make sure that audience remains engaged.

4)  i) Begin by telling you something/ with a personal…. 
    ii) Emphasize on …
    iii) I’d like to point out …
    iv) I’m sure you would agree with me / to this suggestion…
    v) I’d now like to turn to …
    vi) To expand on …
    vii) I’d like to illustrate this with the help of …
    viii) To disagree with this point…
    ix) Moving on to …
    x) To elaborate on…

8.12 REFERENCES AND FURTHER READING
