

Preparing for Oral Presentations

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Conquering Fear

- **Preparation**
- **Positive Attitude, Self-counseling**
- **Breathing, Visualization, etc.**

Types of Delivery

- Manuscript (*reading* from prepared text)
- Memorized (speech written/revised/proofed and learned verbatim)
- Impromptu (no possibility of advance preparation/research, think on feet)
- Extemporaneous (prepare well, use few notes, deliver “spontaneously”)

Audience Analysis

- **Group not “individual” analysis**
- **Age**
- **Cultural background**
- **Education**
- **Occupation**
- **Politics**
- **Religious affiliation**
- **Sex**
- **Socioeconomic status**

Context

- **situation leading to presentation**
- **size of room**
- **size of audience**
- **relationships with/within audience**
- **external or internal interference**

Message

- what does audience know?
- need to know?
- want to know?
- main points
- subsidiary points, significant details, etc.

Audience

- **Cultural referents**
- **Level of discourse**
- **Level of technicality**

Purpose

- Informative: audience will *know* or *understand* something new/better
- Descriptive: audience will *see* (in mind's eye) something new or more clearly
- Instructive: audience will *know how to / be able to* do something new/better
- Persuasive: audience will *change* attitude/belief/behaviour

Preparation

- Identify objectives (what you want audience to remember: main points ➤ Outline's level 1 heads)
- Perform research, collect data ➤ information
- Develop and work with outline
- Create speaking notes (words, phrases, icons, pictures, labels, etc.)
- Rehearse

Three-Part Rule

- Tell 'em what you're gonna tell 'em
- Tell 'em
- Tell 'em what you told 'em

Introduction

- Use attention-getter
- Introduce yourself (unless introduced by MC, etc.)
- Provide initial summary (likely listing of *objectives*, above)
- Establish speaker credibility/speaker relevance (why should *they* listen to *you*?)
- Establish audience relevance (why should *they* be interested in *this*?)

Speech Body

- Conform to CMAPP analysis
- Use *transitions* (Next..., Now that we've..., We've already... so now we'll turn to...)
- Use *signposts* (First, second, third, etc....)
- Use *emphasis markers* (Most important is..., and I'd like to draw your attention to...)
- Use *rhetorical questions*
- Summarize segments (So far we've seen three reasons: 1, 2...)
- Use *repetition* (...and as I've already mentioned..., I'd like to repeat that...)

Concluding Segment

- Indicate closure (So, in conclusion, let me just... Finally, I'd like to...)
- Provide final summary (main points: “tell ‘em what you told ‘em”)
- Specify action request (includes reiteration of theme, importance, etc.)
- Provide a *clear* close (Thank you for your time....)

Paralinguistic Factors

- Facial expression
- Gesture
- Hesitation particles (um, uh, like, you know, etc.)
- Movement
- Posture
- Speed of delivery (variety)
- Time constraints
- Timing (e.g., jokes, pauses, etc.)
- Tone/pitch/intonation (variety)
- Volume (variety)

Visual Aids

- Illustrate, not overpower
- Explain, not confuse
- Simplify, not complicate
- Enhance, not detract from
- Be used for *purpose*, not for their own sake
- Be visible to all
- Be intelligible to all
- Maintain, not interrupt or impair “flow”