

*Southern Connecticut State University  
Department of Public Health*

**Graduate Public Health Program**



# **Guidelines for Effective Public Health Presentations**

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*School of Health and Human Services*

## ORAL PRESENTATIONS BASICS

*"If you think you can or you think you can't, you are right."*  
- Henry Ford

### Why are Presentation Skills Important?

Your effectiveness at working with people depends largely on your communication abilities. Communication is the means by which people share words, ideas and feelings.

Mass media outlets, including television, video and the Internet have had an enormous impact on audience expectations. Lengthy, colorless monologues are simply not acceptable to today's discerning and sophisticated audiences. In order to be successful, it is crucial that the presenter is clear, informative, well-rehearsed, entertaining and concise. It is important to know that effective presenters are not born with excellent skills. The effective presenter has taken the time to learn how to plan, prepare, and deliver his or her presentation. Effective presenters are self-assured, self-disciplined and take advantage of opportunities to put their skills into practice.

As a public health student and a public health practitioner, you will be required to prepare many presentations in a variety of venues that may include graduate courses, conferences, staff meetings, community meetings and other forums. The following material has been prepared to assist the novice or experienced speaker in improving his or her presentation skills.

### What is a Presentation?

A presentation may be defined as a carefully crafted and professional visual and aural event, designed for the purpose of gaining understanding and/or agreement or action. It is not a casual discussion between a few interested individuals or a flamboyant visual display designed to blow the audience out of the auditorium. Nor is a matter of standing before an audience and making a speech. Basically a presentation informs, demonstrates and involves. For a presentation to reach its objective, several things must occur. The presenter must have a clear purpose; the material must be organized in such a way that the audience can follow it; and, the event should be enjoyable for everyone. **The material covered in this document assumes that the structure and content of the presentation has been pre-determined. Therefore, information about structuring, outlining, and organizing the content of a presentation is not presented and is available from a variety of online and printed sources.**

## Why Are Some Presentations Not Effective?

Most two-way communication is affected by 'noise' or interference. Noise is anything that interferes with the accurate transfer of the message and it can occur at any point in the communication process. Physical noise could be a phone line with static, constant interruptions or handwriting that is difficult to read. Psychological noise could include not liking the speaker, being preoccupied with other thoughts or already having one's mind made up on an issue. Semantic noise refers to misunderstandings caused by the choice of words, so that it is important to avoid jargon and technical language unless your audience shares the same language. Perceptual noise relates to the values, attitudes and backgrounds of the sender and the receiver. This 'noise' or 'filter' causes us to see and hear only what we want to see and hear.

As far as presentations are concerned, the interference which causes miscommunication can be summarized as follows:

- Distracting visuals/verbals/vocals
- Failure to speak to time
- Equipment failure
- Material that is too technical/pitched to high or too low for the audience
- Poor organization of material
- Inappropriate pace
- Failure to retain the audience's attention
- Information overload
- Lack of enthusiasm
- Lack of rapport with the audience.

## What Does It Take to be a Great Presenter?

*"There are two types of speakers: those who are nervous and those who are liars."*  
- Mark Twain

According to the book of lists, the fear of speaking in public is the #1 fear of all fears. The fear of dying is #7. Over 41% of people have some fear or anxiety dealing with speaking in front of groups. Everyone, even experienced speakers, has some anxiety when speaking in front of a group of people. This feeling is not only inevitable and perfectly normal, it is also desirable. If it can be controlled, your nervousness can be transformed into excitement or enthusiasm, and makes for a presentation that is exciting and interesting to the audience. Excessive nervousness or anxiety can not only take away any pleasure that doing the presentation may give you, but it may also have a negative effect on your performance and therefore, your effectiveness.

Even though a good part of your daily personal and professional life may be spent talking to people, once a suggestion that you present in front of an audience is made -

what happens? All kinds of irrational fears emerge. It is important to acknowledge how unrealistic these fears are.

You may possibly set your own limitations by telling yourself that you cannot achieve a particular goal. You often hear people say: 'I've never been any good at this' or 'I can't do that.' This type of self-defeating attitude applies as much to presenting as to any other task. However, these self-imposed limitations are not justified. You perceive them to be real and let them become your reality. The end result is that you convince yourself that you cannot present effectively.

You may also be fearful of the audience. Don't be! Remember, the audience has a vested interest in your success. After all, they have come to hear what's in it for them. The individuals in the audience are on your side and want the information or knowledge they came to hear. They also probably understand your nervousness and will forgive it as they will forgive other honest mistakes. They gain absolutely nothing if you perform poorly. Appreciate their support and relax and be confident of your ability to deliver a quality presentation and of the audience's desire to hear what you have to share with them. The problem of poor communication is complex and cannot obviously be solved by any one book, course, or guide. Reading this overview is an important first step to controlling any negative effect nervousness may have on your performance or your remarks.

### **What Can be Done to Manage Nervousness During Oral Presentations?**

There are countless suggestions for overcoming performance anxiety: deep breathing, meditation, medication, visualization, exercise, biofeedback, and even prayer. Still the best ways to avoid performance anxiety are to:

- Prepare
- Be enthusiastic
- Practice
- Have realistic expectations
- Engage in positive self-talk.

### ***Planning and Preparation***

*"Fail to prepare, prepare to fail"*  
- Anonymous

Nervousness and fear of presenting can lead to a vicious cycle of procrastination. You put off working on the presentation because of fear of not doing well or disinterest, yet the longer it is put off, the less time there is to prepare and rehearse, and the more pressure, stress and nervousness increase. Good planning strategies can provide the preparation time essential for controlling nervousness. If you are confident in your

knowledge of the material, and if you planned enough time for rehearsal, you can face the presentation knowing you've prepared for a successful performance.

The following are some further preparation hints to help you prepare for the presentation:

- **Ask to be the first speaker** at a meeting where there are several speakers. Your audience will be more attentive, and you will have less time to be nervous.
- **Carry a handkerchief** just in case you need one.
- **Get explicit directions** to where the talk will be. If you are giving a talk in a different location or town, make sure you know exactly where you are going and how long it will take to get there and allow for parking time. If possible, conduct a "trial run."

### ***Enthusiasm***

Why is enthusiasm so important in calming anxiety? Think of presenters who have a knack of capturing their audience's attention. What do they all have in common? Enthusiasm, energy and an adamant belief in what they are saying. If you don't believe in your subject, you'll have a hard time convincing anyone else to believe in it.

Assuming you have a choice, a judicious choice of topic is equally, if not more important in an oral assignment than in a written one. In any event, your lack of interest or enthusiasm for the topic can only lead to increased anxiety about your presentation. Your disinterest will also most likely be apparent to your audience in your voice, expression and gestures. However, if you choose a topic which is fascinating to you it will be difficult to bore your audience, because your own enthusiasm will be contagious. Most importantly, your involvement with the topic on an intellectual and emotional level will help you focus your attention on the material during the presentation, rather than on your own less than perfect presentation of it. Interest in a topic, whether assigned or chosen, is something that only you can create. The choice is yours, choose wisely.

### ***Practice***

Confidence comes from practice. The more you speak in public, the better you will become. Speakers who can keep their audiences attentive to their every word will tell you that the secret to success is practice. Many of the qualities that make a person a dynamic speaker you can practice everyday. For instance, practice making eye contact with people; practice modulating your voice; practice reading aloud; practice standing up straight; practice smiling.

## ***Realistic Expectations***

Nervousness frequently comes from the speaker's unrealistic expectations. Perfection should not be your goal. Improvement and development should be. Don't take yourself too seriously. Prepare, believe in your topic, and practice: then if you make an error, learn from it, and quickly move forward.

The following are some other facts that should take the edge off your nervousness:

- **Eye contact can reduce anxiety.** Lack of eye contact between speaker and audience increases audience boredom and speaker anxiety.
- **Interaction with the audience helps reduce anxiety.** Audiences that have the opportunity to participate are more attentive.
- **Exercise before a presentation can help reduce anxiety.** A physical workout, brisk walking, running, swimming, or racquetball a couple of hours before your presentation can really help.
- **Deep breathing relieves anxiety.** This is the body's way of getting more oxygen which will have a calming effect.
- **Arrive early to the place where you will be giving your talk.** You'll find that having the opportunity to meet a few people will reduce your anxiety.

## ***Positive Self-Talk***

Being a confident and impressive presenter is entirely your choice and completely within your capabilities.

You program yourself to succeed or fail. You can be a great presenter and look forward to and enjoy the presentation experience through: positive affirmation and positive self-talk. Remember, you can be as confident, persuasive and eloquent as you want to be.

The following are some other facts that should help increase your level of confidence:

- **Nervousness before a presentation is natural.** In fact, a certain amount of anxiety is good. It will keep you on your toes.
- **Most anxiety doesn't show.** In a study of anxiety and public speaking, presenters generally rated their anxiety much higher than the audience rated the speaker's anxiety.

## **Presentation Design**

### ***Analyzing Your Audience***

A key rule for effective public speaking is that audiences are egocentric. What do we mean by egocentric? Just that audiences care most about things that directly affect them. Chances are that you perked up and paid the greatest attention when the presenter talked about quizzes, assignments, or anything else that was directly related to your interests.

An effective public speaker understands the nature of audiences and adapts presentations to audiences. In order to do this, you must learn everything you can about your particular audience. Then make sure to keep the audience in mind ("audience-centered") in every decision you make in the presentation development process.

When centering on the audience, you start by finding common traits that enable you to identify with them. Since audiences are concerned with things that they believe will directly affect them, it's your job to find as many ways that your topic relates to a particular audience. Obviously, the more ways you can find to connect with the audience, the more reasons they have to listen to you. The process is similar to the creating an audience profile for planning and implementing health education interventions. Whenever possible, you will want to obtain the following information about the audience and the location where you will be presenting.

- Age
- Education level
- Occupation
- Gender
- Marital status
- Religion
- Racial/cultural/ethnic background
- Group membership
- Hobbies/interests.

### ***Situational Traits***

Situational (environmental) data is much more specific to the actual presentation, and it is vital that you gather this data as well as demographic data on the audience. Key information about the setting (and considerations) that you would want to gather includes:

- Size of the audience (size of visual aids, handouts)
- Size of room (microphone, visibility, connection with audience)

- Seating (group work, lecture)
- Distractions (forewarned is forearmed, compensation)
- Formalness of setting (audience expectations, type of presentation)
- Temperature (length of presentation, attention-getting devices)
- Time allotted (never exceed)
- Audiovisual equipment (check, recheck and plan for alternative methods of presentation in case equipment is not present or not operable).

### ***Dispositional Traits***

Dispositional (intrapersonal) data is comprised of audience traits that impact on its receptivity to the presentation. Key information about intrapersonal traits of the audience that you would want to gather includes:

- Audience interest in topic (natural or need to assist in creating interest)
- Audience knowledge of topic (appropriate level of information)
- Audience attitude toward topic (preconceived notions )
- Audience perception of presenter's credibility
- Audience perception of presenter's reputation relative to topic
- Audience expectations (needs and wants)
- Audience disposition toward occasion (voluntary, mandatory).

### ***Determining Your Goal, Objective or Purpose***

Setting the objective for your presentation, that is, deciding what outcomes you want from your presentation is the most important part of the presentation design. Ask yourself "Why am I speaking?" and "What do I want of achieve?" What do you want the audience to know, think, believe, feel, or do as a result of your presentation? What is the reaction you want from your audience? Visualize that outcome.

### ***Determining Your Content***

The next logical step is to decide on the ideas or information which is most suitable for the presentation, bearing in mind the objective of the presentation and results of your audience analysis.

### ***Determine the Body Structure***

Having decided on the content, the next step is to structure the presentation. No matter how interesting the material is, its effectiveness will be diminished if it is carelessly put together. The structure provides the framework for your presentation and should therefore be simple, clear and logical.

## **Overview/Opening/Outline**

*"Tell people what you're going to say, say it, and then tell them what you said"*  
- Unknown

The overview tells the audience what you are going to say and comes either at the end of your introduction or after the introduction and before your first major point. The overview informs the audience about the structure of the presentation, the main points, and gives them a quick "road-map" of the information. In simplest terms, your overview should tell the audience your three (more or less) main points in order.

## **Introduction**

The introduction of your presentation is your "first impression" for the audience, and a poor introduction can signal problems for the rest of the presentation. Therefore, it is vital that your introduction gives the audience the best possible impression of you as a speaker. In general, an effective introduction should:

- Get the attention and interest of the audience (attention is not enough; you have to make them want to listen)
- Reveal the topic of your presentation and a clear statement of the purpose of the presentation.
- Establishes your credibility and goodwill (reassure audience of your sincerity)
- Establishes *why* the audience should listen to you (provide compelling reason to listen).

### ***Tips for Developing an Effective Introduction***

- Keep it brief (limit to 10-15% of the total presentation)
- Use visual language (use vivid adverbs and adjectives to appeal to all five senses. Try to "paint the air" with visual imagery)
- Use effective attention-getting devices (stories, shocking statistics, quotations)
- Ask a question
- Refer to issues in current affairs.

## Visual Aids

### Introduction - Why Use Visual Aids?

Although effective presentations do not require visual aids, a few well-placed visuals can:

- Enhance understanding of the topic
- Increase audience interest
- Add authenticity
- Add clarity and impact
- Help presenter build *ethos* (character credibility)
- Help presenter and audience stay focused
- Help audience improve retention of information.

But don't be fooled into thinking that flashy visuals can save an otherwise poorly structured and delivered presentation. You will have to start with a well-developed presentation before visual aids can have any major effect.

### ***The Two Major Types of Visual Aids***

Static visual aids - do not change during the presentation. Examples are:

- Posters
- Overhead transparencies
- Slides ( see PowerPoint tutorial, pp. 29-37)
- Non-animated computer graphics
- Blackboard drawings that are prepared ahead of time
- Photographs and pictures
- Written materials.

Dynamic visual aids - change in some way during the presentation. Examples are:

- Videos
- Audio
- Animated computer graphics
- Drawings / overheads that are modified during the presentation
- Actual objects
- Films
- CD-ROMs
- Flip charts.

## **Selecting Which Type of Visual Aid to Use**

In general, dynamic visual aids will hold an audience's attention more, but are usually more time consuming to prepare. Dynamic visual aids also offer a great chance for mechanical failure (e.g., jammed videocassettes).

Although static visual aids may not have quite the attention-getting potential as dynamic ones, they can still be very effective. Static visual aids are also usually easier to prepare and use.

Your choice of visual aids should depend on the time you have available, the speaking environment, and the time you will have available to create and practice with them. Always remember that a simple visual aid that is used well is much more effective than a complex one used poorly. You should also consider the fact that you will have to transport them to the location of your presentation.

## **Pointers for Constructing Effective Visual Aids**

- Make sure the visual aid supplements the presentation rather than becoming the presentation itself.
- Visibility: Font Size

### *For Flip Charts:*

Title: 3 inches high  
Subtitles: 2 inches high  
Other Text: 1.5 inches high

### *Standard Computer Print Sizes      Overhead Transparencies*

Slides	Handouts	
Titles:	18 pt	36 pt
24 pt		
Subtitles:		24 pt
18 pt	14 pt	
Other text:		18 pt
14 pt	12 pt	

- Emphasis: Visual aid should emphasize what the presentation emphasizes.
  - Relevance
  - Simplicity

- Balance: Should be balanced and pleasing to the eye
- Color: Color adds impact to meaning of presentation.

### ***Guidelines for Using Visual Aids***

The following are some general guidelines to consider when choosing and creating visual aids:

- **Visual aids should add to the presentation, not distract from it.**  
Do not display visual aid until you are ready to refer to it. When finished making reference to it, either remove it or cover it. Do not keep the overhead projector on if there will be large gaps in time between use. The bright light projected on to the screen will be a distraction. If your audience only remembers your visual aids, then your presentation has not been effective.
- **Your visual aids must be clearly visible and understandable by the entire audience.**  
Always use *at least* 18 point type for all text. Use larger font size for headings. Images not clearly seen by the entire audience add confusion and distraction. If you have said "I know you can't read this but....." why include the visual at all? One popular rule of thumb is the "8H" rule of legibility. In summary, if you can read an image from eight times its height, chances are your audience will be able to read it when projected. As an example....You have a flip chart which is 2 feet high. If you can read the chart from 16 feet away, that chart will probably be legible when converted to a slide or overhead transparency. Images should be designed to please the mind as well as the eye of the viewer. If an image has no specific place or purpose in a presentation other than "it is attractive," it should not be used.
- **Use a simple font.**  
Lettering styles (fonts) that are overly ornamental may look sharp, but are actually very difficult to read. For example, compare the following sentences:

**Do you find this easy or difficult to read?**

Do you find this easy or difficult to read?

The first sentence is much easier to read, and your audience can comprehend it instantly. Use a plain font (e.g., Swiss or Helvetica). Consider the use of a single font throughout your entire presentation. Use bold, italic, quotations and/or color changes (kept to a minimum) to emphasize or subdue key points or words. Do not use underlines on an overhead-it tends to be very distracting and makes it more difficult to read.

- **Prepare all overheads in landscape format (wider than it is tall).**  
Studies show that people find it easier to read (probably because they spend too much time in front of the TV set which is in the same format).
- **Avoid distributing handouts to the audience while you are speaking.**  
Unfortunately this distracts the audience and significantly reduces the effectiveness of your presentation. Distribute handouts at the beginning (only if necessary) or end of your presentation. Always make about 10% more handouts than you'll think you'll need.
- **Practice with your visual aids well ahead of time so that you can smoothly integrate them into your presentation.**  
Nothing can ruin your credibility faster than fumbling around for your visual aids. Also, always number overheads and slides to avoid confusion if visuals are out of sequence.
- **Be prepared for disaster!**  
Overhead projector bulbs burn out unexpectedly, posters sometimes fall down, videotapes sometimes jam in the machine, and computer programs or projectors sometimes do not operate properly. Have backup extension cords, bulbs, plug adapters, tape, markers, etc. Always prepare an alternative plan for your presentation so that you do not have to depend on your visual aids to carry your presentation. If an equipment failure occurs, do not spend more than five minutes of your presentation time trying to make the equipment work. Apologize to the audience ONCE, but then take care to avoid the statement "If the equipment were working, I could show..." If you want to be prepared for such a disaster, you should provide handouts from the software or overheads that show in miniature what would have been on the screen. If you must have an on-screen presentation, prepare alternative visual aids (e.g., overhead transparencies as a back-up to PowerPoint presentation). Of course, be sure to test the backup equipment to make sure it is working, too!
- **Visual aids can only add to a good presentation, they cannot rescue a poorly developed one.**  
Do not put all your time and effort into your visual aids at the expense of ignoring developing and practicing your presentation.
- **Speak to your audience, not your visual aids.**  
Do not stand directly in front of your visual aids. Stand to the side and maintain eye contact on your audience. Don't read every word on every visual aid. Remember, this is an oral presentation, not an exercise in reading aloud. You should be somewhat spontaneous in your delivery--the audience will be much more with you if you do.

- **Keep video and audio presentations short and to the point.**  
Start the tape, cue up to the right spot and make sure the tape is of the highest possible quality.
- **Try to have no more than four-six lines of text on a poster, slide, or overhead transparency and include no "chartjunk" or "Cartoons."**  
Most people are easily bored, and one general accepted rule of thumb states that if an image remains on the screen longer than 7-10 seconds, you begin to lose the audience's attention. Do not overload your visuals with too much information because they become messy and difficult to understand. Make only one key point per visual. More images with fewer ideas on each are better than a few images which are complicated or difficult to understand. Do not use whole sentences or paragraphs (hence the name "visual aid"). In a face-to-face presentation, you will appear to be in command of your subject if you give more information as you speak than appears on the screen. Use bulleted words or short phrases only, except for quotes. The six-by-six rule of thumb states: Generally, no more than six lines of text per screen and no more than six words per line. Pretend that you have to pay \$6.00 for every word you use. The temptation to reduce the font size is usually a signal that you are trying to put too much on one screen. "Chartjunk" refers to confusing elements which really have no place on the image. Blazing logos and distracting objects can detract from the message. "Cartoons" is a first cousin of "chartjunk" and refers to overly cute attempts to make a presentation appear more professional by adding lots of distracting, tacky, aggravating symbols and such. If you are going to use a logo or cartoon to enhance your presentation, limit the use to one, tasteful slide or overhead. After all, isn't the information or message what it's all about?
- **Statistical information is easier for your audience to understand when presented visually through charts and graphs.**  
Statistics will have a much greater impact if your audience can see the relationship between the numbers, instead of having to imagine how the numbers relate. No more than three curves on a line chart or graph. Do not use a page full of numbers. Translate complex numbers into representative pie charts or bar graphs. Use diagrams or models to present complex concepts. Use multiple charts illustrating different stages or parts of the full model. Start with a simple framework and build components successfully into the full model or process.
- **Be familiar with the technical requirements for use of your visual aids.**  
Make sure you know the lighting requirements for your equipment. Know where the switches are and what settings are needed. Bring a small penlight in case the room has to be darkened and you need to see notes or adjust the equipment. If you select to use a computer and video projector or LCD for your presentation, you should know how to set up the equipment yourself, and if possible, test it on location before you do your presentation. Take a

Run-Time or Player version of the presentation software with you for an off-campus presentation so that you are not dependent on event organizers for supplying you with the correct version of your software. New software versions will usually play presentations created with older versions, but not vice versa.

## **Body Talk**

*"The speaker who stands and talks at ease is the one who can be heard without weariness. If his or her posture and gestures are so graceful and unobtrusive, that no one notices them, he or she may be counted as truly successful."  
- Dr. Ralph C. Smeadly, Founder of Toastmasters International*

### **1. Rid Yourself of Distracting Mannerisms**

Some common faults of inexperienced or in-effective presenters are:

- Gripping or leaning against lectern, wall, door, or desks
- Finger tapping
- Lip biting or licking
- Toying with coins or jewelry
- Frowning
- Adjusting hair or clothing
- Head wagging
- Pen clicking
- Pacing.

These have two things in common:

- They are physical manifestations of simple nervousness.
- They are performed unconsciously

When you make a verbal mistake, you can easily correct it, because you can hear your own words, but you can't see yourself, so most distracting mannerisms go uncorrected. You can't eliminate them unless you know they exist.

### ***Videotape yourself***

The first step in eliminating any superfluous behavior is to obtain an accurate perception of your body's image. This should include:

- Posture
- Gestures

- Body movement
- Facial expressions
- Eye contact.

The next step is to free yourself of physical behaviors that do not add to your speech. This can be accomplished by simply becoming aware of your problem areas. After you have videotaped yourself speaking, review the tape several times and make a list of all the distracting mannerisms you notice.

First review. Review your tape the first time without looking for mannerisms. Just listen to the presentation as if you were hearing it for the first time and evaluate the overall impact you experience from watching the tape.

Second review. Review the tape a second time (with the volume turned down) and look for visual distractions. Take notes on what you observe.

Third review. During this review, have the picture turned off and listen only to your voice. Many people have never even heard a taping of their own voice speaking at length. Become accustomed to listening to your voice. Get to know it as others hear it. Note what you like and what you don't like. Pay attention to the speed, the volume, and tone of voice.

Fourth review. Once you have made lists both of your distracting mannerisms and your more positive points, you are ready to have one or two family members or friends watch the tape with you. Get their initial impression. Ask them to be honest.

Once you have completed these reviews, go over the list of all the distracting mannerisms you saw and heard. The next time you are having a conversation with someone you know well, try to notice whether you use any of these distracting mannerisms even in casual circumstances. Tackle each of your negative points one at a time.

## 2. **Build Self-Confidence by Being Yourself**

The most important rule for making your body communicate effectively is to be yourself. The emphasis should be on the sharing of ideas, not on the performance.

Strive to be as genuine and natural as you are when you speak to family and friends.

Large vs. small audiences:

Many people say, "I'm okay in a small group, but when I get in front of a larger group I freeze." The only difference between speaking to a small informal group and to a sizable audience is the number of listeners. To compensate for this, you need only to amplify your natural behavior. Be authentically yourself, but amplify your movements and expressions just enough so that the audience can see them.

### 3. **Let Your Body Mirror Your Feelings**

If you are interested in your subject, truly believe what you saying, and want to share your message with others, your physical movements will come from within you and will be appropriate to what you are saying.

By involving yourself in the message, you'll be natural and spontaneous without having to consciously think about what you are doing or saying. For many of us, this isn't easy as it sounds because it requires us to drop the mask that shields the "real self" in public.

To become an effective speaker, it is essential that you get rid of your mask and share your true feelings with your audience. Your audience wants to know how you feel about your subject. If you want to convince others, you must convey your convictions. Speak from the heart.

### 4. **Build Self-confidence Through Preparation**

Nothing influences a speaker's mental attitude more than the knowledge that he or she is thoroughly prepared. This knowledge leads to self-confidence, which is a vital ingredient of effective public speaking.

How many of us have ever experienced a situation in which we had not prepared well for a presentation? How did we come across? On the other hand, think of those presentations that did go well. These are the ones that we had properly prepared for.

### 5. **Use Your Everyday Speaking Situations**

Whenever you speak to people, make an extra effort to notice how you speak. Observe, too, whether the facial expressions of your listeners indicate they do or do not understand what you are saying. Before calling to request something on the phone, plan and practice what you are going to say. Even this is essentially a short presentation. Another exercise is to prepare a 90-second presentation about yourself. Describe who you are and what you do. Record your presentation and review it using the four steps described above.

Since you are talking about yourself, you don't need to research the topic; however, you do need to prepare what you are going to say and how you are going to say it. Plan everything including your gestures and walking patterns.

#### ***Facial Expressions***

Leave that deadpan expression to poker players. A speaker realizes that appropriate facial expressions are an important part of effective communication. In fact, facial expressions are often the key determinant of the meaning behind the message.

People watch a speaker's face during a presentation. When you speak, your face more clearly than any other part of your body communicates to others your attitudes, feelings and emotions.

Remove expressions that don't belong on your face.

Inappropriate expressions include distracting mannerisms or unconscious expressions not rooted in your feelings, attitudes and emotions. In much the same way that some speakers perform random, distracting gestures and body movements, nervous speakers often release excess energy and tension by unconsciously moving their facial muscles (i.e., licking lips, tightening the jaw).

One type of unconscious facial movement which is less apt to be read clearly by an audience is involuntary frowning. This type of frowning occurs when a speaker attempts to deliver a memorized speech. There are no rules governing the use of specific expressions. If you relax your inhibitions and allow yourself to respond naturally to your thoughts, attitudes and emotions, your facial expressions will be appropriate and will project sincerity, conviction, and credibility.

### ***Eye Contact***

Eye contact is the cement that binds together speakers and their audiences. When you speak, your eyes involve your listeners in your presentation. There is no surer way to break a communication bond between you and the audience than by failing to look at your listeners. No matter how large your audience may be, each listener wants to feel that you are talking to him or her.

The adage, "The eyes are the mirror of the soul," underlines the need for you to convince people with your eyes, as well as your words. Only by looking at your listeners as individuals can you convince them that you are sincere and are interested in them, and that you care whether they accept your message. When you speak, your eyes also function as a control device you can use to assure your listeners' attentiveness and concentration.

Eye contact can also help you to overcome nervousness by making your audience a known quantity. Effective eye contact is an important feedback device that makes the speaking situation a two-way communication process. By looking at your audience, you can determine how they are reacting. When you develop the ability to gauge the audience's reactions and adjust your presentation accordingly, you will be a much more effective speaker.

## ***How to Use Your Eyes Effectively***

1. ***Know your material.*** Know it so well that you don't have to devote your mental energy to the task of remembering the sequence of ideas and words.

You should prepare well and rehearse enough so that you don't have to depend heavily on notes. Many speakers, no matter how well prepared, need at least a few notes to deliver their message. If you can speak effectively without notes, by all means do so. But if you must use notes, that's fine. Just don't let them be a substitute for preparation and rehearsal.

Even many experienced speakers use notes. Often, they take advantage of such natural pauses as audience laughter or the aftermath of an important point to glance briefly at their notes. To make this technique work, keep your notes brief.

2. ***Establish a personal bond with listeners.*** How do you do this? Begin by selecting one person and talking to him or her personally. Maintain eye contact with that person long enough to establish a visual bond (about 5-10 seconds). This is usually the equivalent of a sentence or a thought. Then shift your gaze to another person.

In a small group, this is relatively easy to do. But, if you're addressing hundreds of people, it's impossible. What you can do is pick out one or two individuals in each section of the room and establish personal bonds with them. Then each listener will get the impression that you're talking directly to him or her.

3. ***Monitor visual feedback.*** While you are talking, your listeners are responding with their own non-verbal messages. Use your eyes to actively seek out this valuable feedback. If individuals aren't looking at you, they may not be listening either. Their reasons may include one or more of these factors:

They may not be able to hear you.

**Solution:** If you are not using a microphone, speak louder and note if that works.

They may be bored.

**Solution:** Use some humor (appropriately), increase your vocal variety or add powerful gestures or body movements.

They may be puzzled.

**Solution:** Repeat and/or rephrase what you have just said.

They seem to be fidgeting nervously.

**Solution:** You may be using distracting mannerisms. Maybe you have food on your clothes (or worse, maybe your blouse is unbuttoned or your fly isn't closed). Make sure you are aware of these embarrassing possibilities before and during a speech. If necessary, try to correct them without bringing attention to them. On the other hand, if your listeners' faces indicate pleasure, interest and close attention, don't change a thing. You're doing a great job!

### ***Your appearance***

If your listeners will have on suits and business attire, wear your best suit or dress - the outfit that brings you the most compliments. Make sure that every item of clothing is clean and well-tailored.

Don't wear jewelry that might glitter or jingle when you move or gesture. This might divert attention from your speech. For the same reason, empty your pockets of bulky items and anything that makes noise when you move.

Part of the first impression you give occurs even before you are introduced to deliver your speech. As the audience arrives, your preparation should be concluded. You shouldn't have to study your speech. Instead, mingle with the audience, and project that same friendly, confident attitude that will make your speech a success.

When you speak - especially if you aren't well known to the audience, the most crucial part of your presentation is the first few minutes. During that initial segment, the audience will be making critical judgements about you. Your listeners will decide whether you are confident, sincere, friendly, eager to address them and worthy of their attention. In large measure, they will base this decision on what they see.

After your introduction, walk purposely and confidently to the speaking position.

### ***Walking patterns***

Why move in the first place?

Moving forces people to focus and follow you. The way you walk from your seat to the speaker's position is very important. When you are introduced, you should appear eager to speak. Too many speakers look as though they are heading toward execution.

Walk confidently from your seat to the podium. Pause for a few seconds, and then move out from behind the lectern. As discussed before, it is wise to use the lectern as a point of departure, and not a barrier to hide behind.

Smile before you say your first words. Be careful not to stand too close to, or beyond, the people in the front row. Be careful not to walk too much. Doing so will work against you. Continuous pacing is distracting. Walking can be an effective way to stress an important idea. It is essential that your walk be purposeful and intentional, not just random shift of position. Taking about three steps, moving at a shallow angle, usually works best.

When employing visual aids, use three positions. One position is your "home" position and should be front and center. The other two positions should be relatively near the "home" position. Never stand in front of any visual aid.

When you practice your speaking, make sure you also practice your walking patterns. Try walking to and from your three positions. These positions should be planned just as your hand gestures are.

When standing still, remember to maintain good posture. Stand up straight.

Remember it's not what you say, it's how you say it and your body does speak very loudly. It's only when you join your verbal message and your nonverbal message does a speaker begin to command presence.

### **Some final thoughts about non-verbal communication**

An audience will interpret your body language. The way you use your body will either reinforce the intended message, weaken or even contradict it. Be aware of your personal appearance, your posture, facial expressions and gestures.

Audiences are generally impressed with:

- Enthusiasm
- Energy
- Sincerity.

You can display these qualities by:

- Standing Tall
- Smiling
- Being confident
- Establishing eye contact
- Looking as though you are enjoying the experience
- Gesturing appropriately.

## Practice and Delivery

If you have followed along to this point, you should have a well-structured and developed presentation that is complemented by appropriate visual aids. Now comes the point where many students and professionals fail to follow through on the potential of their work. To put it bluntly, *without practice you are dooming yourself to a mediocre presentation or worst, failure!*

As discussed in the previous section, not only do you need to practice your presentation, you also need to practice it out loud, standing up, in front of an audience if possible. Simply going over your presentation in your head doesn't provide you with a very realistic idea of what it is like to actually say the words.

It is also important to learn to listen to your own voice. It is very difficult to determine if you need to slow down, speak louder, or avoid saying "um" or "ah" if you never say your presentation aloud.

In addition, you will need to practice how you are going to stand and what your arms are doing while you are speaking. Always make sure that you eliminate any excess body movement that may distract the audience. Don't forget to follow through with actual physical practice to be sure your efforts at creating a well-developed and effective presentation are not fumbled.

### General Delivery Guidelines

Here are some basic guidelines for practicing and delivering your presentation:

- **Know what you are going to say, not how you are going to say it.**  
Practice your presentation out loud enough times so that your delivery comes across as conversational, smooth and confident. However, do not memorize your presentation.
- **Know your presentation well enough so that you will only require a minimal number of words or phrases on your index cards.**  
This will keep your eye contact off your notes and on your audience. Having your presentation written out word-for-word on index cards is simply an invitation to read your presentation to the audience.
- **Be aware of distracting elements and strive to correct them while speaking.**  
For example, if you have the habit of speaking too rapidly, then monitor yourself while speaking to make sure you maintain an understandable rate. You might put notes on your index cards like "slow down" or "pause."

- **DO NOT start your presentation until you are fully situated in front of your audience, and have taken a deep breath!**

Take a moment to collect your thoughts before starting--this will provide you with a much better sense of control. Avoid the common temptation to start speaking on your way up to the front of the room and finish speaking while walking back to your seat.

- **Realize that NOTHING WILL TAKE THE PLACE OF PREPARATION.**

Practice makes perfect, or at least much better! You've probably heard this before, but don't diminish its importance. **Practice is the single most important factor contributing to an effective presentation.** No matter how rushed you might be, make time for at least a few practice rehearsals. The effects of practice will be apparent, and a poor presentation reflects upon both you and your attitude towards the material and audience. Don't be fooled by people who claim to be able to throw together a presentation or talk at a moment's notice. Generally, their presentations fall into two categories--talks which are disjointed and awkward, and talks which have had the rough edges removed by numerous prior presentations.

If English is not your native language, you might find speaking without a prepared text difficult, or if you are overwhelming nervous about speaking publicly, it is alright to write your presentation out verbatim and memorize it. However, you must treat memorizing a presentation in the same way you would treat memorizing a play script. This means that you must memorize it with normal pauses, emphasis, and intonation (loudness), and take special care not to speak faster than the normal speech rate. Confidence in your understanding of your material and taking your time will make up for a lot of awkward English and hyper-nervousness as will substantial practice.

In any case, if your presentation is important, treat it that way. **Practice.** A good guideline is a minimum of 10 practice runs for any one presentation. This can obviously be a big commitment of time, but consider that you will either pay now or later. **The price for an effective presentation will hopefully be worth your rehearsal efforts.**

- **When practicing, go through your entire presentation before stopping to make corrections.**

Many presentations fall apart towards the end because the presenter failed to practice the presentation in its entirety. Try to avoid constantly stopping and then starting from the beginning, because this might mean that you never get to practice the conclusion.

- **Prepare well enough in advance so that you can get a good night's sleep before your presentation date.**

A presentation is not a typed report, where you can pull an all-nighter and turn it in while looking and feeling terrible. Much like a sporting event, you need to be at your physical and mental best so that you can perform at your best.

- **Do not put this assignment off till the last minute!**  
This will only increase the tension and make it very difficult to give an acceptable and effective performance.

### **Performance Strategies**

Regardless of your preparation beforehand, some nervousness is natural and inevitable. One performance strategy is to expect and accept nervousness; rather than trying to stop your knees from shaking, let them shake, but realize that you can go on with your presentation. Musicians, athletes and others who perform in public employ focusing strategies to control performance anxiety. If, for example, your thoughts are on your sweating palms instead of on your material and its impact on your audience, then your audience may be attending to your nervousness as well. The strategy is to focus on one aspect of your presentation (for example, conveying your commitment to the ethical practice of public health), rather than evaluating or criticizing yourself as you go. If you can occupy your "inner critic" with something other than evaluating your performance and feeding your nervousness, then you can free your concentration and energy to accomplish what you've set out to do - demonstrate your knowledge, and educate or motivate your audience.

### **The Moment of Truth: Combating Podium Panic**

#### **Gulp! You're sitting there, about to be introduced. Now What?**

1. Take several deep breaths as you are being introduced. Visualize your rehearsed opening.
2. State your objectives at the start of your presentation, then restate them again at the end of your presentation. In between, discuss how your material relates to the objectives.
3. Avoid making jokes.
4. Choose a natural, moderate rate of speech and use automatic gestures.
5. Monitor your behavior, and avoid habitual practices (e.g., pacing, fumbling with change in your pocket, twirling hair, rubbing your hands, saying "like" or "um.")
6. Laser pointers are useful pointing devices, but remember not to point them at the audience. They are best used by flashing the pointer on and off, so that the place you are indicating is illuminated briefly. Avoid swirling or sweeping the laser around and around the screen to avoid audience tracking.
7. Be enthusiastic but don't over do it - you risk alienating the audience.
8. Converse with your audience. Involve them in the process of the presentation by posing questions and making frequent eye contact.
9. Keep an eye on your time, and don't run over your limit. EVER!
10. Be prepared for interruptions (e.g., late arrivals, equipment mishaps, etc.)

11. If you must turn down the room lights, don't turn them off entirely. Don't leave them down any longer than necessary - remember to turn them back up.
12. Keep apologies to an absolute minimum. This should be your very best effort; if you have to apologize, you haven't done your job properly.
13. Don't criticize any aspect of your experience (e.g., trip, city, facilities, etc. during your presentation. Don't alienate the audience. Remember that you are a guest.
14. Have a prepared and memorable summary. If nothing else, the take home message is what the audience will remember after you leave. End with the summary!
15. Acknowledge credit for the works of others. Also acknowledge your host. Thank the audience for their attention and participation.

## **The Review**

The *Review* is simply a restatement of the overview, which if you recall, told the audience what you were going to speak about. The *review* is placed first in the conclusion or between the final main point and the conclusion. The *review* is your final chance to drive home your main points, and by this time your audience may need to be reminded about your major points. Of course if your presentation is relatively short, a review would not be required and if offered, would sound redundant, and therefore unnecessary.

## **Conclusions**

Just as an introduction is the first impression, your conclusion is the last impression on the audience. An effective conclusion will:

- **Signal the end of your presentation.**  
This perks the audience back up and prepares them that you will be finishing.
- **Reinforces the residual message.**  
This is your final opportunity to state your most important points of your presentation.
- **Provides a sense of closure.**  
Your audience should be left with a feeling of completeness, and all loose ends should be tied up.

## **Tips for Effective Conclusions**

- **Don't provide any new information.**  
The conclusion is not the place to bring up new information--do that in the body of your presentation. If you bring up new points and ideas in the conclusion, then the audience will not have a sense of closure.

- **Only review points, do not add to them.**  
Again, develop all your points in the body of your presentation. The only new information might include where the audience can obtain additional information
- **End with a bang, not a whimper.**  
End strong or your audience will be left with a less than optimal final impression. Standing there and saying, "That's it" does not make a positive lasting impression on your audience.

### Handling Questions

Your presentation doesn't end once you have presented your concluding remarks. The question and answer (Q&A) period often is the part of the presentation which influences the audience the most. After all, you've had time to practice the rest of the presentation. This is the part of the presentation where your ability to "think on your feet" and interact with the audience will be evaluated. Since you can't always predict what you'll be asked, how can you prepare for the questioning? Here are a few guidelines:

- Always repeat each question so that the entire audience knows what you've been asked. Of course, if the audience is small and self-contained, this may not be necessary.
- Before you answer, take a brief moment to reflect on the question. By not rushing to provide an answer, you show a degree of respect for the questioner, and give yourself time to be sure you are answering the question that actually was asked. If you are unsure, restate the question in your own words or ask for a clarification.
- Above all, wait for the questioner to finish asking the question before you begin your answer! The only exception is when it becomes necessary to break in on a vague, rambling question; this is your show, and you have a limited time to make your presentation. It is essential, however, that you break in tactfully. Say something like "So, are you asking....?" This will focus the question and give you a place to begin an answer. Remember that your ability to interact with the audience also is being evaluated.
- If a question is asked during the presentation, and it will clarify an ambiguity, answer it immediately.
- Postpone questions aimed at resolving specific problems or arcane knowledge (limited to only one few people) until the end of the presentation, or in a private discussion. This is particularly important if the answer will distract either you or the audience away from the flow of your presentation.
- Avoid prolong discussions with one person, extended answers, and especially arguments.
- If you can't answer a particular question, just say so. Don't apologize. You then may:
  - Offer to research an answer, and then get back to the question later.

- Suggest resources which would help the questioner to address the question him/herself, or
- Ask for suggestions from the audience.

Along with your prepared presentation, the questions and answers session should also be rehearsed. Ask yourself whether the questions may arise because of lack of clarity, too much information, and poor logic or simply because there is no room to include everything!

The main points to remember about question time are:

- Listen carefully - make sure you understand the question
- Rephrase the questions in your own words
- Answer the questions concisely
- When possible refer back to any visuals which may provide the answer
- If a question is long and rambling, highlight only part of it and give a short answer.

A few 'don'ts'

- Don't be defensive - use open body language and be as pleasant as possible
- Don't lie - if you don't know the answer, say so
- Don't enter in to an argument with any member of the audience
- Don't rush an answer - pause, think about what you are going to say.

A simple "Thank you" is an appropriate signal that you time is up and that you are ready for the applause (which hopefully will come).

### **Self-Evaluation of the Presentation**

It is always worthwhile spending some time reviewing your presentation and learning how to make improvements for the future. Even when the presentation is successful, a review is still a good practice. Some questions which you could ask of yourself are:

- Did I achieve my objective(s)?
- Was the material presented relevant to the objective(s)?
- Did anything unexpected happen?
- Was the presentation to time?
- Did all the visual support work as planned?
- What did I learn from the presentation?
- What, if anything, could I (or would I) do differently next time?

## SUMMARY OF PRINCIPLES OF EFFECTIVE PRESENTATIONS

Preferred	Rationale
Talk rather than read	You'll be easier to understand; facilitates genuine contact with the audience
Stand Up	Better visibility; Places focus on you
Move	It's easier for audience to focus on a moving object
Use visual aids: handouts, pictures, graphs	"A picture is worth a thousand words"
Vary the pitch of your voice	Animated style facilitates attention
Speak loudly and clearly, toward the audience	Facilitates connectedness with audience
Make eye contact with the whole audience	Facilitates connectedness with audience
Finish your talk within the time limit	Demonstrates respect for audience and subsequent speakers
Rehearse, rehearse, rehearse	Practice makes better, even if it doesn't make perfect; reduces anxiety by 75%
Summarize at beginning and end	"Tells them what you're going to tell them, tell them, and tell them what you told them"
Be cognizant of your audience and respond to their needs	To reach the audience effectively you must be keenly aware of where they're at
Emulate excellent presenters	Effective presenters are made not born
Dress appropriately	Facilitates connectedness with audience
Check the equipment, but have an alternative non-mechanical method of delivery	Anything mechanical can fail
Don't use jargon or technical language	Facilitates audience interest and understanding
Number or letter slides and overheads	If they become out of sequence you can quickly re-sequence
Know your audience	They are your consumers or customers
Know the room	Increases your overall level of comfortability and effectiveness
Know your material	Increases your overall level of comfortability and effectiveness
Learn how to relax	Increases your overall level of comfortability and effectiveness
Visualize yourself speaking	What you perceive and believe, you are more likely to achieve
Realize that the audience wants you to succeed	No one wants to waste his or her time
Gain experience	Experience builds confidence and confidence builds success
Concentrate on your material	Decreases anxiety

**Material for this Publication Adapted from:**

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## PowerPoint Tutorial

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### *What is PowerPoint?*

PowerPoint is a complete presentation graphics package. It gives you everything you need to produce a professional-looking presentation. PowerPoint offers word processing, outlining, drawing, graphing, and presentation management tools- all designed to be easy to use and learn.

The following gives you a quick overview of what you can do in PowerPoint:

- When you create a presentation using PowerPoint, the presentation is made up of a series of *slides*. The slides that you create using PowerPoint can also be presented as overhead transparencies or 35mm slides.
- In addition to slides, you can print audience handouts, outlines, and speaker's notes.
- You can format all the slides in a presentation using the powerful *Slide Master* which will be covered in the tutorial.
- You can keep your entire presentation in a single file- all your slides, speaker's notes, and audience handouts.
- You can import what you have created in other Microsoft products, such as Word and Excel into any of your slides.

Now that you know what features PowerPoint offers it's time to learn how to work in PowerPoint.

### *Getting Started and Working in PowerPoint*

This tutorial is unlike the others you have seen in class. The PowerPoint tutorial will be text based. To get the most out of this tutorial it is best to run PowerPoint, so that you can experiment with the concepts that are mentioned in the tutorial.



Find and open PowerPoint.

When the **Tip of the day** dialog box appears,



Read it and click on the **OK** button.

The following **PowerPoint** dialog box should appear, asking you how you want to create your new presentation.



Here is a brief description of the options under the **Create a New Presentation Using** title.

- **AutoContent Wizard**- takes you through the creation of a simple presentation step by step.
- **Pick a Look Wizard**- this wizard helps you make choices on how your presentation will look.
- **Template**- PowerPoint provides 160 templates that you can choose from. The templates are created by professional artists and offer design choices in black and white as well as in color.
- **Blank Presentation**- this option allows you to select slides and format them individually.

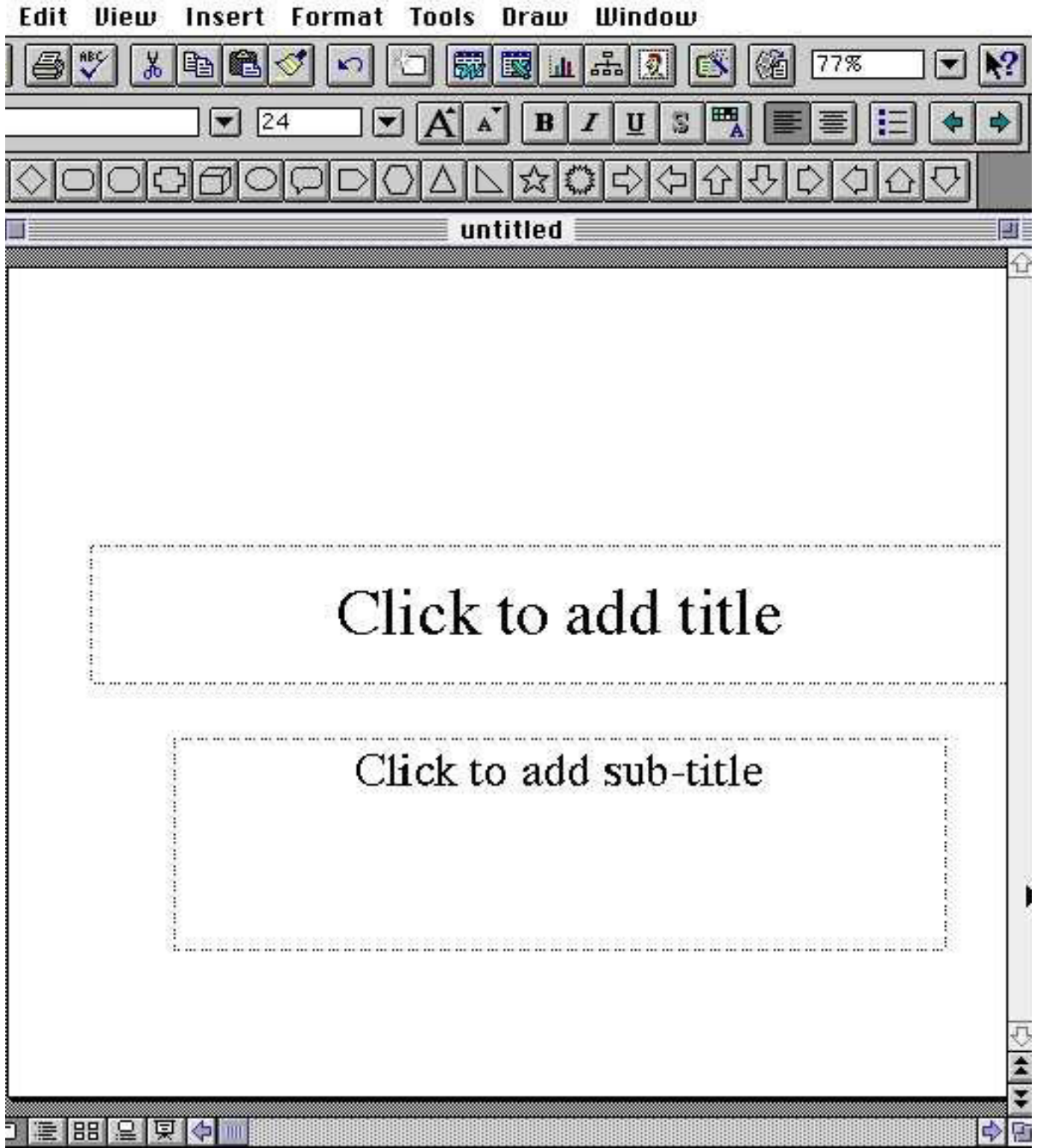


Select **Blank Presentation** and click on the **OK** button.



In the **New Slide** dialog box select the **Title Slide** option.

Your screen should look as follows:



This is your title slide you can enter the title and sub-title here. Note that if your toolbars are not visible, choose **Toolbars** from the **View** menu and make your selections.



Experiment with your title slide by entering in text, changing the color of the text, changing the font size etc.


Now that you have been introduced to a slide, it is time to learn about PowerPoint's different *Views*.

### *Understanding PowerPoint Views*

PowerPoint gives you four views in which you create and organize your presentation. As you create a presentation, you can switch among the four views as you work.


The four PowerPoint views are:

#### **Slide View-**

To be in Slide view you click on the following button located in the bottom-left hand corner of any slide: (  ).


The Slide view shows a single slide. In Slide view, you work on one slide at a time. Here, you can type your slide title and body, add other text to the slide, draw shapes, add clip art, choose a color scheme, make a graph, etc. In Slide view, you have access to all the tools on the Tool Palette as well as buttons on the Toolbar.

#### **Outline View-**

To be in Outline view you click on the following button located in the bottom-left hand corner of any slide: (  ).

The Outline view shows all the titles and body text in your presentation. In Outline view, you can move slides around within your presentation and also edit your text.



Click on the Outline view button (  ), to view your title slide in this view.

#### **Slide Sorter View-**

To be in Slide Sorter view you click on the following button located in the bottom-left hand corner of any slide: (  ).


The Slide Sorter view shows you a miniature of each slide in your presentation. You can drag slides around on the screen to reposition them in this view. You can also select and copy multiple slides should you want to use them in other presentations.



Click on the Slide Sorter view button (  ), to view your title slide in this view.


#### **Notes View-**


To be in Notes view you click on the following button located in the bottom-left hand corner of

any slide: (  ).

The Notes view lets you create speaker's notes. Each page corresponds to a slide in your presentation and includes a reduce image of the slide. You can draw and type in Notes view the way you can in Slide View.



Click on the Notes view button (  ), to view your title slide in this view.

You now know all of PowerPoint's views. There is one more button located in the bottom- left hand corner of any slide:(  ). This is the **Slide Show** button. The Slide Show button runs a slide show starting from the currently selected slide.

Now that you know all of PowerPoint's views it is time to learn how to work within a slide. In general, presentations will be based on a **Master Slide**. The next topic in the tutorial will focus on understanding PowerPoint Masters.

### *Understanding PowerPoint Slide Masters and Templates*

#### **Slide Masters**

A PowerPoint **Slide Master** contains objects that you want to appear on each slide in your presentation. With a Slide Master, you only have to create an item once and PowerPoint will automatically include them on every slide. Some things are set up by PowerPoint (for example; place for slide title and text) so you don't have to create them each time. If you want to add additional items to a master, you can at any time. The Slide Master has boxes already set up for the slide title and text. They're called the **Master Title** and the **Master Body** object. The format of these objects determines the way your text will look on each slide. You can always make slides look different from the Slide Master, but a Slide Master gives you a consistent starting point.

The Slide Master is flexible. You can move objects around, add art, add headings or labels, change colors and fonts.

As you create a slide, you have the option of using or not using the elements from the Slide Master. To change the entire presentation, you simply change the format of the Slide Master. PowerPoint will then change all your slides accordingly.

#### **PowerPoint Templates**

PowerPoint also offers templates. A template is a presentation containing PowerPoint masters and a color scheme. PowerPoint offers 160 pre-designed templates to help you get started quickly. Applying a template to a presentation you are creating means the design work is already done for you.

You can apply a template when you are just starting a presentation, or you can create a presentation and apply the template later.

Now that you have learned about PowerPoint masters and templates it is time to learn create a slide.

### *Creating a Master Slide*



With PowerPoint running, choose **Master** from the **View** menu, then select **Slide Master** from the **Master** submenu.

This is your slide master. Let's start with formatting the Master title style.



Click on the Title Area for Auto Layouts.



Choose **Font** from the **Format** menu, and change the font style, color, and size of the text.

This formatting will be the same on each new slides Title Area .

To observe this,



Click on the **New Slide** button (  ) located in the bottom right corner of the screen.



Choose a slide that contains a title area.



Click in the title area of your new slide and type some text.

The text format should duplicate that of the Master Slide.

Let's format the bullets that will appear on each slide, by formatting them on the Master Slide.



Choose **Slide Master** from the **View** menu.



Highlight the first line of text in the Object Area for Auto Layouts.



Choose **Bullet** from the format menu and pick a different style bullet.

You now know how to format items on the Master Slide.

In addition to formatting text and bullets you can also format the following:

- Slide Background
- Slide Color Scheme

Experiment with these on your own.

PowerPoint also has a number of features you can use to display your slides when you are giving a slide show. This will be the last topic covered in this tutorial.

### *Transitions and Build Slides*

When you display your presentation electronically as a slide show, the slides take up the full screen. All the tools, menus, and other screen elements are hidden so as not to detract from your show. Your computer becomes the equivalent of a slide projector.

PowerPoint offers a number of features you can use when you run your slide show:

- You can use special effects, such as transitions and builds, to add variety.
- You can practice giving your presentation and set automated timings for your slides to match your rehearsal times.

In this part of the tutorial we will discuss **transitions** and **builds**.

#### **Build Slide**

A build slide is a slide that starts with the first major bullet point and shows more major bullet points as the presentation proceeds. You decide whether you want to dim previous points on the slide as new points appear and what effect you want to use when the bullet points appear (for instance, bullet points can fly in from the right, left, top, or bottom).

## Transitions

Transitions moves one slide off the screen and brings the next one on. Fading from black and dissolving from one slide to another are two examples of transitions. You have a choice of transitions for each slide, plus you can vary the speed of each transition.

### *Adding Transitions to Your Slide Show*

A transition refers to the way one slide moves off the screen and the next slide appears. When you set your transitions, you can also set how long you want each slide to appear on the screen.

#### **To set transitions and timing:**



Choose **Transition** from the **Tools** menu.



Choose the transition from the drop-down list.



Click how fast you want the transition to take place- **Slow, Medium, or Fast**.



Decide how you want to advance to the next slide and, if need be, set the timing. If you want the slide to advance automatically, you need to decide how long the slide should appear on-screen before advancing to the next slide:

**Only on Mouse Click-** The slide advances manually with a mouse click.

**Automatically After [N] Seconds-** Type the number of seconds you want the slide on the screen. During the presentation, the slide advances automatically when the time is up.



Click the **OK** button.

## *Creating a Build Slide*

A build slide is one that seems to build on itself, showing progressively more information as the presentation proceeds.

### **To create a build slide:**

To start you must have a slide which contains bullets.



Choose **Build** from the **Tools** menu.



Choose the options you want to use in building the slide.



Click on the **OK** button.

You have successfully completed the PowerPoint tutorial!

