



# PRESENTATIONS: 7 TOP TIPS

## The confidence to stand up and talk!

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*Use this handout to follow my talk; fill in any gaps as we go through!*

1. TOPIC: “a good idea”

**Give the talk an angle; this helps choose a structure later, e.g.**

- The Roman Empire > ***The rise and fall of The Roman Empire / Education and woman during ~***
- Conflict in the workplace > ***How healthy conflict can benefit an organisation***
- Crop Protection > ***Crop protection: Prevention or cure?***
- Graffiti > ***Is Graffiti an Artwork?***

2. Get the audience’s attention:

- |                          |                        |               |
|--------------------------|------------------------|---------------|
| <input type="checkbox"/> | a. “Did you know ...?” | d. A joke (!) |
| <input type="checkbox"/> | b. “Hands up who ...”  | e. ....       |
| <input type="checkbox"/> | c. A relevant anecdote | f. ....       |

3. Something to take away:

- a. “WIIFY” = .....
- b. Change ... knowledge > attitude > behavior  
“By the end, you ...”

4. How to organise content (PTO)

- a. ABCD =
- b. Structures

5. How to involve your audience (“You”)

- a. Questions, e.g. ....
- b. Ask / Tell / Discuss with the person next to you / behind you ... (2’)
- c. ....
- d. ....
- e. ....

6. How to start:

- ABCD = ....., ....., ....., .....
  - SSS = ....., ....., .....
- Soundscripting** (mark pauses / & stressed words; font .16) (PTO)

7. How to finish:  
.....



*(PS: Did you find the jumbled mnemonic in the above?)*

S-A-T-I-S-F-Y



## Possible **STRUCTURES**: Giving direction and a clear logic to your presentation

### *Description:*

1. Say it 3 times  
Introduce your topic to the audience. Say what you want to say. Finally remind them of the main point of your talk.
2. 'Wh-' Questions  
Use a series of questions (3 or 4) on which to base the key points you want to make
3. Chronological  
Use for giving an overview on a time line
4. A mnemonic (\*)  
Use the letters of a relevant word as an acronym to give structure to your talk, and make it more memorable
5. Now > Future Dreams > How?  
Describe the current situation; talk about an ideal scenario; outline a proposed procedure for achieving your target situation.
6. 4 Ps (position > problem > possibilities > proposal)  
State the **current situation**, where the **problem** lies, what possible **solutions** there might be, and which you think **would work best**. (= elaborated 'problem > solution' structure)
7. P.R.E.P.  
First, make your **Point**. Then give your **Reason** for this. Add an **Example**, and finally restate the main issue of your talk.
8. S.T.A.R.R.  
Define the **Situation**; describe your **Task**; explain the **Action** you took; show your **Results**; offer **Recommendations** (for reporting on activities / recommendations following a task)

\* **Mnemonic:** e.g. a word used as an acronym to aid memory. e.g.

S.M.A.R.T. objectives are **S**pecific, **M**easurable, **A**greed, **R**ealistic and **T**ime-bound.

### Which structures would suit these talk titles?

- |   |          |                                  |
|---|----------|----------------------------------|
| 1 'The rise and fall of the Roman Empire' _____ | <u>B</u> | A Wh-questions                   |
| 2 'Crop protection: prevention or cure?' _____  |          | B Chronological                  |
| 3 'Is Graffiti an Artwork?' _____               |          | C Problem > solution, e.g. 4 Ps. |

\* \* \*

## SOUNDSCRIPTING

In the extract\* below, underline the words which you think should be stressed, and put a slash / where you would pause.

My big idea is a very, very small idea that can unlock billions of big ideas that are at the moment dormant inside us. And my little idea that will do that is sleep.

### \* Extended text

My big idea is a very, very small idea that can unlock billions of big ideas that are at the moment dormant inside us. And my little idea that will do that is sleep. This is a room of type-A women. This is a room of sleep-deprived women. And I learned the hard way, the value of sleep. Two-and-a-half years ago, I fainted from exhaustion. I hit my head on my desk. I broke my cheekbone, I got five stitches on my right eye. And I began the journey of rediscovering the value of sleep. And in the course of that, I studied, I met with medical doctors, scientists, and I'm here to tell you that the way to a more productive, more inspired, more joyful life is getting enough sleep. And we women are going to lead the way in this new revolution, this new feminist issue. We are literally going to sleep our way to the top, literally.

Full text & video: Arianna Huffington TED 2011 [www.youtube.com/watch?v=nncY-MA1u8](http://www.youtube.com/watch?v=nncY-MA1u8)