**UNIT 3**

**MAKING PRESENTATIONS**

**Tips on How to Make Better Presentations**

1. When creating slides, use serif fonts (with feet, such as **Times New Roman**) for

large amounts of text (such as body copy) and sans serif fonts (without feet, such

as **Arial**) for headlines and labels. An excellent combo is Arial Bold for headlines

and Times New Roman Bold for body text.

2. If you do not use the templates, add the NRCS logo to your PowerPoint

presentation to help viewers or participants identify what organization you

represent. Use a crisp logo by downloading from the NRCS Web site

http://www.nrcs.usda.gov/about/logo/. Scroll to the bottom of the page and choose

the logo style you want (these graphics are .gif files and will work fine in

PowerPoint files).

3. Always add a slide that identifies who you are, your title, town, state, email

address, the NRCS Web address, and other information that would be helpful, such

as phone number and FAX number.

4. Close your presentation with a slide that has the nondiscrimination statement.

5. Avoid using CAPITAL LETTERS in the body text of your slides. Readers cannot

easily move from one capitalized word to another. Save capitalized text for

drawing attention to particular words within the body copy.

6. Always remember that people cannot read AND listen at the same time. Plan your

slides and talk accordingly. (Limit text)

7. PowerPoint© Tip: When creating graphics to be used in PowerPoint, save them in

a JPEG format, if possible. They import better and display nicely.

8. Make your slide text large. Titles should be font size 36 to 40 or more. Body copy

should be about font size 24 or more. When creating slides, put a shadow behind

all your text. It will help the text to stand out and make it easier for your audience

to read.

9. Use color and contrast in your slides. Dark backgrounds with light type are easier

to read. Good backgrounds are black, blue, maroon, and gradients of blue to black,

gray to black, or magenta to black. Preferred text colors are white, yellow, or very

light colors.

10. Consistency is the key to effective slides. Using the same background color, text

size, text color, and uniform fonts throughout the slides makes it easier for the

audience to follow the flow of your ideas.

11. PowerPoint© Tip: Be sure to embed the fonts you use in your PowerPoint

presentation. Choose File, Save As, and click on the “Embed TrueType” check

box. Your fonts are now part of the presentation file.

12. Use a parallel sentence structure in your slides. Decide to start all bullet points

with a noun, or a verb, and use your choice consistently. If you begin with verbs,

keep them in the same tense.

13. When presenting a list of items in your slides, beware of using numbered steps.

Numbers indicate order (usually of importance or consequence). If you do not

want to imply order, use bullets instead.

14. To create slides that will visually punctuate your message, use three- or four-word

statements instead of sentences. Keep it short (no more than 20 words of text per

slide). Use key words to help your audience focus on your message.

15. Plan your talk and the number of slides to allow for a relaxed pace. One slide per

one to three minutes is a good rule.

16. The first 30 seconds of your presentations have the most impact. If you haven’t

hooked your audience’s interest, their minds are going to wander. Open with a

statement that will intrigue or startle your listeners.

17. When making your slides, ask yourself what are the three most important things

you want your audience to remember. Then make slides that explain and support

these points. If people want more information, they will ask.

18. Include stories, anecdotes, analogies, and metaphors in your presentation to

reinforce key points. By pushing emotional buttons, you will have more impact

than just using pure data.

19. PowerPoint© Tip: To reduce your file size, try saving (save as) your final file

under a different name. The changes you make in PowerPoint are cumulative and

can create a file size that is unnecessarily large.

20. Although it may not always be grammatically correct, say “they” instead of “him”

or “her.” It will sound better, both because it is shorter and because no one will be

alienated.

21. When presenting complex information, use the “Particular, General, Particular”

method. Give a specific “particular” example, then a “general” overview, followed

by a repeat of the “particular” to reinforce the point.

22. Create user-friendly notes to guide you through your presentation. Use bullet

points instead of sentences. Make the text big so it is easy to read, and only use the

top two-thirds of the page to avoid having to look down.

23. Practice your talk out loud, and say it differently each time. As management guru

Peter Drucker says, “Spontaneity is an infinite number of rehearsed possibilities.”

24. To keep their attention, make sure you maintain eye contact with your audience.

As a rule, you should make eye contact with an audience member every three to

five seconds.

25. PowerPoint© Tip: Hold down the shift key to proportionally resize an image.

Doing so will allow you to resize an image without changing its proportional

dimensions.

26. Silence is an excellent exclamation point! A slightly extended pause can add

emphasis and importance to the key points in your presentation.

27. Alternate the pace of your voice during your presentation. Speaking at different

speech rates for short periods of time will add energy and dynamic flow to your

speech pattern.

28. Look for ways to spice up your slides. Download free clip art, pre-built slide

templates (remember to add the NRCS logo), and sound clips from a Web site at

www.presentersonline.com.

29. When you call for questions, count to 10 before assuming no one will ask one. To

ensure questions are asked, “prime the pump.” Plant a person in the audience and

give them a question to ask.

30. If you will be asked questions at the end of your presentation, prepare for the

worst. Think of the worst possible questions, then rehearse your answers. When

you’ve prepared for the worst, the rest seems easy.

31. If something goes wrong during your presentation, laugh about it. Things will go

wrong, but audiences appreciate and are relaxed by presenters who can “roll with

the punches.”

32. In Windows XP, save your completed PowerPoint presentation as a PowerPoint

Show .pps then when you click on the file, it will open directly into the

presentation.

33. PowerPoint© Tip: When presenting slides, you can display a list of PowerPoint

shortcut keys by pressing the <F1> key. Just press <ENTER> or click OK to close

the help window.

**HELPFUL PHRASES FOR A PRESENTATION**

The following is an overview of useful presentation phrases to provide you with

the basic structure of a presentation in English. Feel free to use them in your

presentation.

**Introduction**

On behalf of *Company* I would like to welcome you here today. My

name is Max Mustermann and I am the CFO of Global Travel*.*

Hi, I’m Max and I am the head of markteing of Global Travel.

Good morning/afternoon/evening ladies and gentlemen. My name is

Max Mustermann and I am delighted to be here today to talk to you

about…

I’d like to introduce my colleague Max Mustermann.

Hi everyone, I’m Max from Accounts and today I’d like to talk to you

about…

**Introducing the topic**

Today I am here to talk to you about…

As you all know, today I am going to talk to you about…

I would like to take this opportunity to talk to you about…

I am delighted to be here today to tell you about…

Today I would like to outline…

**Structuring the presentation**

My talk is divided into x parts.

I’ll start with / Firstly I will talk about… / I’ll begin with

then I will look at …

next…

and finally…

I will be glad to answer any questions that you may have at the end.

**Beginning the presentation**

I’ll start with some general information on…

I’d just like to give you some background information about…

Before I start, does anyone know…?

As you are all aware / As you all know…

**Changing the topic/speaker**

Right, let’s move on to…

This leads me to my next point, which is…

I’d now like to look at / consider…

Now I will pass you over to /hand over to Max Mustermann.

Does anyone have any questions before I move on?

**Summary**

To sum up…

So to summarise the main points of my talk…

Just a quick recap of my main points…

**Inviting questions**

Does have anyone have any questions?

I will be happy to answer your questions now

If you have any questions, please don’t hesitate to ask

If you have any further questions, I will be happy to talk to you at the

end.

**Conclusion**

I’d like to conclude by…

That brings me to the end of my presentation, thank for listening / for

your attention.

Thank you all for listening, it was a pleasure being here today.

Well that’s it from me. Thanks very much.