

Planning

"A winning general always has a plan to create situations necessary for victory" - Sun Tsu

Planning is the most important thing you can do to insure that your presentation is a success. Even if you only have 5 minutes, that's enough time to make a quick plan. The more you plan, the better it will be.

As you plan, state your purpose in one sentence.

What's in a Title?

The effective presentation requires you to focus your audience's attention on what you are saying. A good way to grab your audience's attention is to develop a title that, at the very least, reflects the content of your presentation but does so in an interesting way. Like the title of a good book, it should prepare your audience for the content you will present. Therefore, from the beginning of the presentation, your audience is prepared for what you will say.

Attention seeking!

You may also wish to introduce your topic with an attention-getting device: a startling fact, a relevant anecdote, a rhetorical question, or a statement designed to arouse your audience's interest. Again, the device you choose will depend on the audience, the occasion, the purpose of the presentation.

Or, if your audience is not readily familiar with the subject, you may want to include background material to help them grasp and process your main points. Tell your audience what points or topics you plan to cover so that your audience can sense and then follow the direction of your statements.

Ask yourself the following questions:

- Is your audience interested in what you will say?
- What are the main questions they will want you to answer?
- Which of these questions is most important? least important?
- Based on your purpose and the audience's expectations, in what order should you present these ideas?

The Three Main Sections

Helping your audience follow your message easily requires that you build into your structure a certain amount of redundancy. That means that you reiterate main points. When you divide your presentation into an introduction, the main body, and the conclusion, you are building in this necessary redundancy.

In the introduction, you "tell them what you are going to tell them"

In the main body, you "tell them"

In the conclusion, you "tell them what you told them"

This kind of deliberate repetition helps your audience follow and remember the main points you are making. (Readers can "reread" text, but listeners cannot "rehear" oral remarks.) To design your presentation with planned repetition, you must clearly know your purpose and what you want your audience to know.

The **introduction** should clearly tell the audience what the presentation will cover so that the audience is prepared for what is to come.

In planning your introduction, be sure that you state your goal near the beginning. Even if you use some type of anecdote or question to interest your audience, state the goal of your presentation next. Then, state how you will proceed in your presentation: what main issues you will discuss. The main ideas you have developed during the research and content planning stage should be announced here. Generally, the introduction should end with a reiteration of your main point.

The **body** should develop each point previewed in the introduction.

In the introduction you state the main issues or topics you plan to present. Thus, in designing the body of the presentation, you develop what you want to say about each of these main points or ideas. You may want to present your ideas in a chronological sequence, a logical sequence, or a simple topical sequence. This method will help your audience follow your ideas if you are giving an informative speech, an analytical speech, or a persuasive speech. The important point, however, is that you need to demarcate and announce each point in the body as you come to it so that your audience knows when you have completed one point and begun another.

The **conclusion** should reiterate the ideas presented and reinforce the purpose of the presentation. It usually answers the question: "so what?"

The conclusion to the presentation should help the audience understand the significance of your talk and remember main points. At a minimum, you should restate the main issues you want your audience to remember, but do so in a concise way. Try to find a concluding narrative or statement that will have an impact on your audience. The conclusion should not be long, but it should leave the audience with a positive feeling

about you and your ideas.

The conclusion reinforces the main ideas you wish your audience to retain. Remember: in the introduction, you "tell them what you will tell them"; in the body, you "tell them"; and in the conclusion, you "tell them what you told them." In a presentation which has covered numerous points, you should be sure to reemphasize the main points. But the conclusion also allows you to emphasize the importance of specific ideas, or you can reiterate the value to the ideas you have presented. In short, how you design the conclusion will depend on your initial purpose. A strong conclusion is nearly as important as a strong introduction, as both the beginning and the end will be the parts most likely remembered.

Delivery Type

Public Speakers have four choices when it comes to the manner in which they deliver their material. Generally speaking, the extemporaneous mode (speaking conversationally from prepared notes) is the most appropriate for classroom speaking. For the sake of comparison, all four modes are described below.

Impromptu: spontaneous, unrehearsed manner of speaking. Advantages for the speaker include a natural and spontaneous feel, a large degree of eye contact with the audience, and the opportunity to respond to audience feedback. Disadvantages include a lack of organization, increased anxiety, insertion of verbal fillers such as "um," "you know," and the inability to include prepared visual aids such as graphs and charts.

Manuscript: the speech is written out completely and read aloud to the audience. Two advantages to this mode are that the language may be planned carefully and the speaker has an exact record of the speech. However, the speaker is afforded limited eye contact with the audience and is not likely to be aware of audience feedback. The speech may sound stilted and monotonous due to the written style of the speech. We often write in lengthy, complex sentences that do not translate well into oral style.

Memorized: the speech is written out and committed to memory. Two advantages to this method of delivery are that it allows the speaker to have full eye contact with the audience and the wording of the speech can be carefully planned. The disadvantages are many: forgetting one idea can lead to forgetting the rest of the speech; the speaker cannot adapt to feedback from the audience; it requires a large investment of time; and it is likely to sound "memorized" and stilted.

Extemporaneous: speaking from prepared notes in a conversational manner. By far the best choice for most academic and professional presentations, this mode allows the speaker ample time to prepare. He or she can include stats, quotes, graphs, and other

audiovisual aides in the presentation. The presence of a key word outline provides security, yet allows flexibility in the presentation. The speaker may establish eye contact with the audience and therefore has the opportunity to respond to audience feedback. One drawback is that if the speaker is not adequately rehearsed, he or she may falter in the presentation. *Rehearsal is essential.*

Length

Most presentations are scheduled for a set amount of time. You should use the time so that you do not finish too early, and that you do not have to rush the conclusion.

To end on time, you must PRACTICE!

When practicing, try to end early. You need to allow time for audience interruptions and questions.



Presentation:

Give an impromptu speech about your favorite hobby or sport. Try and use everything we have studied so far. Give your speech a title and make it enjoyable for everyone (including yourself).

As you listen to everyone else's speeches write down what you think are the most important ideas to least important ideas about the subject they are talking about.