

Video Presentation

Video presentation is different from a live audience presentation in a number of important ways.

- 1) You can't look down at your notes. That means you either have to remember what you have to say, or you have to have very big cue cards held behind the camera.
- 2) You have to stay within the frame of the camera. You can't jump and move about as much as you might on a stage. This means you have to try to look natural while staying still.
- 3) Head and shoulders. Most times the camera will be focused only on your head and shoulders.
- 4) Retakes. You can make mistakes and keep trying till you get it right.

Gestures to avoid:

Arms folded tightly around the chest or keeping hands in pockets. Also avoid drumming fingers on the podium or any other gesture that might be picked up by microphones.

Exaggerated movements:

Try to avoid using your hands and arms to gesture. At times these movements distract the audience from focusing on the presentation/lecture. Also, if the presentation is delivered via a compressed video system, exaggerated movements can cause signal overload allowing the picture on the television monitors to lag.

Eye Contact:

Eye contact is especially important on video. It opens the channel of communication between the presenter and the audience. As a result, looking directly into the camera lens is important, even a brief sideways look can look strange.

SMILE! It helps break the ice and at the same time helps you and the audience relax.



Team Presentations

Team presentations are very common, and are usually not done very well. This is because people assume that they are the same as individual presentations. There are some important differences to consider.

Matching Players with Positions: There are several factors to consider when deciding who will do what in the presentation:

- **Strengths and weaknesses** of individual team members will suggest speaking order, and who will deal with which content
- **Styles and skills** of your team are important to determine who should lead off, conclude or deliver each section.
- **The audience** itself is important, they will dictate the preferred style.
- **The purpose** of the presentation.

Here are some suggestions:

- The exciting, lively person to start the presentation or to introduce the different topics of the presentation.
- The less exciting speaker to give the facts and technical information.
- The person with the most knowledge to answer questions at the end.
- Someone with technical skills to do the lights, sound, aircon, computers, overheads etc.



Remember It's One Presentation

A very common error for those planning group presentations is to have each member run off to “research an area” and then have a quick meeting to glue the pieces together. Instead of a group presentation, you get a series of presentations equal to the number of presenters.

A more effective strategy starts with thoughtful consideration in your meetings of what you hope to accomplish in the presentation. A good rule is to think of **the three key things** you want the audience to take away from the talk. These become the core theme and unifying elements within the presentation.

With this general framework, all research can be funnelled in to key on those three items. The entire team gets a pretty good idea of what each part will discuss and duplication is virtually eliminated. Material that does not fit with the themes gets dropped.

There are many, many **ways to organize**, but here are some to get the wheels turning:

- Here is a problem, here is why it is serious, here's a solution.
- Here's how it was then, how it is now and the implications of these changes. (Can have several sections which use the same themes or do each one all at once.)
- Three reasons to...
- Past, present, future
- From the general to the particular (deductive approach), or from the particular to the general (inductive reasoning).
- The good, the bad and the judgement; analyze pros, cons and a conclusion

Be a Team: All team members should **dress similarly**. The rule is a level above your audience; if they are in jeans, go for casual slacks. If it suits the occasion, all might wear corporate or team T-shirts or caps. Never wear your usual clothes for a group presentation. It is a special occasion and your attire should show that.

Have a **single presentation style** (one PowerPoint show, for instance), rather than having each person do their own thing. Either have one person do the whole show, or develop a template which everyone uses. Take the time to ensure that every slide has the same look and feel and that type sizes, graphics and writing style are consistent.

Transitions are essential for an integrated presentation. Transitions are bridging elements that conclude one section and start another. Watch your local newscast for examples. The goal is to “tee up” the next speaker so we know who they are, what they will talk about and how it ties into what went before. Some helpful ideas:

- “That’s an overview of the history of this project. Now, we will turn to Maria for the current situation.”
- “Those are the main reasons cited in support of this concept. However, to view things from the other side, we will hear what opponents have to say. To present those viewpoints, I will turn things over to Karim.”
- “With this overview of the internal issues for the company, we can now examine the external environment with Sucharita.”

Rehearse as a group

Run through all the presentations. Focus on how each one is structured. Review visuals. Clearly establish everyone's role and how the presentations link to one another. Get used to one another's speaking styles and especially, strengths and weaknesses. Is there too much content? Too little of the right content? Is there overlap? Do the presentations complement and support one another? Do they flow logically? Are they aligned with your objectives?

The team should also prepare for Q&A's as a group. That means anticipating questions that are likely to come up and agreeing as a team on the answers. Also agree in advance on the team member or members who are best suited to respond to a given question.

You're "on," even when you're not speaking.

In a team presentation, everyone is being watched, not just the presenter. So stay alert. Listen. Show interest in what's being said. Remember: your body language can convey a positive or negative message. Stifle that yawn. Don't slouch or look bored. And unless it's absolutely necessary, do not whisper an aside to another team member. Also pay attention to the audience. You may pick up signs helping you to gauge audience response. That can be useful if you have yet to present.

Tell and Show

“Tell me, and I’ll forget. Show me, and I’ll understand.” - Native American Proverb

Tell and Show presentations are the simplest type of presentation. You tell the audience about something and show them visual clues so that they understand what you are talking about.

Tell and show presentations use lots of descriptive words and rely heavily on visual aids.

Tell and Explain

Tell and Explain presentations are more difficult to convey to an audience. The ideas or concepts are often complicated. You can't just show the audience a nice picture, you have to explain what, where, when, how and why.

It is usually a good idea to use more than one method to explain the details.

Tell and Sell

Tell and Sell is the most difficult type of presentation. Your job is to convince the audience that your idea is the correct one. This means you have to create a logical argument about why your idea is right (and possibly why someone else's is wrong). You will need different types of evidence and you will need to be passionate about it.