

GUIDELINES FOR PRESENTATIONS

First of all you have to be aware that the hard core of your presentation has to be the contents and not technical tricks or language brilliance.

1) So in some respect you might have to restrict yourself and follow the principle of practical training – the

KISS – principle

Which is an abbreviation standing for : **Keep It Simple Stupid**

That means :

- speak slowly and distinctly
- use easy terms
- form short sentences
- be ready for clarifications
- create an interactive process

2) Be very attentive all the time, watch your audience and read their acceptance. If the attention crumbles catch the pieces and restore it. Use the

SOCRATES – principle

Provoke questions or ask questions by yourself, try to teach by asking questions. This will give them a chance to find the answers actively by using logical thought operations.

3) Catch the attention of your audience by the

SWITCH FOCUS – principle

Use technical aids like the

- Flip chart
- Overhead projector
- Beamer

Give some key information by ready made transparencies or Power Point presentations but make sure that the most important information come to life during the presentation before the very eyes of the audience.

Key issues must not be thrown at the spectators ready made, the participants shall have the chance to follow and accompany the process of development.

4) To save the level of attention use the

ENTERTAINER – principle

This consists of two factors – one of them is the level of alert of the spectators which you will control by

- Modulation of your voice and loudness
- Striking examples and provocative statements
- Metaphs

The second part is the securing of the information in the brains of your audience which is achieved by

- Keywords
- Headlines
- Contradictions

Make sure that there will be an after session discussion and do not care if this will take place officially in the forum or if there will be informal discussion in small groups, both will lead to a good learning process.

by W. Pollany / EHF MC - August 2006