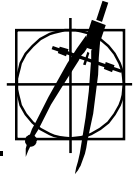


Presentation Logistics & Delivery



Once a presentation has been designed and aids developed, there are still a number of critical activities that must take place. These activities include the planning of equipment and facilities, rehearsal, and finally the delivery of the presentation itself. Many excellent presentations have failed because these details have been neglected.

Project activities in which presentations are useful:

- * All crucial junctures in the project where information is to be shared and feedback received, especially during design reviews

Other tools that are useful in conjunction with presentations:

- * Design Reviews
- * Effective Meetings
- * Eliciting Customer Input
- * Presentation Design
- * Presentation Aids

Introduction

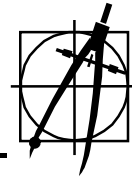
The first steps in making a presentation include determining the goals of the presentation, analysing the audience and designing the presentation. Once the presentation has been designed, presentation aids are developed. These activities may be completed by the presenter or by someone else. For example, many high level politicians and executives have staffs that develop their presentations. Information and guidelines on designing a presentation and developing presentation aids are contained in the tools *Presentation Design* and *Presentation Aids* respectively.

Once the presentation has been designed and aids developed, there are still a number of tasks to be completed before the actual presentation is made. The majority of these tasks fall within the responsibility of the presenter. These tasks include rehearsal, familiarization with and preparation of facilities, and the delivery of the presentation.

Presentation Logistics and Facilities

Presentation logistics and facilities are often an afterthought if thought of at all. However, the environment in which a presentation is made can significantly affect its success. If possible, visit the location of the presentation ahead of time to inventory what is currently available and what will need to be acquired. If the room provides flexibility (e.g., movable tables and chairs), a sketch of the desired room layout can be created to provide to the Facilities Manager or kept for personal use if arrangements fall to the

Presentation Logistics & Delivery



presenter. On the day of the presentation, arrive early to arrange the room (if this has not been done by Facilities) and check all of the equipment. Leave sufficient time to have defective equipment replaced or missing equipment located.

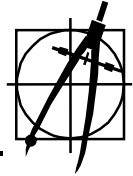
The following provides a list of considerations that should be made regarding facilities and other logistics:

- **Seating.** Will the audience be comfortable throughout the presentation? Stacking chairs may be sufficient for presentations that involve activity or are short but will lead to a restless audience during a lengthy speech. If little can be done about the seating, consider inserting a stretch break into the program. Make sure that there is enough seating available. If there is uncertainty regarding the number of attendees, have a few extra chairs available at the side of the room.
- **Work surfaces.** If it is expected that the audience will be bringing some materials or will be taking notes, consider providing tables. However, this may not be feasible in very small rooms or with very large audiences.
- **Layout.** Consider the method of presentation as well as the size of the audience when determining the room layout. If a few people will be attending a presentation in a large room, the tendency will be for people to sit towards the back. To prevent this, remove or block off the rear seating, or place handouts on the forward seats.

Make sure when laying out the room that everyone in the audience will be able to see presentation aids as well as each other in presentations where there will be interaction. Attachment A provides some examples of layouts.

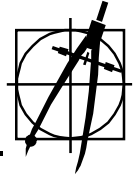
- **Accessibility.** If the individual needs of participants cannot be determined ahead of time, assume that there may be those with special needs. Confirm the accessibility of the facilities and if necessary, change the location of the presentation such that it will be accessible to all. Lay out the room so that people using wheelchairs are not forced to the back of the room or away from the rest of the audience.
Consider the needs of other disabilities. An interpreter for a hearing impaired person may need to position themselves between the presenter and their client. A person with a visual disability may appreciate a hardcopy of slides and handouts printed in large font.
- **Climate.** Make sure to know how to adjust the temperature in the room before the presentation begins. If a large audience is expected, turn down the temperature ahead of time.

Presentation Logistics & Delivery



- **Lighting.** Locate light switches and determine the degree of control. A room that cannot be blackened would not be an ideal location to show photography slides or a video. If overheads will be used and the audience will be taking notes, make sure that the front of the room can be darkened, leaving the remainder of the room with some light.
Some presenters will carry a small flashlight with them to help them find controls in a darkened presentation room. This flashlight may also prove useful in the event of a power outage or an emergency.
- **Equipment.** Check to make sure all necessary equipment is available and in working order. Become familiar with the operation of the equipment including how to troubleshoot problems. Know where to find spare parts such as bulbs as well as how to locate replacement equipment in an expedient manner. Don't assume that everything will be in place on presentation day. Arrive early to check everything once again and bring along extra overhead pens, markers, etc. just in case there are none provided or those available do not work. As a final caution, have a back-up plan. For example, if the presentation projects from a computer, have a set of slide transparencies and an overhead projector available in case the computer does not function.
- **Distractions.** Determine if there might be sources of distractions such as noise from adjoining rooms or outside. It may not be possible to avoid these distractions however closing doors, windows and curtains might minimize them.
- **Restrooms.** Determine the location of restrooms and any other comfort facilities (e.g., water fountains) ahead of time and share this information with your audience. Make sure that these facilities are accessible to all guests or locate ones that are.
- **Safety.** Know where to locate safety equipment such as fire extinguishers and first aid supplies. Be aware of the location of alarm pulls and emergency exits, and find out about the facility's emergency procedures. In the event of an emergency, the audience will look to the presenter to take charge and provide instruction.
- **Additional Rooms.** If breakout sessions are planned, the main presentation room may not provide sufficient space. Arrange for other locations to be used. Avoid using lobbies or common areas that may distract others from their work.

Presentation Logistics & Delivery



- **Refreshments.** It is always advisable to provide refreshments for lengthy presentations or when the audience will be held over a mealtime. Alternatively, the audience can be asked to bring their own food and beverages, or breaks can be provided. If refreshments are provided, make sure that there is a location set aside for their placement and that people have a place to put their food (i.e., tables). When the refreshments arrive, it is less disruptive to take a short break than have people wandering over an extended period of time.

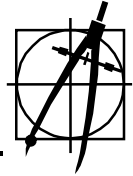
Presentation Rehearsal and Delivery

Rehearsal

One of the key elements to a successful presentation is practice. This is especially important if it is a team presentation and co-ordination is an issue. Some experts suggest that each presentation should benefit from ten practice runs. The actual number of runs necessary will depend on the familiarity with the topic, the number of presenters and the aids used. The following provides some hints for practicing presentations:

- Make sure to practice all elements of the presentation. A common mistake is to practice until a mistake is made then focus only on the problematic area of the presentation.
- Practice using all of the aids that will be used during the actual presentation.
- Consider movements. An audience will be more focused and energized with a moving presenter than one that stands behind a lectern.
- Focus on transitions between topics, aids and presenters. These are often the awkward aspects of a presentation.
- Practice in the actual or similar environment where the presentation will take place. People speak differently in front of a mirror versus in a room full of people. If the presentation will take place in a large room, ask someone to sit at the back of the room during the practice session.
- Time the presentation to make sure it will complete on time. As a rule of thumb, add an extra 20% of time to account for interruptions, etc. during the actual presentation.
- Ask someone to help catch “Awe”, “Um” and “OK”. For minimum disruption, have them raise their hand each time one of these “fillers” is uttered.

Presentation Logistics & Delivery



- Many people speak too quickly when making a presentation. Elicit the help of someone to determine if the talk is proceeding at a good rate of about 100 words per minute.
- Practice pausing or repeating important points to increase retention.
- Make any changes to improve the presentation then practice again.

Presentation Delivery

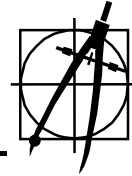
Generally, most presentations follow a similar format. In the introduction, tell the audience what they are going to be told, tell them, and in the conclusion, tell them what they have been told.

The actual content and flow of every presentation will be different, but there are a few key items to consider that apply to almost every presentation:

Introductions and Housekeeping

- Although it sounds silly, an important activity before beginning any talk is to use the restroom. The presenter is the one person in the room who can't sneak out during a presentation.
- The presenter should arrive early and try to meet members of the audience as they enter the room. This will serve to reduce anxiety and will make the audience feel a connection with the presenter.
- The opening of the presentation should catch the audience's interest and attention. Introductions should follow this opening if the audience is not familiar with the presenter.
- If not already done completely or in part by the host, the presenter should introduce him or herself. This introduction should include name, professional title, topic of the presentation, and a brief biography. One of the purposes of the introduction is to demonstrate credibility to the audience.
- If the audience is relatively small (i.e., <20 people) and there is sufficient time, audience introductions can be conducted. These introductions can be as simple as having each person state their name or icebreaker exercises can be used. If time is short, the presenter may want to simply ask a number of questions and have the audience provide a show of hands (e.g., "Who here is a materials engineer? ... manufacturing engineer?"). Another method is to ask individual audience members what it is they wish to gain from the presentation and record the answers on a flip chart or overhead.

Presentation Logistics & Delivery



- In addition to informing the audience of the purpose of the presentation, any expectations of the audience should be outlined. Are they expected to ask questions at any time or hold their comments until the end of the presentation? Will they be expected to take notes or participate in any activities? The introduction is also a good time to go over any agenda items, especially break times, and describe the location of any facilities that the audience may require (e.g., restrooms).

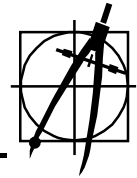
Beginning the Presentation & Maintaining Interest

- There are numerous formats that can be used for introducing a presentation. Questions, quotations, stories, videos, demonstrations and cartoons are a few introduction methods. Some presenters will use provocative statements but these should be used with care to ensure no one in the audience is offended. If the presentation follows a previous presentation, the introduction may include a review of material previously covered.
- If the audience's interest is waning, it may be time to ask a question, initiate an activity, adjust the temperature or take a break. If the audience seems disinterested, the presenter may want to conduct a self-evaluation and make adjustments to presentation style such as increase movement and gestures, vary voice tone or any other methods that capture attention.

Two-Way Questions & Answers

- Questions to the audience can be directed either towards the entire group or to targeted individuals. It is often effective to utilize both approaches. If targeting individuals, try to use names whenever possible. If names are not known, it is okay to ask a person their name, then use it. Provide positive feedback to responses and never criticize. In larger groups, be sure to repeat responses for the benefit of the rest of the audience.
- When receiving questions, repeat the question for the rest of the audience. Take time to think about the question and never make up answers to questions. If the answer is unknown, consider opening the question up to other audience members. Otherwise, admit not knowing the answer and if a promise is made to find the answer, make sure to follow up with the questioner. If a question is asked that is inappropriate, off topic or will require a lengthy explanation, suggest that it be discussed after the presentation.

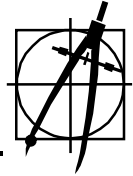
Presentation Logistics & Delivery



Ending the Presentation

- Before concluding the presentation, summarize key points so that the audience will be left with a clear understanding of the presentation.

Presentation Logistics & Delivery



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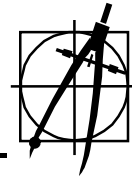
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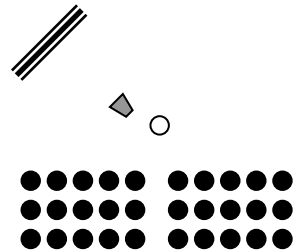
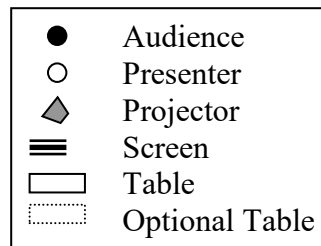
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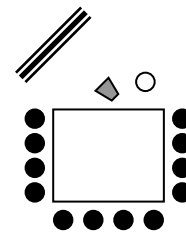


Attachment A

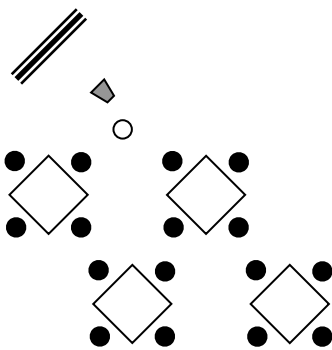
Sample Presentation Facility Layouts*



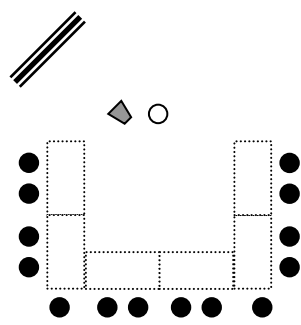
Theatre



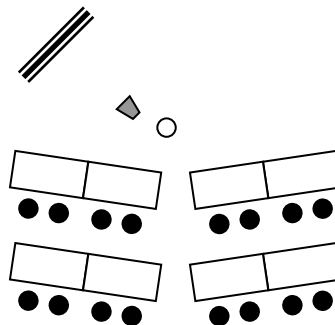
Conference



Individual Groups



Horseshoe



Classroom

<i>Strengths & Limitations of Layouts</i>	Audience Size	Visibility of Screen	Facilitates Discussion/Interaction	Facilitates Note Taking
Theatre	Large	Good	Poor	Poor
Conference	Small (<12)	Moderate	Good	Good
Classroom	Small to Med.	Good	Moderate	Good
Horseshoe	Medium	Good	Good	Poor to Good
Individual Groups	Medium	Poor	Good	Good

* Based on *Technical Presentation Workbook* by Sullivan and Wircenski