

MAKING A PRESENTATION

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The ***Pacific Public Health Training Center*** is a consortium of Schools of Public Health at UCLA, UC Berkeley, Loma Linda University, and San Diego State University, and the University of Hawaii Manoa's Office of Public Health Studies.

So, why are you here today?



Think about one way that you
could improve
your presentations



Outline For Today

- My philosophy on presentations
- Developing command presence
- How not to let your voice ruin your presentation
- Gesturing to make the point!
- Making eye contact your best friend
- Motivating your audience
- Preparing your presentation



Philosophy

- Stop thinking of presentation as a speech
- Let your energy thrust you forward
- You are your presentation
- Become involved with your audience
- Remember you are speaking with real people
- Be candid, self-disclosing
- Use non-verbal communication
- Use common phraseology
- Rely on your voice



Getting Centered- Command Presence

- Be prepared and well-organized
- Begin connecting with audience before you begin to speak
- Walk confidently
- Show your happiness to be there
- Don't rely on notes for first few minutes
- Avoid gripping or leaning on lectern



Making the most out of your voice

- Power
- Pitch
- Pace
- Pause



Gestures

- Help you appear to be more animated
- Add inflection and variety to voice
- Burn off nervous tension
- Only use gestures that feel comfortable
- **Don't exaggerate gestures**



Eye Contact

- Creates personal understanding and rapport with audience
- Helps you determine if audience is understanding you
- Makes presentation more conversational
- Contact with one person at a time
- **Don't stare**



Preparing your presentation

- Ask yourself
 - So what?
 - Who cares?
 - What's in it for the participant?
 - What's in it for me?
- Be careful of “stock” presentations!



Basic questions/concerns

- Occasion
- When (after lunch)
- Where
 - Auditorium
 - Classroom
- Room set up
- Style of presentation
- Who precedes you
- Who follows you
- Size of audience
- Others?



Motivating your audience

- Who are these people professionally?
- What is their knowledge and comfort zone with topic?
- What is their interest level?
- What are their common bonds:
 - Profession
 - Goals
 - Previous experience
 - Affiliation
 - Demographics
- What common bonds do you have with them?
- How can you align yourself with audience?



Basic Steps of Design

- Define your purpose
 - What is the most important message
- Begin with the end
- Then the middle
- End with the beginning



Ending your presentation

- Summarize what you said/presented
- Give benefits review for the audience
- Call to action
- Close with something that excites, frames
 - Anecdote
 - Example
 - Metaphor
 - Meaningful statistics
 - Comparison
 - Quote



The Middle

- Make a list of what you know
- Make a list of what you want the audience to know
- Make a list of what the audience actually knows or wants to know
- Compare and analyze the lists
- Prioritize the points



The Middle Continued

- Arrange by topics
- Arrange by sequential order
- Begin with what is known and move to what isn't known
- Move from the simple to the complex
- Arrange by questions and answers or problems and solutions



End with Beginning

- Give them a reason to sit up and take notice
 - Provide an overview
 - Preview the benefits
 - State the purpose
 - Introduce with a sizzler
- How
 - Ask questions
 - Provide a scoop
 - Make a prediction
 - Use a quotation
 - Use humor



Prepare text

- Write out word for word
- Draft outline of no more than 1-2 pages
- Do outline on 3 x 5 cards
 - KISS



Practicing the presentation

- Do it aloud
- Use a tape recorder and play it back
- Don't over practice
- If your presentation is not interesting and provocative to you, it will never be interesting to an audience



Using effective teaching techniques

- Ask questions
- Use a variety of teaching techniques
- Encourage participating and practice
- **Speak in ways that can be understood**



Asking questions

- Open-ended vs. closed-ended
- Ask only one question at a time
- Don't ask leading questions



Use variety of methods

- Demonstration
- Question and answer
- Role play
- Short lecture
- Print materials
 - Reinforce key points
 - Circle important points
- Visuals
- Samples
- Models
- AV



Stage Fright

- Acknowledge that no one is immune to nervousness
- Practice physical stress reduction techniques
- Visualization
- Hand gestures
- Prepare and be well-organized



Difficult Audience Members

- It is **YOUR** responsibility to deal with it
 - The audience expects you to do it
- **HOW?**



Let's Wrap It Up!

- What did you get from today's workshop?
- Identify 2-3 practices/behaviors that you want to work on
- How are you going to put this into action?



Thanks

Questions Related to this Training Topic:

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Other Training Interests:

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Workforce Resources/Newsletter:

Pacific Public Health Training Center www.pphtc.org

