

PRESENTATION & DATA RESPONSE



PAPER



TOPIC

PRESENTATION

Factors that must be considered when preparing for a presentation.

(BEFORE the presentation)

- Clear purpose and main points of the presentation.
- Main aims captured in the introduction/opening statement of the presentation.
- Information presented should be relevant and accurate.
- Rehearse to ensure a confident presentation/effective use of time management

Factors that must be considered by the presenter while presenting.

(DURING the presentation)

- Mention the important information first.
- Use suitable section titles / headings / subheadings / bullet points
- Maintain eye contact with the audience.
- Be audible to all listeners/audience.



Identify factors that must be considered when preparing for a presentation and during the presentation from given scenarios/case studies.

Explain how to respond to questions after a presentation in a NON-AGGRESSIVE and professional manner.

(AFTER the presentation)

- The presenter should stand throughout the feedback session.
- Be polite/confident/courteous when responding to questions.
- Always address the questions and not the person
- He/she should first listen and then respond.



Quote ways in which the presenter can handle feedback/questions in a non-aggressive and professional manner from given scenarios/case studies.

Recommend areas of improvement in the next presentation.

- The presenter should revise objectives that were not achieved.
- Use humour appropriately.
- Always be prepared to update/keep the information relevant.
- Reflect on the logical flow of the format/slides/application of visual aids

Identify areas of improvement in the next presentation from given scenarios/case studies

DATA RESPONSE

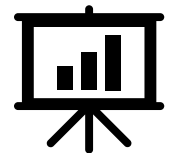
Outline/Explain aspects that must be considered when designing a multimedia presentation

- Start with the text which forms the basis of the presentation.
- Select the background to complement/enhance the text.
- Choose images that may help to communicate the message.
- Make sure there are no language/spelling errors.
- Use bright colours to increase visibility.



Give examples of non-verbal presentations

- Tables
- Graphs/bar graph/line graph/histogram/pie graph
- Diagrams
- Illustrations/Pictures/Photographs/Scenarios
- Written/Business reports
- Flip charts
- Handouts
- Slide shows



Impact of the following visual aids:

PowerPoint/Data projector



- + Easy to combine with sound/video clips.
- + Simple/Less cluttered slides may capture the interest of the audience.
- Less effective to people with visual impairments.
- Simply reading off the slides makes a presentation boring/meaningless.

Overhead projectors/Transparencies

- + Summaries may be explained easily on transparencies.
- + It can be prepared manually (OHP pens) or electronically on computer/copier.
- It can be easily replaced by a PowerPoint presentation.
- Not easy to combine with sound/audio.

Hand-outs/flyers/brochures

- + Meaningful hand-outs may be handed out at the start of the presentation to attract attention/encourage participation.
- + Extra information such as contact details/price lists may be handed out to promote the services of the business.
- Handing out material at the start of the presentation may distract/lose audience attention.
- As it only summarises key information, some details might be lost/omitted.

Flip charts

- + Mainly used for a small audience to note down short notes/emphasise/concepts/ideas.
- + Presenters can prepare sets of pages in advance to save time during the presentation
- There may not be enough time during the presentation to make written notes, so some ideas may not be listed.
- Handwriting may be illegible/untidy which may not contribute to a professional image/presentation.

Interactive whiteboard/Smart boards

- + Easy to combine with sound/other visual aids.
- + Useful to capture feedback and new ideas.
- Cannot be connected to any computer as special, licensed software is needed to be able to use it.
- Technical challenges may render it ineffective, e.g. loss of signal while using it.



Posters/signs/banners/portable advertising stands/flags

- + Can make impact when placed strategically in/outside the venue.
- + Useful in promoting the logo/vision of the business.
- May not always be useful in a small venue/audience as it can create a 'crowded' atmosphere.
- Only focuses on visual aspects as it cannot always be combined with sound/audio.

Identify visual aids from given scenarios/statements