HOW TO MAKE POWERFUL
(Technical) PRESENTATIONS

(After Dr. Michael J. Salkind)

Albert S. Wang
- November 29, 2000 -
"I have a dream!"

- Martin R. King -

* Words - 10% of Speech
* Tone - 40% of Speech
* Non-Verbal - 50%
What is in a Speech?

* Message
* Voice
* Body
* Presence

With

* Sincerity
* Confidence
* Enthusiasm
Before Speech, . . . .

Reduce Your Anxiety

* Tension Exercise
* Deep Breathing
* Visualize
* Interact

The only difference between the pros and the novices is that the pros have trained the butterflies to fly in formation "

- Edwin Newman -
The Non-Verbals

* Gray Suit, White Shirt
* Remove Barriers
* Eye Contacts
* Natural Gestures
* Hands Above Waist
* Show Your Teeth
Voice & Tone

* Lower Pitch - Credibility
* Articulate - No rambling
* Microphone - for 40+
* Varying - Rate & Pitch
* No Food, Milk or Beer
* Clear Your Throat
Involve Your Audience

* Know who they are
* Picture yourself there
* Remember & use names
* Be sincere & attentive
* Avoid arguing

Show your knowledge, integrity & commitment;
Show your care & courtesy
Getting Started
It is the hardest

What is the one point which you want to convey?

* Audience interest
* Your motivation
* Zero in the subject
* Sexy Title
The Technical Body

- Collect information
  - Pro and Con

- Organize
  - Problem/Solution

- Assess
  - Perspective

Keep in mind audience interest, not your own

How little can you say and still deliver the message.
The Beginning

* Interesting facts
* Self-introduction
* Quotation
* Recent event
* Challenge
* Humor/Laughter

Laugh with, never at
The Ending

* Summarize
* Tie-up neatly
* Refer to the "POINT"
* Appeal for action
* Take a bow

Remember:
  Purpose is to inform, persuade, actuate & entertain.
About Visual Aids

* Supports your speech - never the other way

* Picture better than word

* Overview in one picture

* Avoid thoroughness

* Minimize using tables

View graphs are like dishes in French cooking: artistic, elegance and tasteful. Just enough to make you wanting it again.
Tips for Visual Aids

* One thought per chart
* Label coordinates
* Avoid narratives
* 6-bullets is limit
* Avoid use legends
* Comprehend in 10 sec
* Never use small letters
Check List

* Purpose/Audience
* Watch (2/3 rule)
* Beginning/Ending
* Visual aids/rehearsal
* Anticipate Q/A
* Visit place/microphone
* Put up your best