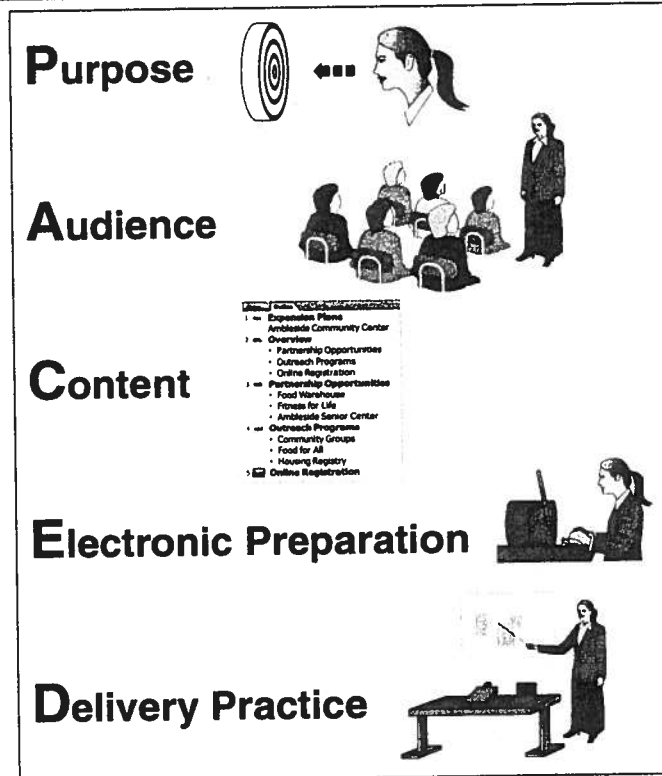


## Presentation Planning Essentials

When you use the PACED method to develop a presentation, you ensure that your presentation engages the audience with interesting content and progresses at a steady rate within a limited time frame. Few things are more distressing to an audience than a disorganized presentation that plods on too long. A discussion of presentation planning essentials focusing on the PACED steps, as shown in Figure 14-1, follows.

Figure 14-1

### PACED presentation planning



### PACED Step 1: Determine the Purpose of the Presentation

#### Key Point

You identify the purpose of the presentation and its category as part of the planning process because you want to determine how best to organize and present the information you need to communicate.

First, you need to determine the **purpose** of your presentation. Often the purpose is tied to what you want your presentation to accomplish. For example, the purpose of a presentation could be to persuade a group of clients to buy your products, to describe the operations of your company to a group of investors, or to teach a class of students about a particular subject.

Once you know the purpose of your presentation, you determine what type of presentation will help you achieve its purpose. There are three types, or categories, of presentations: persuasive, descriptive, and instructional. Figure 14-2 describes each of these categories and provides examples.

Figure 14-2

## Presentation categories

Presentation Category	Used To
Persuasive presentation	<ul style="list-style-type: none"> <li>• Encourage an audience to think or to act in a certain way.</li> <li>• A sales presentation should persuade the audience to purchase the product or service (for example, a time-share condominium) described in the presentation.</li> <li>• A motivational presentation should convince the audience to accept and then act upon a strategy, such as using the power of positive thinking to lose weight.</li> </ul>
Descriptive presentation	<ul style="list-style-type: none"> <li>• Communicate information about a specific topic or strategy.</li> <li>• A staff orientation presentation should inform new employees about company policies and procedures.</li> <li>• A project update presentation should inform stakeholders of the progress of a project, such as the building of a new hospital facility.</li> </ul>
Instructional presentation	<ul style="list-style-type: none"> <li>• Teach skills and concepts to audience members who will then be expected to prove mastery of the content.</li> <li>• A technology skills presentation should inform the audience how to use a specific tool, such as Access, to build a data report that summarizes student achievement.</li> </ul>

Some presentations have multiple purposes. For example, a descriptive presentation that outlines company operations to a group of new employees also has a persuasive component. The presenter wants to both convince new employees that they have made the right choice in joining the company and motivate them to work hard and make a positive contribution.

## PACED Step 2: Analyze the Audience for Your Presentation

You deliver a presentation in front of an **audience**, which is a group of people gathered together for the sole purpose of listening to you. Your responsibility as a presenter is to ensure that your audience's time is spent wisely. Even the most beautifully prepared and formatted presentation will fall flat if it is not tailored to the needs and expectations of the audience. As part of the presentation planning process, you need to determine answers to the following questions:

- Why have participants come to the presentation?
- What do participants hope to do or learn as the result of attending the presentation?
- What are the average background and characteristics of the participants?

Figure 14-3 explores the answers to these questions.

### Key Point

You analyze audience expectations, determine outcomes, and identify audience characteristics so that you develop appropriate content.

Figure 14-3 Presentation audience requirements

Requirement	Description
Identify audience expectations	<ul style="list-style-type: none"> <li>Think about your presentation from the point of view of your audience to ensure you do not omit important information.</li> <li>A young person attending an information session at a local college would expect the presentation to include information about course fees, living on campus, and recreational facilities.</li> <li>A professional attending a seminar at a conference would expect to obtain up-to-date information about topics listed in the seminar description or implied by the seminar title.</li> </ul>
Determine outcomes	<ul style="list-style-type: none"> <li>Identify what you want the participants to do as the result of attending the presentation.</li> <li>Employees at a staff orientation should learn how to obtain benefits, understand company policies, and feel motivated to make a strong contribution to the company.</li> <li>Potential customers at a sales presentation should feel motivated to purchase the products or services described in the presentation.</li> </ul>
Identify audience characteristics	<ul style="list-style-type: none"> <li>Identify any common characteristics related to background and expectations of audience members so you can develop appropriate content.</li> <li>Modify a presentation on a new park for an audience of senior citizens and for an audience of teens.</li> <li>Modify a presentation on children's nutrition for an audience of health-care professionals and for an audience of PTA members.</li> </ul>

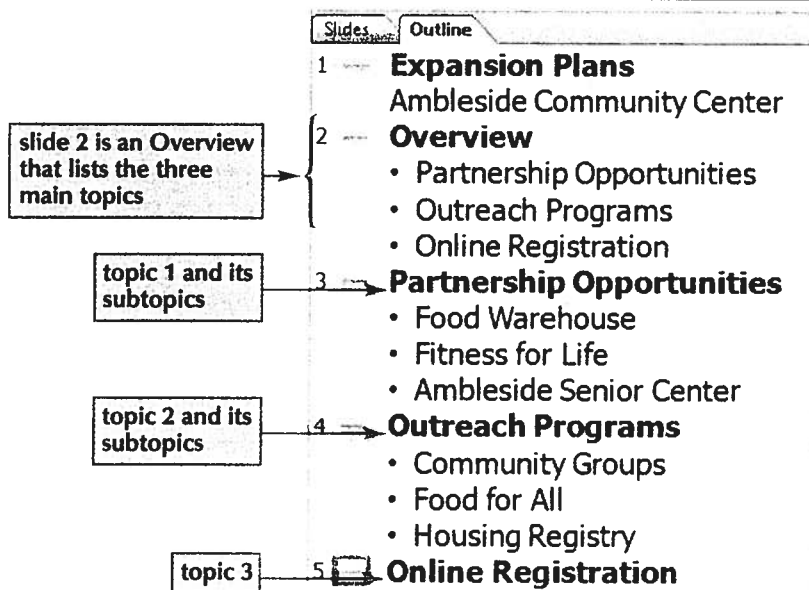
**Key Point**

At any point during the presentation, audience members should know approximately where they are in relation to the main topics.

**PACED Step 3: Develop the Content for the Presentation**

You organize the content of a presentation into a structure that your audience can easily identify and understand. One of the most effective ways to organize your presentation is to divide it into three distinct topic areas and then include up to three subtopics under each main topic. Figure 14-4 shows the outline of a presentation organized into three main topics with subtopics.

Figure 14-4 Well-structured presentation outline



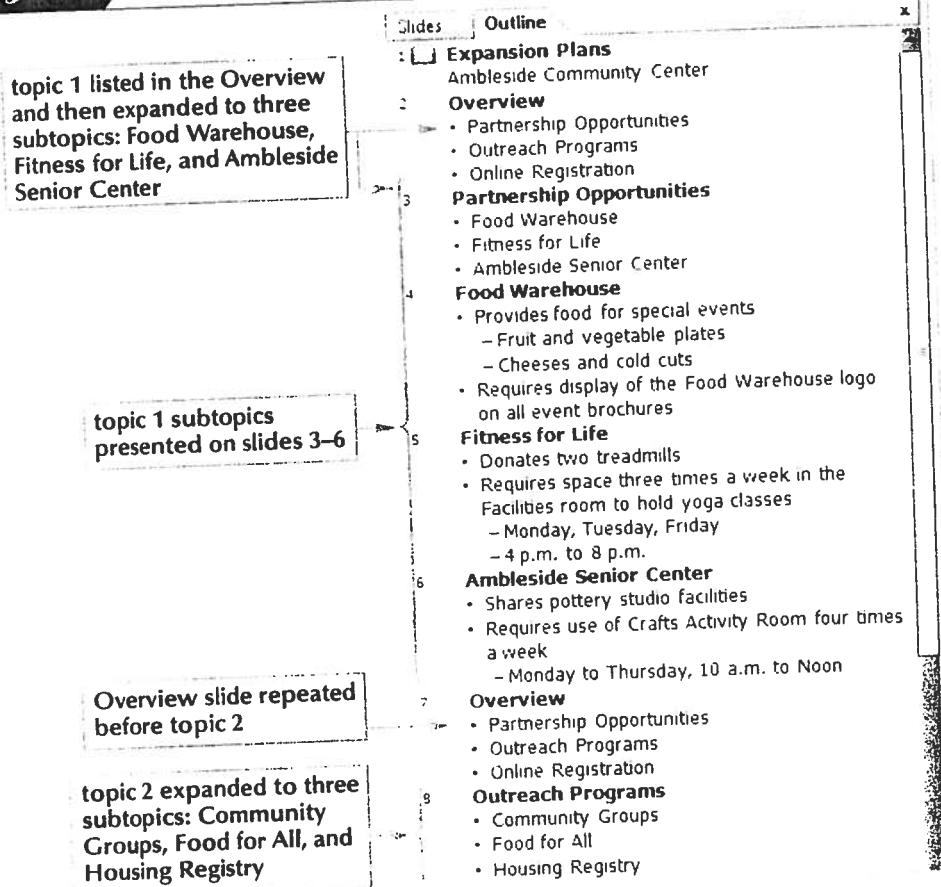
As you can see, the three main topics in this presentation are identified under the Overview heading at the beginning of the outline. Each of these three main topics includes subtopics. For example, the subtopics for the Partnership Opportunities topic are the three organizations that Ambleside Community Center plans to partner with: Food Warehouse, Fitness for Life, and Ambleside Senior Center.

Although the three-part structure works well for many presentations, you can also choose to adapt it, depending on the content you wish to present. For example, you may occasionally divide a presentation into two or even four main topics, and omit subtopics from some main topics. The key is to impose a simple structure on the content so that the audience can understand the content easily.

Once you have determined the topics and subtopics for your presentation, you need to develop appropriate content. Figure 14-5 shows an outline of a descriptive presentation. Notice how only a few bullet points are added to the subtopics. When you create content for a presentation, you do not need to write down every word you plan to say. Add just a few short points and then during the course of your presentation, expand on the points verbally.

Limit the content to only the most important topics and subtopics.

Figure 14-5 Partial outline of a descriptive presentation



## PACED Step 4: Use Electronic Technology to Prepare the Presentation

### Key Point

Including too much content on a slide is the single most common error made in presentations. The bulk of the words communicated in a presentation are the words you say rather than words the audience reads.

Many presentations are accompanied by a series of slides, often created in PowerPoint for electronic delivery, which means that the slides are projected from the computer screen to a large screen that audience members can see easily. Each slide includes a title and either text in the form of three or four bulleted points or a graphic such as a chart, a table, some pictures, or a video clip. A typical 10-minute presentation usually consists of between 10 and 15 slides.

When you prepare the content of your presentation for delivery, you need to select the text content, format the content attractively, choose appropriate graphics, and include a summary slide. Figure 14-6 describes each of these tasks.

Figure 14-6

### Preparing a presentation for delivery

Requirement	Description
Selecting the text content	<ul style="list-style-type: none"> <li>• Limit the number of bulleted items to three or at the most four</li> <li>• Include only phrases and key terms; avoid long sentences</li> <li>• Ensure all text is readable</li> <li>• Use the text on each slide as a starting point for additional comments and examples that you provide verbally</li> <li>• Insert the Overview slide and bold the upcoming topic each time the main topic changes in the presentation</li> </ul>
Formatting content	<ul style="list-style-type: none"> <li>• Use a consistent format for each slide in a presentation               <ul style="list-style-type: none"> <li>• Use the same background color for every slide</li> <li>• Enhance all the text at each level with the same font size and style</li> </ul> </li> <li>• Use subtle colors and clear fonts to draw attention to the presentation content</li> <li>• Select light colors for the slide backgrounds and dark colors for slide text</li> </ul>
Choosing graphics	<ul style="list-style-type: none"> <li>• Use charts to display statistical and other numerical information in a visual way that audience members can understand easily               <ul style="list-style-type: none"> <li>• Make sure the chart is large and easy to read</li> </ul> </li> <li>• Use illustrations sparingly and only to enhance specific information or to emphasize a specific point</li> <li>• Include a logo or other identifying graphic in one corner of every slide in a presentation when appropriate</li> </ul>
Adding a summary slide	<ul style="list-style-type: none"> <li>• Include a very short summary of the presentation or contact information on the last slide</li> <li>• Leave the last slide on-screen until people have left the presentation</li> </ul>

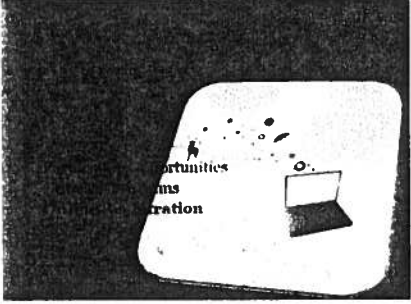
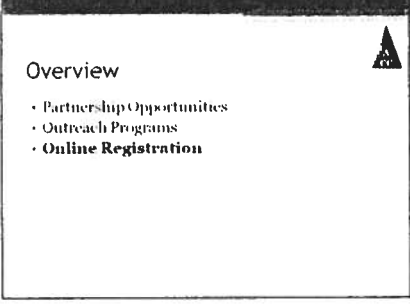
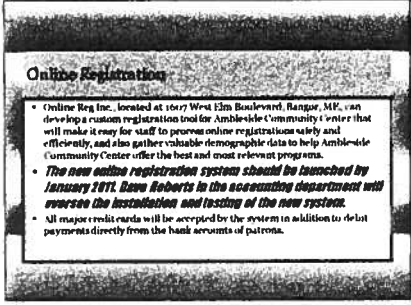
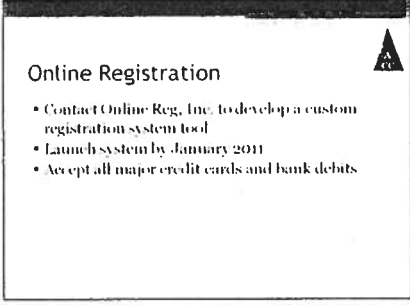
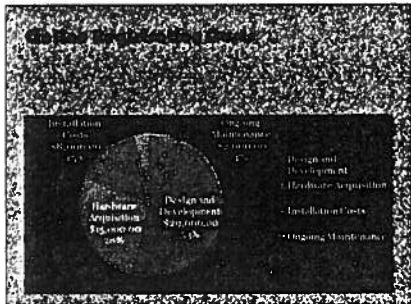
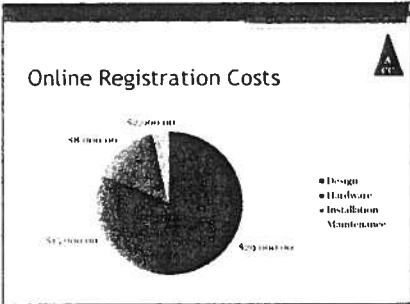
### Key Point

Make sure all slides you format for a presentation are clear, consistent, and easy to read.

Presentations consisting of poorly formatted slides distract your audience from the presentation content. Instead of focusing on your words and the purpose of the presentation, the audience focuses on trying to understand what they see displayed on the slides. Figure 14-7 compares three poorly formatted slides with three well-formatted slides.

Figure 14-7 Slide formatting comparison

**poorly formatted slides focus audience attention on appearance, not content**

 <p><b>Overview</b></p> <ul style="list-style-type: none"> <li>• Partnership Opportunities</li> <li>• Outreach Programs</li> <li>• Online Registration</li> </ul>	 <p><b>Overview</b></p> <ul style="list-style-type: none"> <li>• Partnership Opportunities</li> <li>• Outreach Programs</li> <li>• Online Registration</li> </ul>																
 <p><b>Online Registration</b></p> <ul style="list-style-type: none"> <li>• Online Reg Inc. located at 1007 West Elm Boulevard, Bangor, ME, can develop a custom registration tool for Amble-side Community Center that will make it easy for staff to process online registrations safely and efficiently, and also gather valuable demographic data to help Amble-side Community Center offer the best and most relevant programs.</li> <li>• The new online registration system should be launched by January 2011. Raw Roberts in the accounting department will oversee the installation and testing of the new system.</li> <li>• All major credit cards will be accepted by the system in addition to debit payments directly from the bank accounts of patrons.</li> </ul>	 <p><b>Online Registration</b></p> <ul style="list-style-type: none"> <li>• Contact Online Reg, Inc. to develop a custom registration system tool</li> <li>• Launch system by January 2011</li> <li>• Accept all major credit cards and bank debits</li> </ul>																
 <p><b>Online Registration Costs</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Registration Fee</td> <td>Design and Development</td> </tr> <tr> <td>Hardware Acquisition</td> <td>Hardware Acquisition</td> </tr> <tr> <td>Design and Development</td> <td>Installation</td> </tr> <tr> <td>Hardware Acquisition</td> <td>Ongoing Maintenance</td> </tr> </table>	Registration Fee	Design and Development	Hardware Acquisition	Hardware Acquisition	Design and Development	Installation	Hardware Acquisition	Ongoing Maintenance	 <p><b>Online Registration Costs</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Registration Fee</td> <td>Design</td> </tr> <tr> <td>Hardware Acquisition</td> <td>Hardware</td> </tr> <tr> <td>Design and Development</td> <td>Installation</td> </tr> <tr> <td>Hardware Acquisition</td> <td>Maintenance</td> </tr> </table>	Registration Fee	Design	Hardware Acquisition	Hardware	Design and Development	Installation	Hardware Acquisition	Maintenance
Registration Fee	Design and Development																
Hardware Acquisition	Hardware Acquisition																
Design and Development	Installation																
Hardware Acquisition	Ongoing Maintenance																
Registration Fee	Design																
Hardware Acquisition	Hardware																
Design and Development	Installation																
Hardware Acquisition	Maintenance																

**consistently formatted slides focus audience attention on content, not appearance**

### PACED Step 5: Practice Delivery of the Presentation

**Key Point**  
 As the saying goes, *Practice makes perfect.* The more times you practice your presentation, the more comfortable you will be delivering it.

Your presentation should be tightly organized and then delivered in a relaxed manner that appears unstudied and spontaneous. The key word is *appears*. You should know exactly what you want to say and have rehearsed your delivery thoroughly. Your audience should see a presenter who delivers the content with confidence and flair, and seems to be talking *off the cuff*. Figure 14-8 describes three major factors related to the delivery of a presentation: communicating the content, coping with nerves, and managing the location.

Figure 14-8 Presentation delivery factors

Factors to Consider	Description
Communicating the content	<ul style="list-style-type: none"> <li>• Never read the text of your presentation. Almost as soon as a slide is projected, people in the audience have read the content. Reading the slide text bores your audience.</li> <li>• Expand on the content by providing additional and interesting comments and examples, by asking questions of the audience, and by responding to questions asked by audience members.</li> <li>• Display a slide, pause for only a second or two, and then start to talk about the content. The slides are not the presentation. The slides are only the presentation backup.</li> </ul>
Coping with nerves	<ul style="list-style-type: none"> <li>• Be very well prepared and know the content well.</li> <li>• Memorize your opening statements and then practice them several times before starting the presentation. The hardest part of any presentation is the beginning. Since most people in the audience are willing to give you about five minutes of their attention before they decide whether you are worth listening to, you have very little time to make a good impression.</li> <li>• Be prepared to answer questions as they arise.</li> <li>• Make eye contact with individual audience members periodically as you deliver your presentation. People want to feel like they are included in your presentation.</li> <li>• Engage an audience by asking questions and encouraging discussion if appropriate.</li> <li>• Appear relaxed and friendly. In any presentation, the presenter is by far the most important aspect. The focus of the audience should be on you and not on a screen showing PowerPoint slides.</li> <li>• Speak clearly and at a slightly slower pace than you would use for normal conversation.</li> </ul>
Managing the location	<ul style="list-style-type: none"> <li>• Deliver your presentation in a well-lit, temperature-controlled room where participants sit on comfortable chairs and can easily see and hear you.</li> <li>• Arrive at least one hour before the start of the presentation so that you can set up the equipment and verify that it works correctly.</li> <li>• Bring a copy of the presentation slides on overhead transparencies and on paper. If the projector does not work, you can use the overhead transparencies. If an overhead projector is not available, you can distribute paper copies of the presentation.</li> </ul>

## Technology Skills – Creating a Presentation in PowerPoint

Microsoft PowerPoint provides the tools you need to create both the electronic presentation and the handouts that accompany your presentation. First, you enter the content for each slide in Outline view. You can type the text directly into PowerPoint or you can import text from a Word document. Most slides will consist of a title and three or four bulleted points. Once you have entered text for each slide, you modify the appearance of the presentation by applying and then editing a theme. Finally, you prepare the presentation for delivery.