

h e g

Haute école de gestion
Genève

PRESENTATION SKILLS

Marketing Principles 1

Anna Wehren

We don't want this! ☹️



We do want this! 😊



Preparing your presentation



1. Think of your audience

- What do they know?
- What type of language should you use?
- What conclusion do you want to leave them with?



2. Follow a logical progression

Structure your content with:

- An introduction
- Your key points
- A conclusion



3. Start with something engaging

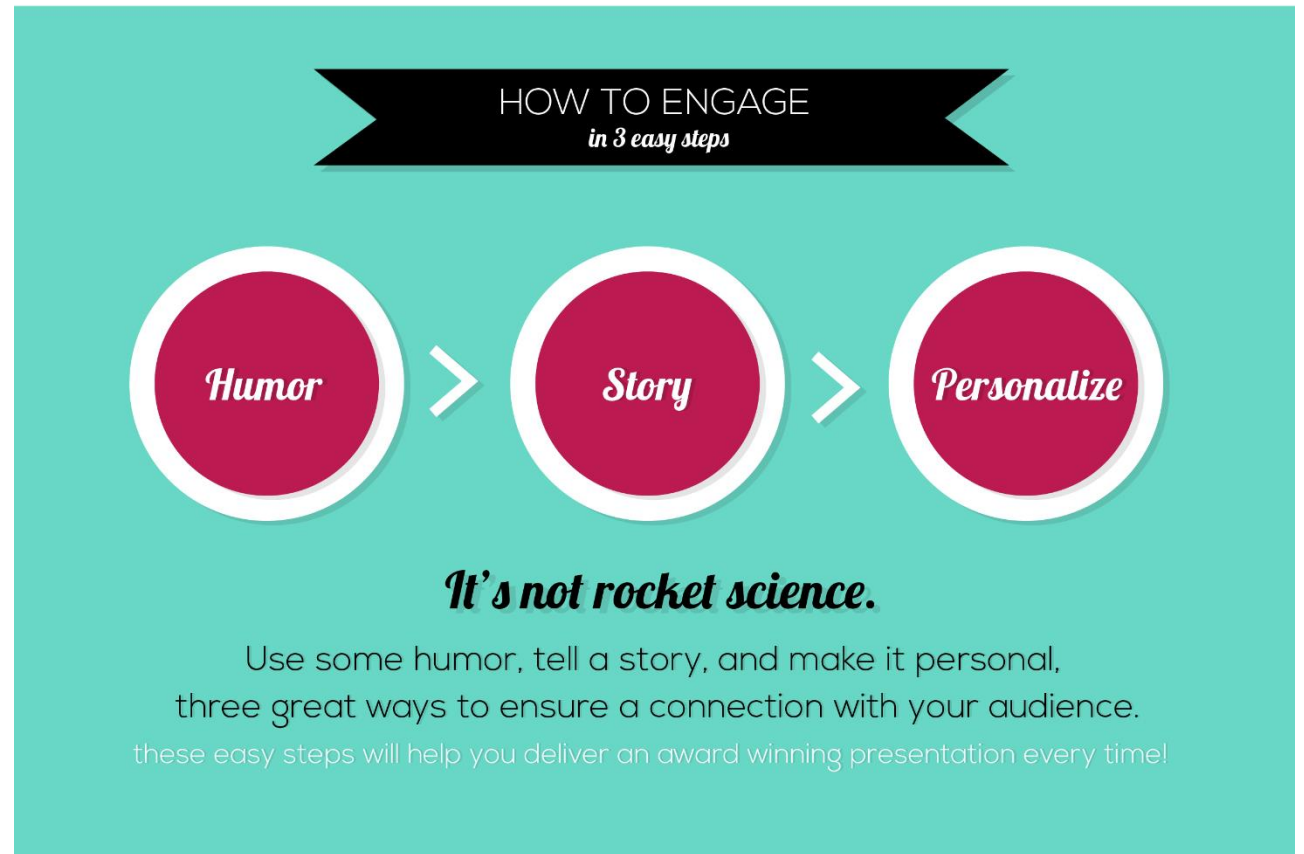
For example:

- A question
- A challenging statement
- What if...? and the conclusion you want your audience to leave with



4. Make your slides visual

- Minimise words
- Maximise visuals
- Ensure your graphs and data are legible



How to engage in 3 easy ways

It's not rocket science! All you have to do is use some humour, tell a story and make it personal.

For example:

- To add some humour, you could tell a joke or remind the audience of something humorous that happened to you or someone you know.
- To tell a story, it is more authentic if you share a real story that happened to you or someone you know.
- To make it personal, share something that relates to the audience, the location you are in or something timely.

These are three great ways to ensure a connection with your audience.

These easy steps will help you deliver an award-winning presentation every time.

HOW TO ENGAGE
in 3 easy steps



It's not rocket science.

Use some humor, tell a story, and make it personal, three great ways to ensure a connection with your audience.

Rehearsing your presentation



5. Rehearse what you will say

- Write the full speech if it helps you.
- Otherwise bullet point what you will say.



6. Prepare note cards (if needed)

Only include the key points to keep you on track.



7. Time yourself

Plan approximately 1 minute per slide.



8. Know what you can leave out (or add) if needed

Learn to be agile and flexible if needed.



9. Think about questions that could be asked

And plan who will answer and what you will say.



10. Practice as a group

Practise transitions and time yourself as a group.



Showing up for your presentation



11. Be on time!

Even better: be early!



12. Check your logistics

Ensure your tech is working beforehand.



13. Think about what you wear

- Feel confident in what you wear.
- Bring your brand to life (colors, type of clothes, etc.)



14. The 2 minute power pose

Watch Amy Cuddy's TED Talk:
"Fake It Till You Make It"



Giving your presentation



15. Body language

- Stand up tall
- Unfold your arms
- Use your hands
- Don't fidget!



16. Eye Contact

- Make eye contact with specific people around the room
- Avoid looking down, at notes or slides



17. DO NOT READ !!!

If someone else can read it in a report, then there is no point in presenting it!



**DO
NOT
READ
THIS**

18. Smile ! 😊

- If you look bored, your audience will be bored.
- Get them excited and engaged by smiling.



19. Avoid these:

- Gum in your mouth
- Adding fillers (um, ah, etc.)
- Huddling together
- Standing in front of the screen



20. Make it memorable

- Bring a handout or a sample.
- Include an impactful video.
- Leave your audience with something to think about.
- Etc.



Practice in groups

