

Goal & Audience Analysis

- Presentation goal:

What do I want to the audience after my presentation?

After understanding my presentation,
the audience should _____ .

- Audience analysis:

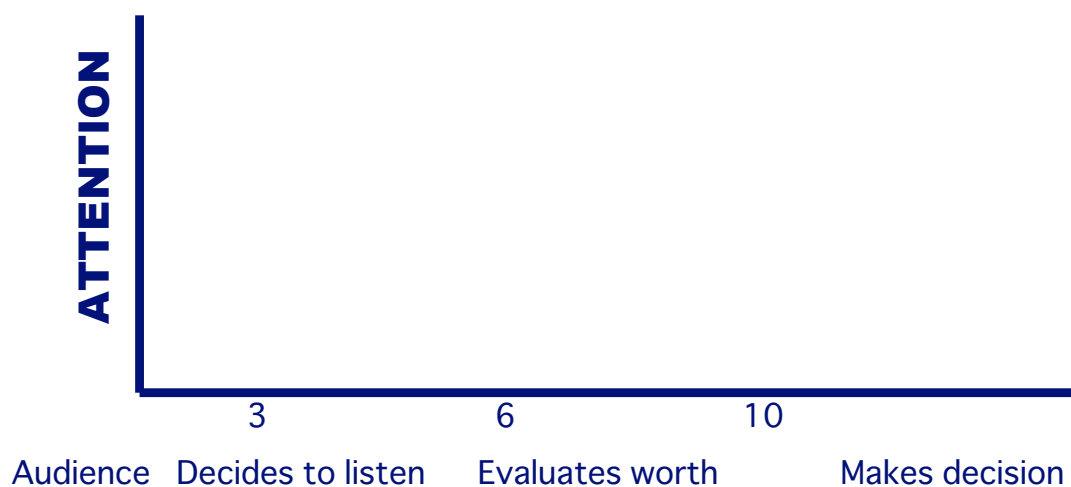
- | | |
|------------------------------|-----------------------|
| - Will they listen to me? | → Present credibility |
| - What do they need to know? | → Select information |
| - What do they want to know? | → Select information |

What is the merits of your presentation for the audience?

What's in it for the audience?

1

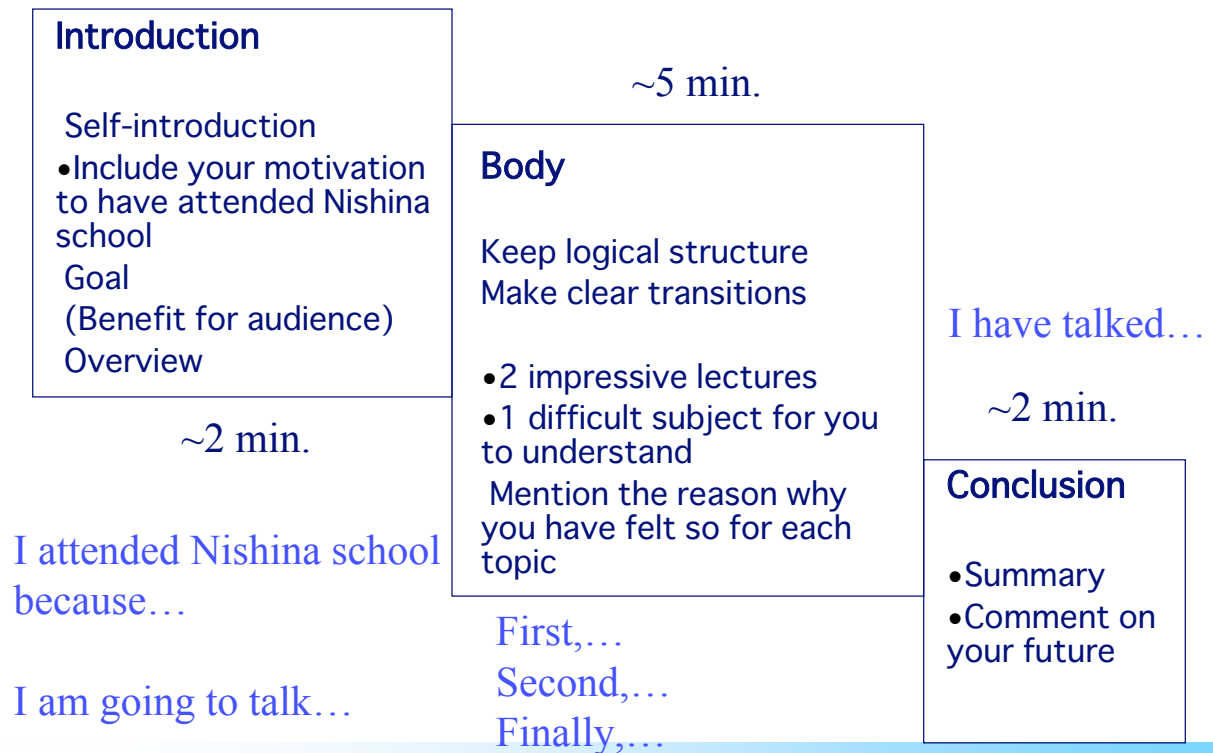
Presentation Structure



Keep the allocated presentation time (10min.)!!

2

Presentation Structure



Practice

- Keep language short and simple
- Stance
- Eye Contact
- Gestures
- Emphasis
- Articulation: Speak clearly
- Pace