

# Effective presentations — the essentials

Key aspects of effective presentations:

- **Design:** Content & Visuals
- **Delivering:** Non-verbal skills & Voice

*What do these terms mean? How are they used **effectively** in presenting?*

- Non-verbal skills (body language)
  - Eye contact
  - Gestures & Posture
- Rapport (with audience)
  - Calm & Passionate
- Voice
  - Rate & volume
  - Pauses
- Visuals
  - Content & Design



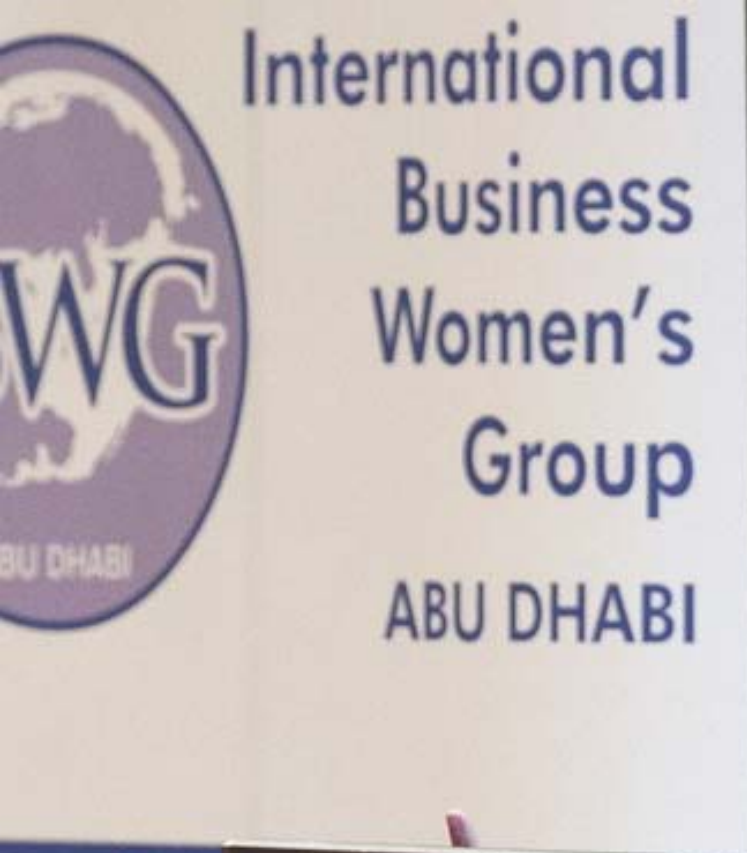
Source: Shutterstock

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Source: LinkedIn



What is effective about this presenter?

Source: The National

■ Rate their **non-verbal skills** \_\_\_\_\_ **rapport** \_\_\_\_\_

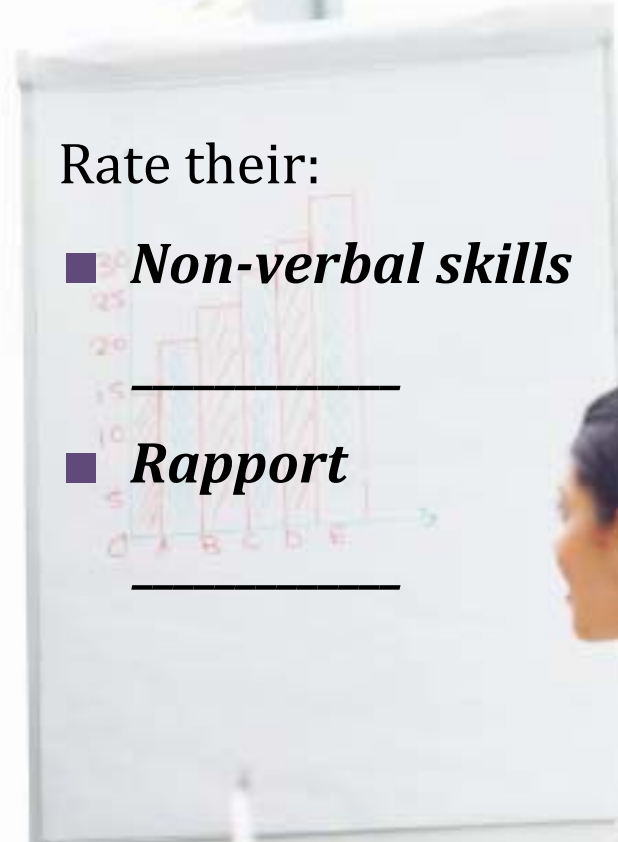


What is  
effective about  
this presenter?

Rate their:

■ *Non-verbal skills*

■ *Rapport*



Source: HMTC Consulting

*What was the problem with the presentation? How would you solve it?*

**1. “What is he talking about? I have no idea!”**

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**2. “Hey, Aisha! Wake-up! He’s finished.”**

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**3. “Excuse me, but what does that slide say? I need a pair of binoculars!”**

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**4. “That speaker needs a microphone.”**

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**5. “Summarise four main points? I thought there was only one. Have I been asleep?”**

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