
**Shree H. N. Shukla Institute of
Pharmaceutical Education and Research,
Rajkot**



**Subject Name: Communication Skill
Subject Code: BP105TP**

CHAPTER-3.1- Presentation

SYLLABUS:

Dealing with Fears, planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Learning objectives

Upon completion of the course, the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation.
2. Communicate effectively (Verbal and Non-Verbal).
3. Effectively manage the team as a team player.
4. Develop interview skills.
5. Develop Leadership qualities and essentials.

Chapter 3.1. Presentation

Introduction: Presentation can be defined as an activity of exhibiting something. It is a formal verbal communication that may consist of a speech given to a group of persons: the speech may be accompanied by live demonstration, often using audio-visual equipment. Presentation is used to present products, concepts, findings, reports, techniques, or, in general, any relevant information. Presentations are made with a definite purpose, which may be to sell a product, to demonstrate the working of a product already sold, to explain a new technique of performing a task, etc. Most of the presentations involve business-related communication, wherein a prepared speech is delivered to a small audience on a specific subject related to the business activity of the organisation. It could be a product, a technique, a report, etc. The speech needs to be precise, formal, to the point, short, and simple. The presentation should be effective in achieving its purpose. In today's business environment, presentations are very common; hence managers should be adept at making effective presentations, which require in depth knowledge of the subject, confidence, oratorical skills, and an ability to present facts logically. A good presenter should be a good speaker. Presentation skills are absolutely necessary for professionals of every field because in today's times, every professional is called upon to make a presentation quite often. One should be able to make presentations to different groups different in terms of the field of knowledge, extent of knowledge, grasp, hierarchy, gender, age, and so on. Following are some of the skills required for a good presentation:

- 1) Selecting the proper structure of presentation.
- 2) Making an effective speech.
- 3) Using audio-visual equipment effectively by selecting proper material to be displayed
- 4) Demonstration skills are necessary to be acquired in order to convey the message effectively to the audience and achieve the intended purpose.

Prerequisites/Elements of Effective Presentation

Prerequisites of an effective presentation are as follows:

- 1) **Presenter:** The presenter, himself/herself, is the main element of a presentation. On him/her rests the quality and success of the presentation. An effective presenter plans

well and prepares extensively. He/she is fully aware that it is necessary to rehearse the presentation with all its physical and psychological inputs.

2) Purpose: The presenter should think about the purpose of the presentation, which could be one or more of the following:

(1) Selling some product or persuading listeners to opt for a particular action, which they may not be inclined to buy.

ii) Introducing a new concept or elaborate upon a business opportunity. iii) Obtaining feedback from listeners on whether a new proposal is worth accepting, whether a plan of action is worth implementing, or whether a purchase is worth executing.

iv) Seeking solutions to problems or gaining insight into the minds of listeners with regard to how they view these problems.

v) Creating awareness about an issue, a new technology or new projects the organisation is about to embark upon without expecting any reaction from the audience.

vi) Informing about changes in work culture and providing motivation and training that may be necessary in that regard.

3) Audience: It is essential to collect as much as possible information about the audience because even the best of contents will fail to deliver, if it is not in tune with the audience's capabilities to receive and assimilate the message. The language of the presentation should be comfortable to the audience. Other factors like the audience's knowledge level, needs, traits, attitudes, position in hierarchy and educational background should be considered while preparing a presentation. When there is diversity in the audience with regard to these factors, the challenge before the presenter is to prepare the presentation to match the average level of the audience. A good presenter can make a presentation that the audience can relate to and find interesting. Therefore, when there is variation in the attributes of the listeners, the priority for the presenter is to base the presentation on the purpose and goal of the presentation and then, to the extent possible, cater to the diversity in the audience.

Factors Affecting Presentation

Following are the factors that affect the effectiveness of a presentation: 1) Audience Evaluation: A precise assessment of the audience's attributes helps the presenter to

prepare a presentation that matches these attributes, and thus, makes the presentation effective.

2) Environment: The environment of the presentation room affects the receptivity and mood of the audience. The environment has a subtle influence on the mind of the listeners. Hence, factors like lighting, quality of audio-visual effects, air-conditioning, etc., affect the effectiveness of a presentation.

3) Presenter's Appearance: For an effective presentation, the presenter needs to present himself/herself in a decent and appealing manner, which means the presenter should be well dressed and well groomed.

4) Use of Visuals: Good-quality visuals increase the effectiveness of a presentation. Various researches have shown that use of modern audio-visual equipment increases the receptivity of the audience and the credibility of the presenter. However, before beginning the presentation, it should be ensured that the equipment is in good working condition.

5) Opening and Closing of Presentation: The first impression is the last impression. Hence, the presenter should make the beginning of the presentation effective by using interesting relevant anecdotes, humour, etc. Also, the conclusion of the presentation should be such that the audience leave the presentation venue with a sense of satisfaction and a lasting impression of the message that was intended to be conveyed.

6) Organized Presentation: Well-organised content of a presentation makes the presentation more effective. The content should be logically sequenced, and transition from one idea to the other, from one section to the other should be smooth and without jerks. Emphasis on various topics should be judiciously decided.

7) Language and Words: Language is the verbal medium used for communicating. For a communication to be effective, the language should be understandable by the audience. The selection of words, phrases, idioms, figure of speech, proverbs should be such as to touch the heart and intellect of the audience, which results in increase of receptivity on the part of audience.

8) Quality of Voice: Appropriate variation in tone, volume, and other voice parameters make a presentation interesting and effective. On the other hand, lack of voice modulation makes a presentation dull and ineffective.

9) Body Language: Body language has a subtle effect on the quality of presentations. A nervous speaker avoids eye contact and is more likely to read out the speech and consequently makes the presentation ineffective. A confident speaker uses bodily movements to his advantage and thus makes the presentation effective and impressive.

10) Handling Question-and-Answer Sessions: The question-and answer (Q&A) session that follows a presentation, although positioned at the end of a presentation, can spoil the effectiveness of a presentation, if not handled properly. Preparedness of the presenter in terms of the content, ability to handle challenging questions, and composure during Q&A session has an effect on the effectiveness of the presentation.

Format of Presentation

A presentation should be made sequentially and can be said to consist of six steps:

1) Icebreaker: An icebreaker is an extremely helpful method to begin a presentation. It is something that helps do away with awkwardness or anxiety between people. It may either comprise a series of PowerPoint slides which arouses the audience's curiosity or, better yet, the speaker may get the audience to involve in the presentation itself in some way.

2) Opening: The opening remarks at the beginning of a presentation introduce the subject of the presentation to the audience and state the presentation objectives. A short statement of the main points to be covered is given to the audience. This helps orient the audience appropriately to the subject of the presentation and recognise the areas it will cover as well as those it will leave behind,

3) New Idea - Its Need: If a presentation is planned to suggest a completely new idea to an audience, it should be done in such a way so as to ensure that the audience is receptive to it and the presenter makes the audience feel involved.

4) Idea: The central idea of a presentation forms its crux, around which the other peripheral points revolve. This idea should be so forceful that it should make the

audience sit up while paying attention and noticing the areas for discussion to be held post-presentation.

5) Results/Benefits: This part of a presentation summarizes the significance of the ideas that had heretofore been discussed with the audience. It enables the audience to analyse the ideas discussed in accordance with their needs and concerns.

6) Conclusion: This is the last stage of a presentation. The concluding remarks of a presentation comprise the judgements or decisions arrived by both the presenter and the audience based on all the discussions one in the presentation before its end.

Types of Presentation

1) On the Basis of Purpose: On the basis of purpose, presentation can be of following types:

i) **Monologue Presentation:** Monologue presentations involve a speaker speaking continuously without being disturbed and, only at the very end, replying audience questions. The speaker of a monologue presentation must prepare the contents of his speech beforehand keeping both the topic of the presentation and the audience in mind.

ii) **Guided Discussion:** A guided discussion is like a guided tour where the speaker acts as a guide to the audience and takes them on a tour with regard to the subject of discussion. The speaker acts like an expert guide who shows the audience the salient features of the topic being discussed. In a guided discussion, the questions raised or issues analysed are those which both speaker and audience have agreed on beforehand. Guided discussion works at its best when the audience too has knowledge of the subject. The task of the speaker, then, becomes merely to supplement, i.e., to complete or enhance the knowledge of the audience using his expertise and specialized knowledge. Guided discussions are better than monologue presentations in the following ways:

- a) They involve greater audience participation.
- b) The analysis involved is much more detailed.
- c) There is more commitment to finding solutions to discussed or issues raised.

The disadvantage of guided discussions is that they take up more time than monologue presentations.

iii) Sales Presentation: The purpose of sales presentations is to inform the target audience regarding certain products or services or some new ideas. In a sales presentation, the speaker tries to convince his audience to buy his products or services by talking to them, raising their curiosity, encouraging them to ask questions. This helps them to clear their negative notions about the products or services and finally assist the customer in decision-making about the buying of the product or service.

iv) Persuasive Presentation: A person making a persuasive presentation wishes to induce his listeners to agree with his proposals. A successful persuasive presentation offers a solution to a heated disagreement, argument, or an unwelcomed or harmful situation by presenting enough logic, evidence, and emotion to bring its audience to consent to its thinking.

v) Energising Presentation: An energising presentation is meant to encourage its audience to take action to accomplish a certain objective, A successful energising presentation must make its audience to do something instead of just thinking about it. The speaker should first try to win over the audience perspectives or viewpoints; he must make them embrace with zeal. To make an energising presentation, the speaker needs to employ the art of effective speaking in the best possible way, e.g., by using figures of speech and other devices in order to convey his message. It would also be extremely helpful if the speaker himself has immense charisma.

vi) Informative Presentation: Information exchange, (i.e., the purpose of informative presentations), can take place in many ways. could be through a direct presentation, a seminar, a workshop, a conference, a meeting or a talk addressed to a group of people within or outside one's own organisation. In the world of business, presentations are made by supervisors to subordinates at different organisational levels to pass on or exchange information regarding organisation's products, services or procedures.

vii) Goodwill Presentation: If someone from an organisation or company makes a goodwill presentation to an audience, its purpose is to build goodwill, i.e., to earn the trust of the members of the audience and also earn regard for the organisation and its product not only from the members of the audience, but also from one's own colleagues,

supervisors and subordinates in the company. Goodwill presentations, often made in the form of speeches take place after dinner, are meant to be amusing or enjoyable.

viii) Training Presentation: A training presentation can be on a topic which enables an audience to develop new abilities or help them learn to perform a new task, such as operating unfamiliar equipment. It gives its audience the opportunity to participate actively in the presentation by trying out the product live, practice working on the product and provide feedback so that mistakes can be corrected

2) On the Basis of Number of Persons: On the basis of number of persons, presentation can be of following types:

1) Individual Presentation: An individual presentation is one made by a single person. In this kind of presentation, the person may speak about the details of some work he has done in summary fashion. Individual presentations can be made in a number of possible situations, i.e., a small classroom, in the workplace, as part of a comprehensive lecture, in a team meeting or in a one-to-one tutorial.

ii) Work-Team Presentation/Group Presentation: Group presentations involve not just a single speaker but many participants. They are often better than individual presentations since not just one but many perspectives come into play and interact with each other. While preparing to make a group presentation, each participant should be given enough time to get ready with his points, encourage diverse viewpoints on certain matter or issue so that the best of them or even a combination of them can be used on the final day.

Let each speaker present that section of the presentation for which he has the talent and ensure that the overall presentation appears as a coherent whole, even though different parts of it are presented by different people.

3) On the Basis of Medium of Delivery: On the basis of medium of delivery, presentation can be of following types:

i) Written Presentation: Presentations in which written or printed words are read by the audience are called a written presentation. They include more or less any presentation which requires an audience to read the content, e.g., presentations in the form of pamphlets, brochures, etc.

ii) Oral Presentation: An oral presentation involves a presenter actually speaking to an audience in order to present his ideas and points of view. It is not an oral report. The crucial part of the word is "present". The presenter should be able to confidently "be present" before his audience and have an extremely good grasp over his subject matter so as to make his presentation both educative and entertaining.

Stages for Giving Presentation

To give presentation one has to prepare for it in a sequential manner in order to avoid chaos. There are five major stages involved in the oral presentation

Planning Your Presentation

The first stage for presentation is planning the presentation. Giving a presentation is just like giving messages to others. Thus obviously, the communication technique used by the individual should be effective and influential. The main points that should be considered while planning out the presentation are as follows:

1) Choosing the Topic: The topic is generally considered as mirror of entire presentation as it provides the outline of the subject to be discussed in presentation. Thus, the topic should be short, precise and attractive. **2) Determining the Purpose:** The main purpose of the presentation should be very clear and strong as the entire success of the presentation depends upon this purpose.

3) Scrutinising the Audience: Presentation should be audience-centred and should be based upon their need. A proper set of rules should be followed by the individual to evaluate the audience as well as their expectations.

Preparing a Presentation

Next important stage is preparation of presentation and for this following Plants are to be considered:

1) Development of Central Idea: The central idea of the presentation is always audience-centred and should be developed in such a way that it describes the entire presentation in a single sentence.

2) Assembling Supportive Material: Every supporting material should be gathered by the presenter so that it can be utilized effectively and appropriately when required without wasting the time.

3) Plan Audio-Visual Aids: The aids that are to be used for the presentation should be prepared in a well organised way so that they can be used promptly at appropriate time. These aids may include speech notes, instruments and their connections, data slides, etc.

Organising/Structuring Your Presentation

The most important point is to understand how to begin a presentation. What should be the very first point to begin with? It should not be about how to address the audience but it implies the point with which one must deliver the speech. A presentation should begin with listing the main ideas and then proceeding to their explanation.

All presentations act in accordance with this particular format, This system would constitute the structure of the presentation and also the timing of every part of the presentation which is elucidated as below:

- 1) Introduction: 3 min
- 2) Main Body: 15 min
- 3) Conclusion: 2 min
- 4) Questions and Answers: 10 min

1) Introduction: Introduction of a presentation is the most significant and versatile ingredient of any presentation. It should be prepared in a way that it does not seem to be a formality. The introduction should be easy to comprehend and acknowledge. It should evoke interest of the audience, inspire them to listen carefully, and initiate a bond with them. In order to grab the attention of the gathering, it is necessary to make the introduction creative and visionary. If the total number of members present in the audience is ten, every person's mind must be in twenty distinct places pondering about perhaps thirty different things or matters. The speaker has to get all these varied thoughts back to the presentation and to the subject matter. A presenter should be able to do this within the first one or two minutes of the beginning of the presentation. A typical and usual introduction may not succeed in capturing their attention. This may cause them to be impulsive and assume that the whole presentation is going to be standard, unexceptional, and unimaginative. If the audience is not convinced about the central idea of the presentation, they would not buy the remaining storyline.

2) Body: The person drafting the body of the presentation should have the answer to the following two questions:

- i) What should be the content of the body?
- ii) What should be the sequence in which the matter is to be arranged?

The person drafting the presentation should incorporate all the main concepts, related theories, facts, figures, and other valid materials and documents that should be a part of the presentation.

The golden rule at this stage is to cut down and rationalize the matter available than to overdo it. The audience would mostly opt for the slimmer version of the body. One should withstand the urge to add all the data simply because he has put in a lot of efforts to collect the information data.

3) Conclusion: The next stage is the conclusion of a presentation. Probably it is the most crucial part of a presentation, even more vital than the introduction. Conclusion is the last opportunity a presenter has in order to offer his idea or concept to the audience. It must be designed effectively and implemented skillfully. Or else all the efforts made to deliver a successful presentation will go waste.

There are several convincing ways of concluding a presentation.

- i) The important points can be outlined.
- ii) A searching question or a quote or a call for action might appropriate for certain presentations. be
- iii) One can discuss the advantages which the audience can obtain from selecting the plan that has been suggested or proposed.
- iv) The speaker can make a recap of the introduction to remind the audience about the main idea of the presentation.

4) Questions and Answers: The question-and-answer session conducted after the presentation is a valuable opportunity to enter in a one-to-one conversation with the audience. Queries should always be stimulated. Each query should be acknowledged and responded with integrity and earnestly.

The flow of explanation is explicit and logical if the presentation is prepared in an analytical order. As the face-to-face interaction is the form of introducing the

presentation to the audience, it always aids in continuing the argument. Presenters should avoid getting diverted to any other topic while communicating with the audience. They should follow the course as planned earlier. Most important thing is that a presentation can be effective if it is kept simple and logical.

Practicing Delivery/Rehearsing of Presentation

Before the final delivery of the presentation, it is necessary to practice it. once or twice so that one gets clear idea about the time required to deliver the entire presentation. This practice helps in identifying and practicing the main points that should be emphasised to make the presentation effective. While rehearsing the presentation, one must ensure that the rehearsal is carried out in a sequence and in a proper way. The tips to be followed during rehearsing a presentation are as follows:

- 1) One should preferably carry out his rehearsal in front of an auditor so that the technical accuracy of the presenter's material can be assessed easily.
- 2) The auditor must show his interest and sincerity towards the presentation and must provide appropriate feedback to the presenter.
- 3) Using microphone and visual aids during the rehearsal make the coordination and projections more effective.
- 4) The presenter should be careful about the time perimeters.
- 5) Rather than just sticking the eyes over the notes, the presenter should make eye contact with the audience in order to show his confidence.
- 6) During the rehearsals, the presenter should mainly emphasize on his communication skills which may include his voice tone, voice volume, pronunciation, intonation, confidence while speaking, etc.
- 7) A video recorder may turn out to be a good tool to record the entire rehearsal. This may help the presenter to identify his body language and voice, rectify the mistakes (if any) and perform better while delivering the presentation in front of the audience.

Delivering Your Presentation: Techniques of Delivery Giving presentation in front of an audience is not an easy task. It requires a lot of practice. Rehearsing the presentation not only makes the presentation qualitative and effective but also minimizes the anxiety of individuals delivering the presentation for the first time. Frequent presentations brush

up the presentation style of the individual and increase his confidence level with each presentation. More rehearsals prepare the presenter to face the audience confidently and perform better.

Different techniques can be used by speakers to deliver their presentation:

1) Memorizing Method: Individuals giving presentation for the first time are usually nervous and have a lot of stage fear. Such people follow memorizing method and prefer cramming up the entire presentation. Cramming up the presentation word-to-word may make them feel confident, but for short duration. The major shortcoming of this method is that once the presenter forgets something while going through his speech, it may adversely affect his entire presentation. Besides this such presentations are not so appealing and natural as they lack the involvement of the audience.

2) Reading Method: This method is basically used by such people who deliver any complex information such as some technical paper, report, or statistical data in their presentation. In this method, presenter delivers his presentation by reading out the manuscript. This method is considered as a confidence booster as it reduces the anxiety of the presenter and there are no chances of forgetting something in the course of the presentation.

3) Outlining Method: Outlining method involves use of delivery notes during the presentation. This method is considered as a useful method by number of people as just a single glance at these delivery notes helps them to recall their presentation's central idea and boost up their confidence to face the audience. This method makes the presentation look natural. The quality of the delivery notes decides the accomplishment of the presentation.

4) Speaking Impromptu: Impromptu presentations basically mean unprepared or spontaneous presentations. These presentations are generally delivered unexpectedly, for example, when the presenter has to inform the other people regarding any new process which is essential to understand a new project. Sometimes, this method is also used when a superior asks his subordinate to speak a few words regarding any issue on the spot without any preparation.

4.2.7. Dealing with Fears

Given below are some suggestions that can help in dealing with fears:

1) Knowing the Subject: By understanding the subject in a better way, a person can deal with his fear. Further, it will help the people to boost their confidence and remove their hesitation in public speaking.

2) Rehearsing the Talk: One can achieve efficiency in giving speech through continuous practice. After preparing or writing the speech, the speaker should rehearse it several times in order to eliminate the fear of speaking

3) Pre-Checking the Equipment: Equipment like projectors, markers, etc., should be checked beforehand so as to avoid any kind of interruption while speaking. If this pre-checking is not done, there are chances that the equipment might not work properly at the time of speaking, which can break the flow of the presentation.

4) Using a Pointing Object: For some people, a pointing object like pen, sticker, marker or pointer boosts morale as they use it for explaining the points in a better way.

5) Taking a Deep Breath before Speaking: For dealing with fear, people should take a deep breath prior to giving the presentation.

6) Moving During the Speech: One should not just stand at one place while speaking; rather, the speaker should move along the stage for providing a clear visibility to the listeners.

7) Getting Organised: For dealing with the fear of speaking, the speaker should attentively plan and organise all the information which is to be presented. The nervousness of the speaker decreases when he becomes organised. For this purpose, the speaker can also draw a small flowchart or outline important steps in a small piece of paper for remembering the important points:

8) Practicing More and More: The speaker must practice his complete presentation numerous times to deal with his fear. The more he practices, the greater he deals with his fear. If possible, the speaker can visit the place where he will be speaking in order to make things familiar. Also, the speaker can arrange a video shoot of the presentation in order to identify flaws and further scope of improvement.

9) Recognising the Success: The speaker can deal with his fear by recognising his past successes. Also, when the presentation is done, the speaker should praise his

performance regardless of how it went. The speaker can make a check on how his particular worries passed. Moreover, opportunities for further improvements can be made by reviewing the performance.

10) Challenging Particular Worries: People tend to overemphasize upon the possibility of bad happenings if they are afraid of them. The speaker must control his overestimation. Instead, he should make a list of particular worries upon which improvement is required and then act accordingly by challenging them.

Techniques of Presentation

The different techniques used while making presentations are:

1) Audio-Visual: Using audio-visual aids while making a presentation on a given subject means to use both sight and sound to appeal the audience rather than to use just spoken words or visuals. They are a powerful way of arousing the audience's curiosity with regard to the subject and also Ensuring that the audience actually remembers what was said in the presentation. One good audio-visual could perform the job of a thousand words. The way the audio-visual aids are to be handled should be well understood and mastered to avoid mismanagement during the presentation. Examples of audio-visual aids are a film projector, VCD player, television, computer and LCD projector.

2) Lecture: A traditional method of oral presentation is giving a lecture to an audience. A lecture is an educative talk, given especially to students in a school or a university. Teachers, since time immemorial, have been teaching students by lecturing. A good lecturer understands the importance of lecturing on the subject matter with a healthy dose of humour and some anecdotes to make it easy for the audience to understand. For a lecture to be effective, it is helpful if the speaker provides the audience with a list of the points that are going to be covered in his speech. This indicates not only that the lecture has been carefully organised but also that it will be simple to keep with. The best lectures, by teachers or others, encourage the audience to think in ways different from the generally accepted norms.

3) Role-Playing: Role-playing usually includes the presenters of a presentation taking on different roles or playing different characters to get their point across to an audience. The best advantage of role-playing is that it can bring into play a number of perspectives

on a particular issue by making different characters expressing their individual viewpoints. Even questions of the audience can be anticipated in this manner, i.e., one of the characters in the role-playing is for asking questions which the presenters think the audience might want answers to. Rather than one person making the entire presentation, role-playing can be used to convey important information in a less monotonous way by means of interactions between the characters.

4) Sentence Completion: Sentence completion techniques involve giving the audience members half or partly formed sentences and asking the audience to complete them. Getting or expecting answers from the audience is not the sole objective of the presenter. The main aim is to bind the audience and check whether the audience is attentive to the presentation or not. Hence, the way the audience completes a sentence reveals much more about the thoughts, feelings and mental conflicts of the audience.

5) Problem-Solving: The emphasis here is on problems such as stress, conflicts and peer pressure. Solving these problems requires methods such as brainstorming, reverse brainstorming, Gordon methods, etc.

6) Demonstration: A demonstration is the act of displaying the operation use of a product, machine, process, device, or the like to a respective buyer. For example, in business, a demonstration refers to Growing the working of a product or service performed by a company N demonstration can also be used to educate voters as to how to exercise their voting rights by casting votes through electronic voting machines. A demonstration is also a part of presentations made by a salesman wherein he tries to show to a potential customer how the former's products can meet the latter's needs. To do so, he must not only arouse but also maintain the customer's interest in his products.

7) Dramatisation or Skits: One of the techniques that can be used while making a presentation is to present information through plays, i.e.. through dramatisation, or through skits. Instead of the presenter simply appearing on stage before an audience and reading out his presentation in a boring way, dramatisation or skits provide a much more interesting way to communicate with an audience. Skits involve different characters talking to each other, allowing the audience to grasp important information in an entertaining way. A successful presentation consists of preparation and delivery in

the ratio of 75:25. Thus, it is crucial to plan the dramatisation part in an oral presentation and organise its contents in such a way that they produce the best possible effect on the audience.

8) Case Studies: A case study can also prove to be a valuable source in making presentations. It is an in-depth investigation of a certain subject. It often involves merely noticing, or reconstructing the case history of a single person group of individuals or a situation over a period of time. Case studies allow researchers to investigate a topic in far greater detail than might be possible if they were trying to deal with a large number of research participants with the aim of 'averaging'. If a case has been studied and examined thoroughly, the content of the presentation should pose no problems. The advantages of case studies are that they provide detailed, rich qualitative information and insights for further research. The disadvantages of case studies are that the results cannot be generalised to a wider population, the researcher's own subjective feelings may influence the case study, and that they are time consuming and difficult to replicate.

Presentation Skills

The list of skills required for giving a presentation is as follows:

1) Keep the Listeners in Mind: Formulate a presentation from the audience's point of view. The main objective of an effective presentation is to fulfil the various needs, wants, and sentiments of the target audience. If the presentation has no relevance to the physical, emotional, or financial welfare of the audience, the audience is tend to lose the attention and interest within the first two minutes of the presentation.

2) Offer Value to the Audience: The presentation should be such that here is something to be offered to every person in the audience. And if that is not the case, the presentation is bound to fail as the audience such irrelevant information.

3) Begin with the End in Mind: As everyone is interested in gaining advantages and end results, and not in assurances and generalities. The audience should be aware of what to expect, the way in which the information can be utilised and its direct advantages to them. Hence, start the presentation while considering the end, and adjust the presentation as per the needs and wants of the audience present there. And thus, focus on the delivery of presentation more carefully once the theme is planned.

4) Connect with the Audience on an Individual Level: Establish a direct contact with each and every individual who is part of the audience as if he is the only person in the room. The presentation should be unique and in correlation with the reason for which audience has especially come to attend it. The audience should be given necessary confidence that by the end of the presentation they will have a better perception, information, and will have relevance with the data provided. This is possible if the speaker is an expert in the subject of the presentation.

5) Practice the Presentation Style: Take an account of the three different styles of presentation namely, visual, audio, and kina esthetic (hands on) which are a part of the delivery. How to shift between them? It is definitely true that practice always leads to perfection. One technique of practicing and sharpening the presentation skills is to arrange a video recorder and record the presentation. Then a presenter can take the opinion of a colleague or any reliable friend by showing him the recorded presentation. Practical remarks about the delivery and style used in the presentation are important for rectifying the errors in the presentation.

Essentials of a Good Presentation Following are the essentials of a good presentation:

1) Contents Matching the Audience: The most important feature of a good presentation is that the contents should be in tune with the grasp and mind-set of the audience. The presentation will fail to achieve its purpose if the audience will not grasp or accept the content of the presentation. The content, as well as the mode of presentation, should be interesting.

2) Language Comfortable to the Audience: The audience should be comfortable with the language in which the presentation is made and also with the degree of complexity of the language. The selection of jargon and difficult-to-understand words should be limited for the audience's comprehension capacity. The effectiveness of the presentation can be enhanced by the use of graphics and vivid language.

3) Brevity: As the proverb goes, 'Brevity is the soul of wit', a presentation should be concise. The length of the presentation should be judiciously decided, keeping in mind the audience, the purpose, and the situations.

4) Logical Sequence: Presentation is a live interaction between the presenter and the audience. Hence, it is important that the presentation progresses in a proper logical sequence. Unlike the reader of a book, the audience should not be required to move back and forth to connect the dots and create a logically sound picture in their minds.

5) Mastery and Preparation: Mastery of the subject and extensive preparation are prerequisites of a good presentation. With these factors backing a presentation, it will consist of illustrative cases, accurate statistical data, and appealing audio-visual effects, and the delivery of the presentation will be confident and seamless. All these helps enhance the credibility of the presenter and the confidence of the audience in him/her.

6) Energetic Delivery: Delivery of a good presentation should be full of zest and vigour. Contagious qualities get transmitted from the presenting professional to the audience through eye contact. An energetic countenance, well-modulated voice, and appropriate gesticulations make the presentation dynamic and interesting.

7) Appropriate Humour: A good presentation consists of appropriate and tasteful humour. A serious message mixed with humour gets easy acceptance. It also saves the presenter and audiences from getting bored.

All the best