

Quick guide - Presentations

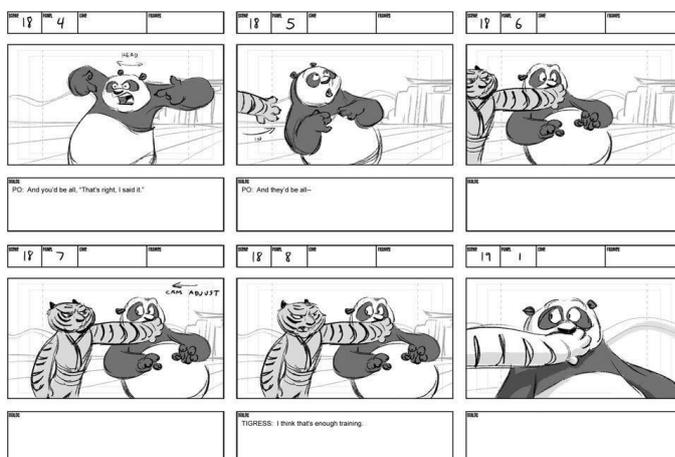
The final stage of the Enterprise Skills Project is giving a short talk on your idea at our celebration event – the Festival of Ideas. During the workshops, we talked about using storytelling as an effective and engaging way to connect with your audience. This is a chance to tell the story of your idea to a friendly and supportive audience who want you to do well.

If you Google ‘presentation skills’ you can find loads of websites offering advice on what to do and what not to do when giving a presentation. There’s so much advice out there that it can be a bit overwhelming. This quick guide is here to give you some down-to-earth, practical tips to help you plan and deliver a great presentation.

Think about your message

What is the actual point of the presentation? Is it to inform people? Is it to get them to agree with you about a solution to a problem? Is it to be fun? It might be one or all of these things, but it’s worth thinking about this before you think about the words you’re going to use. If you’re informing people, you might want to include a killer fact that supports what you’re saying. If you want the audience to agree with you, you might say *“I think you’ll agree that...”* or *“wouldn’t you agree?”*. This is a great technique to use if you want to know if the audience is on your side. Doing this will help you to set the tone of your presentation, and will make it easier to find the right kind of words to get your message across.

Planning and organising your presentation



This is probably the most important (*and the easiest*) thing you can do. Make a plan of what you’re going to talk about. Just like this storyboard image, break your talk down into several stages (e.g. introduce yourself, say the name of your business idea, talk about the problem that your idea solves and how it works). This will help you to clearly map out what you’re going to say, and in what order.

What should you cover in your presentation?

It's your presentation, so you have complete control over what goes into it. However, there are some things that you should definitely include, such as:

- Who the members of your team are
- What your idea is called
- What your idea does
- Why your idea is useful (e.g. it meets a customer need or solves a problem – say what this is!)
- Who your customers would be and how you'd reach them
- Any market data that supports your idea, e.g: *the UK uses 8.5 billion straws a year, and plastic straws are one of the top 10 items found in beach clean ups*
- How your idea works – how you'll make money from the idea
- Who the competition are and your USP (Unique Selling Proposition)
- Finish by asking the audience if they would like to ask any questions

How long should it be? How much information should we give?

This presentation is only for a maximum of 5 minutes. So, you don't have to give the audience every bit of information about your idea. The audience may ask some questions afterwards, so try to think about what they might ask e.g. *how much it would cost you to make one of your products, how would you advertise it, etc.*

There's nothing wrong with a quick presentation if you get all your main points across. Focus on telling a story and being interesting. If you sound interested in what you're saying, the audience will be too!

Remembering what to say

The best way to remember what you're saying is to practice. After a while, it just sticks.

Some people like to have notes with them - this is fine. Just make sure that your notes can be read quickly and easily. That way, you'll be able to glance at them and then look back up at the audience. If your notes are too detailed, you'll end up reading them out – and that's where your presentation can lose its impact.

You can also use slides if you want to. We'll have a laptop and screen available to use.

If you want some help in planning your presentation, let your tutor know and we can arrange a quick training session. Andy's on hand to help!