

**Good Preparation – Better Presentation
Preparation and Research are Crucial**



Presentations are often common in your daily work. Often, it is the presenter's persuasive power that will determine whether or not a project or an idea is put into practice. You could frame an '80/20 Rule' which states that 80% of a presentation's success is dependent on the performance of the presenter and 20% on the material, topic and content. Although 20% is not much, in order to achieve the desired 100% result, good preparation is essential.

Goal Setting – What is the purpose of the presentation?

Before starting, you should clearly define your goal: Is the presentation about a product or concept (objective)? Is broadening knowledge the intention (information goal)? Is the presentation intended to be the starting point for activity (persuasion goal)?

Target Group Analysis – Who is listening?

Just as important is the knowledge of the target group. What are their expectations? Consider the previous knowledge and attitudes of the audience. Are they neutral, positive or negative towards the idea or me? Use all sources of information for your optimal preparation: personal interviews, online research, press releases and market research provide a good overview.

Conclusive Composition - the 'Structural Formula'

A presentation is divided into 3 classical parts: introduction, main message and conclusion. At the beginning, the listeners' attention is the highest. The introduction consists of greeting the audience, introducing yourself, mentioning the topic and giving a short overview of the agenda. A good introduction is important to capture the audience's attention. Look for a current or local relationship or start with an anecdote or a quotation that exemplifies the relevance of your topic.

The Weight of the Content

A = Core information – a statement with the highest priority → 'must have'

B = Additional information – expanding elements (examples, comparisons, quotations...) → 'should have'

C = Background information – relaxing contributions (movie sequences, slideshows, stories...) → 'nice to have'

The main message is the core of a presentation and it is always specific. Arrange your elements in a way that your audience can absorb the information, retain it and put it into practice. A logical outline, a recognisable core message and 3-5 bullet points provide a good format to use. Rank the content details of your presentation to keep it well balanced. It is normal to have more material than needed for the time available. Prioritisation will help to identify the essential from the extra information. (See box.)

The 'Rule of 1 to 100' from live theatre could be applied here – for every 1 minute of presentation you need 100 minutes of research, preparation and practice to deliver a strong, memorable and effective presentation.

A strong conclusion that gives an appeal, perspective or recommendation is as important as a good introduction. For both, the following applies: distinguish yourself! Use clear images and concise language to leave a permanent impression.

You'll find more information and valuable tips for presentations and preparation in **BEITRAINING**'s **Professional Presentation Skills**® (PPS) programme.

Quotation of the month:

"Before anything else, preparation is the key to success."

Alexander Graham Bell

**BEITRAINING® opens in
Hannover, the capital of
Lower Saxony**

The twenty-third Regional Training Centre of the international training company **BEITRAINING**® opens in Hannover, the capital of Lower Saxony (in the North of Germany). The franchise licence for the region of Hannover South has been granted to Martin Ledvinka.



As an expert in project management and business consulting with a special focus on the IT business, he recognises a growing need for training, particularly in small- and medium-sized companies.

"In times of economic downturn and short-time work many companies focus on people skills training because both sides can benefit from it - employers and employees", says Martin Ledvinka.



BEITRAINING
BUSINESS EDUCATION INTERNATIONAL

Kleinreuther Weg 87
90408 Nürnberg
Tel.: 0911/20 600-0
Fax: 0911/20 600-14
info@bei-group.com
www.bei-germany.com