



How to present ideas

“How to” Space





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Writing a presentation is like
writing an ad ...



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Because ...

- . You have to know who you are talking to.
- . You have to get their attention immediately.
- . You have to give them some good information so you keep their interest.
- . You have to give them a call to action at the end.



Know who you are talking to

- Know their names.
- Know their involvement in what you are presenting – how much do they know about it? Have they been involved from the start? How do they feel about it?
- Know what they are expecting from you so you can deliver more.





For example, you have to present your website to your English teacher, who is posing as the client. You are the fourth presentation so far ...

Think of three words to describe how your teacher is feeling.

Excited? Drowsy? Optimistic?





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So what are you doing to do ...

- To get his or her attention immediately?
- To set your presentation apart from the previous ones?
- Do you have an interesting story? Fact? Visual? Music? Action? Quote?
- How are you going to establish common ground? To let your teacher know that you understand the reason for their advertising problem and have a wonderful solution.



Get attention immediately

- If the headline doesn't interest you, you flick the page.
- If the first five seconds of the TV ad doesn't grab you, you've already picked up the remote control.
- Same in any presentation. If you don't get their attention immediately, then you have lost them.
- Lead with your best argument.





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Give them some good information

- You're doing well so far. You understand your audience and you got their attention.
- Now you've got to tell them some important and relevant information.
- The middle of your speech is the meat. It has to contain the support for your idea, the reason why they should believe in it.



But information can be boring (or at least boringly presented)

- Think about how you could deliver the information to make it interesting to your audience.
- For example, if you are talking statistics in a donut market, use the shape of a donut instead of a pie chart.
- If you are talking about selling books, then use books instead of a bar chart to show the market growth.



But information can be boring (or at least boringly presented)

- If you are trying to describe your target market, find a photo instead.
- If you want to demonstrate a kind of technique you want to use, show an example.
- Visuals make presentations more interesting and save a lot of words.
- And please, don't put a tonne of words on your powerpoints. No one will read them.

End on a high note

- What do you want your audience to remember about your presentation?
- Make sure you say it at the end.
- Finish on something that is really important to the audience – like how this website will solve the client's needs.
- And make sure you do conclude – don't leave them wondering whether you will say more.

So, in summary

- . Understand the presentation – know your material or you'll look like an idiot.
- . Get and keep attention – consider the beginning and end and build in a few surprises along the way.
- . Bond with the audience - find common ground with your client. Let them know you are on their side.
- . Establish your credibility – eliminate any doubt in the audience's mind.
- . Be persuasive – align your presentation with client needs and wants.