The Usage of Technical Presentations and Professional Speaking in Educational and Corporate Sectors

Kamalakar Baburao Gaikwad * (iD)
Head and Assistant Professor in English
Mahatma Gandhi Vidyamandir's
Arts, Science & Commerce College, Surgana, Dist-Nashik.

ABSTRACT

Today's instructive system has become more amenable to assortment and a much wider range of interests and capabilities. In today's world, we observe that a ground-breaking and techno-savvy audience is coming into view that is technological in academic accomplishments. These audiences anticipate that the speeches delivered by the speakers should be appealing, interactive, reachable and engaging. It is the technology that draws more attention to the presenter as well as spectators. In this globalized world, new kind of presenters and presentations are conveyed through podium speeches. These presenters such as CEO's, politicians, priests, University Professors, Sales representatives etc., deliver presentations in inventive ways. Presenters are expected to employ visual aids and to offer handouts to the audience. The pioneering presenter always connects with the audience during speaking and leaves a long-lasting impact on them. At the same time, the audience takes hold of the information demonstrated on the screen. In this manner, technical presenters endow with technical proficiency through their resourceful presentation. In this research article, the researcher would like to acquaint the major traits of a capable and trustworthy presenter has focused on several characteristics of technical presentation and professional speaking. He has talked about the several presentation-based facts such as definition, features, significance, goals, types, classification, configuration, mechanism, planning and delivery of the presentation, preparing and making presentation, use of audio-visual aids, the groundwork of PowerPoint slides and transparencies, guiding principles and verbal communication for effective presentation etc.

Keywords: Presentation, Professional speaking, education, corporate sector, visual aids, transparencies.

Introduction

Today's education system and corporate sector are in search of good presenters and professional speakers. They expect a wider range of presentation abilities from the inventive presenters. Both the audience and presenter must be techno-savvy so that they can boost the morale of one another and can make specific improvements in their learning capacity. Academic accomplishments and industrial requirements should go hand in hand. The presenter,

while presentation, needs to deliver his presentation in an interesting and convincing manner. In this globalized world, new kind of presenters and presentations are welcomed through their presentable style. Presenters are expected to employ visual aids and offer handouts to the audience. The pioneering presenter always connects with the audience while speaking and

leaves the long-lasting impact on them. In this manner, technical presenters endow with technical proficiency through their resourceful presentation.

Before going to discuss presentation related aspects in detail, let's have a focus on key terms like presentation and professional speaking.

Presentation

Presentation is the art of effectual management. Here, the attempts are made to finish the targeted task with the help of subordinates. Presentation is the outcome of proper planning, analysis and appraisal. It plays a vital role in administrative organizations. In corporate sectors, presentations are basically carried out for imbibing the in-depth knowledge among the audience.

'A presentation is a form of verbal communication that can be adapted to a variety of vocalizations such as talking to a group, addressing a meeting or briefing a team.'

Basically, a presentation offers information about merchandise, an initiative and subject matter. It is used to present reports, proposals, policy statements and probability studies. Nowadays, presentation is the most practical and effectual instrument in the field of learning and business sectors, which is closely connected to career and personal augmentation. In the course of their everyday vocation, students, managers, researchers, scientists, teachers, sales and marketing executives and administrators require this expertise. In the presentation, it is the speaker's job to evaluate the audience by keeping in mind 'Know Your Audience' (KYA). It is rightly said that, 'Don't speak because you have something to articulate; converse because your spectators need to take notice of your message.'

Professional Speaking

'Professional speaking is the skill which demonstrates how professionally you converse and how you extraordinarily fit into place your spectators.'

Public vocalization plays a decisive responsibility in professional speaking. In reality, professional speaking is an art of oration. It refers to verbalising individually to subsisting listeners. The orator can manipulate the entire universe through his effective words and convincing actions. Audience's opinion and perspectives can be transformed through professional speaking. The speaker transfers understanding to an audience through his speech. The Influential public speakers have the ability to convince, educate, motivate and inform others. It helps you to become a natural leader. Public speaking is very crucial for building and developing your leadership qualities. It helps you to convey your thoughts and opinions effectively to others. An effective leader always tries to persuade others and help them transform their minds.

Objective of the Paper

The objectives of the paper are as follows.

1. To appreciate the concept presentation

2. To plan the presentation and to prepare the content of the presentation

3. To develop presentation skills and to learn effective use of visual aids

4. To co-relate presentation with professional speaking

Materials and Research Methodology

The research material and data is collected from the several sources. Later, this information is explored, dissected, and established through theoretical and practical methods in order to check its validity. Specific techniques are employed to recognize and evaluate the selected information about a subject matter.

Literature Review

The research articles on the said topic are as under:

1. Introduction to Presentation Techniques, August 2012 'A Handbook on Development of Life Skills', MSBTE, ISO 9001:2008, Mumbai, Sem-III, Diploma in Engineering and Technology, August 2012.

In this article, the prominence is given to major concepts in presentation skills, importance, components, planning for presentation, presentation preparation, presentation delivery, use of

audio / visual aids, preparation for PowerPoint slides and transparencies, performing presentation and guidelines for effectual presentation.

2.Chaskar, Ashok. 'Fictional Summit: A Collection of Poems and Prose; BOE, Orient Blackswan, Hyderabad, 2015

This article deals with definition and kinds of presentation and structuring the content for presentation.

3.Deshmane, Chetan. 'Literary Vistas: An Anthology of Prose and Poetry', Board of Editors, Orient Blackswan Private Limited, Hyderabad, 2014

The author has highlighted about the visual aids, the language of presentation and making a presentation.

Importance of Presentation

In today's professional world only working hard and keeping excellence in our employment is not adequate to arrive at our goals. One should be able to present what he is doing in an attractive manner to all those concerned. Whatever we do in our life, whether it is a job, service, business or any other its success not only depends upon it eminence but also it depends upon how it is presented. They may be clientele, learners, teachers, end users, peers etc. It is essential for everyone to comprehend the magnitude of presentation and take hard work to develop presentation skills. However the importance varies according to the purpose of presentation, type of presentation and the profile of the person performing presentation. Every presentation has its own rationale. While focusing on the presentation, one should not disregard its objective. An effective presentation gives satisfaction to the presenter as well as to the audience. The significance of effective presentation is as follows:

1. Presentation proves beneficial to the presenter and the audience

2. Use of contemporary presentation method has a good impact on the audience

3. It enhances the knowledge and awareness of the audience.

Features of Presentation

An effective presentation has the following prominent features.

1. Catchy Phrases by Stalwarts:

Quotes always work as a magnet for the attention of the audience. Therefore, we should use relevant quotes that encourage the audience.

2. Use of humour:

Humour should be used with decisive care in presentation. It should entertain the audience and not to hurt them.

3. Use of Graphics:

The use of pictorial material enhances the excellence of the presentation as they articulate better than a thousand words.

4. Statistics:

In order to attract the audience, use legitimate and accurate statistics which should be appropriate to the topic. We need to offer possible sources to support it.

Types of Presentation

Here are the several types of presentations:

1. Motivational Presentations:

Political contenders and religious leaders convey motivational presentations and informational talk and sermons to keep peoples level of obligation high.

2. Goodwill and Image Building Presentations:

These presentations build goodwill and the image of the presenter. They are framed to entertain. They are ceremonial, informative, entertaining, persuasive and goodwill-oriented.

3. Persuasive Presentations:

The primary purpose of this presentation is to influence the target spectators to get hold of a convinced merchandise, to prolong their aspirations or to revolutionize the approaches.

4. Sales Presentations:

Corporate worlds sell their products through sales executives by knowing the market demands, market survey and customer needs. Sales team provides the details of their manufactured goods

to the prospective customers. They arouse the curiosity in their mind by launching innovative ideas.

5. Presentations for Entertainment:

These presentations are planned to enlighten, build a positive design and produce munificence.

6. Presentations for Training:

Presentations for training deal with the essential skills which need to be nurtured in the target audience. The presentation can be carried out on the probable issues such as team building, leadership, reconciliation, time management, stress management, meetings arrangement, deliverance of presentations, sales methods, dealing with people at place of work etc.

The Presentation can be classified as under.

1. Overhead Projection Transparencies (OHP's)

2. Power Point Presentation

3. Real Objects and Slides (35 mm)

4. Flipcharts, Black or White Boards, Scratchpads

5. Video or Film

Structure of Presentation

The effectiveness of presentation relies on the selection of the elements of presentation. All presentations must be complete in themselves. They should have apt beginning, a body and convincing conclusion.

1. The Beginning:

The beginning should consist of greetings, a brief and clear statement of the subject and the purpose of the presentation and an outline.

2. Main Body:

Main body is the main content and internal structure of the presentation. Here, logical ideas are arranged in chronological order.

3. An End:

It is a summary of the most significant points, followed by comments made to end the presentation and to show gratitude to the audience. There is a brief session for questions and answers. Make sure that you make your content interesting and easy to understand with examples and visuals.

Components of Presentation

The components of the presentation are as under.

1. Time Management and Respect for Time:

Timely presentation is the basic requisite by a good presenter. He should end the presentation by retaining the significance of it. He keeps in mind the time limitation of his presentation. He comprehends the worth of Chronemics and reveres the spectators about their charisma.

2. Rehearsal

Rehearsal is the soul of presentation. Presentation without rehearsal leads to failure. Actual presentation becomes successful after proper rehearsal. It helps the presenter to modify his presentation and retains the interest of his audience. Even he can enhance his performance and deliver error free presentation.

2. Paralanguage

Through vocalics, presenter employs appropriate tonal and voice qualities. He fluctuates his voice modulation and size of volume. During presentation, he takes utmost care to keep his voice convinced, flexible, rigid and courteous.

3. Body Language

Presenter should be careful in using his body language. It deals with eye contact, gestures, postures, facial expressions etc. Positive body language draws the attentiveness of the audience.

Planning and Delivery for Presentation

An impressive introduction leaves an everlasting impact on the audience. It attracts the attention of the reader. Delivery of presentation consists of topic, rationale and length of presentation. The specific purpose of presentation is always delivered to a specific audience. Such presentation proves beneficial to the presenter and the audience. During planning the presentation one must ask these questions to himself:

1. What are the topic, purpose and duration of the presentation?

2. What probable questions may be asked by the audience?

3. Which type of media is required?

The goals of the presentation are as under:

1. To create an interest about something in the mind of the audience

2. To influence the teacher and friends by making it attractive and presentable

3. To provide additional information and to create awareness among the audience

Presenters should collect information about the topic from internet sources, books, magazines, booklets, libraries, experts etc. He should consider the duration of presentation before planning. It helps him to prepare the content in a well-organized manner. Accordingly, he prepares the PowerPoint slides and transparencies according to the presentation sequence of contents. He manages his time for introduction, content delivery and summary.

Preparing for Presentation and Building the Content

Personal understanding and experience start the presentation. The content can be enriched through libraries, books, catalogues, magazines, internet etc. After gathering all pertinent material, build up the content by using mind map. It helps to resolve specific information to be used to express the ideas for audience. Write down all the points that are useful for presentation on a paper arbitrarily. On the next day, take out the mind map, read it thoroughly and take away the points which are appropriate to the topic. Effective presentation demands following parameters:

1. Priority:

It is better to prioritize points so as to gratify the audience. Prioritization creates the harmony between the audience and the presenter. It also makes the presentation coherent and smooth. It helps the audience to connect the thoughts in easy manner.

2. Relevance:

Find out whether the point under consideration has any relevance to the presentation. Eliminate the unrelated points if any or you may insert new points to make it meaningful.

3. Multiplicity:

Replication of points may produce perplexity in the listener's mind.

Useful Guidelines for Preparing Effective Presentation

1. Choose the topic or subject of the presentation that suits the occasion and the audience.

2. Prepare the content of your presentation. Mention its objective or purpose.

3. Know your audience, the level of the content, formality and style of presentation

4. List out the important points and take its revision.

5. Do not overcrowd too much content in presentation.

6. After finalization of main points, arrange them in a logical sequence.

7. Think of sub-points that could come under your main points.

8. Prepare graphs, tables or charts that you want to put on slides.

9. Rehearse the presentation very well so that it would create confidence in the mind of presenter.

10. Use appropriate body language

11. Make apt pronunciation of words

12. Use grammatically correct sentences

13. Be polite with the audience

14. Stimulate audience to contribute in discussion

15. Carefully listen to the doubts asked by audience

16. Conclude presentation with attractive quote or anecdote

Use of Audio-Visual Aids

The use of audio-visual aid can enhance the effectiveness of the presentation. It is worth noting fact that a presenter should prepare good visual aids such as slides and transparencies and use them effectively. These aids form the framework that supports the presentation.

Following are the significant aspects about visual aids. First of all, check the working condition of the audio-visual aid. It should be kept ready for the show at least ten minutes before the beginning of presentation. It should be properly connected to other equipments like PC, Laptop, Audio system etc.

1. All the visual aids must be related to your talk. The slides should be in the right order.

2. Do not put too much information on one visual.

3. Written matters on slides and transparencies should be in the form of keywords or phrases, points or short sentences. Try to limit the words per slide to a maximum of ten.

4. Edit the text on your slides carefully to avoid errors in spelling, punctuation and typeface.

5. Prepare your slides in such a way that the audience sees only one visual or point at a time.

6. Before you show a slide, tell the audience a line or two about it. After it is put on screen, explain it more fully.

7. Do not move from one visual to another without giving the audience time to absorb the information on it.

8. Practice moving forwards and backwards within your presentation.

9. It is useful to give the audience handouts at the end of your presentation. They will be able to watch the slide show and listen to you without having to worry about taking down notes.

10. Visuals should be designed with care so that they are simple, clear as well as appealing. The layout should be clear and well designed. Choose the appropriate colour for the background.

11. Use a minimum 20-point Times New Roman typeface that can be read from the back of a room.

12. Before you start, check if the projector you will be using works and is kept in the right position. Also make sure that the room is neither too bright nor too dark.

Preparation of Power Point Slides and Transparencies

Basic Preparation of Power Point Slides:

1. Select a suitable outline of slides pertinent to the topic and use appropriate font to write the contents. Size should not be too large or too small.

2. Use pictures, graphs, charts and audio-visual aids in your presentation.

3. Use different tools such as animation effect, background sound etc. to make slides more attractive.

Basic Preparation of Transparencies

Transparencies are available in overlay transparencies. It is used when the presenter desires to use it as a blackboard. Writing is usually done on the scroll in front of the audience. Single sheets are prepared in advance and are used as a tool for effective presentation. Contents on transparency should be the key points with proper size visible to audience. After preparation of transparencies, it should be numbered so that it can be easy for the presenter to display the proper transparency at the right time. All the transparencies should be kept in a transparent folder so that it is easy for the presenter to select and locate the right one. Such folders can be arranged according to topics and subtopics.

Performing and Making Presentation

Presentation can be performed at seminars, paper presentation competitions etc. Effectiveness of presentation depends on the understanding of presenter, effective use of available equipments and energetic participation of audience in the presentation. While performing and making the presentation, following points should be considered.

1. Selection of Audio-Visual Aids

Presenter should use the sufficient audio-visual aids for the presentation.

2. Choose apt way of Presentation

The presenter should follow proper way of presentation considering the situation, type of function, purpose and time allotted for the presentation.

3. Plan your Presentation

Plan your presentation in such a way that will enable you to keep to the time allotted to you. Last five minutes should be spared for answering the queries of the audience.

4. Adhere to your original Plan

Stick to your original plan for the presentation.

5. Use Your Voice Clearly

Use your voice clearly according to the size of the room and the audience. Speak at a natural and even space. Varying the pitch and tone of your voice makes it interesting for the audience to listen to you. Pausing at appropriate points in your presentation is effective.

6. Avoid Pacing Up and Down

It is less distracting for the audience if you stay in one place. Move only when you have to go the whiteboard or operate the equipment or pass handouts around.

7. Use of Proper Body Language

Your appearance, facial expressions, eye contact with the audience and body language are very important factors that contribute to the success of your presentation.

8. Explain the matter than Reading

Do not read out the matter on the screen or a prepared script.

9. Avoid blocking the Screen

Do not block the screen or stand facing it so that your back is turned for the audience. Remember that you are talking to the audience and that the matter being displayed is for them to read.

10. Check the Working Condition of the Equipment

Before the presentation, try operating the equipment you will use to project your slides or transparencies on the screen to see if it works and if you are comfortable with it. If someone else is going to operate the equipment, speak to the person beforehand and explain what you want when and also how you will signal what you need.

11. Rehearsal of the Presentation

Prepare your presentation early and rehearse it as many times as you can.

The Language of Presentation

While making presentation, we should use spoken language. In presentation, the presenter predominantly uses ceremonial language. A good presentation must contain four basic parts.

1. Introduction

It should have an appealing and convincing introduction. The gist of the presentation must be introduced to the audience. Here the presenter welcomes the audience by greeting. He introduces the subject. He also explains the outline of the presentation.

2. The Body

The body explains the major ingredients of the presentation. Here a presentation is started with showing visuals to the audience as a core discussion.

3. Conclusion

Conclusion or end represents the discussed agendas in the presentation. In this session, presenter sums up his speech, thanks to the audience, suggests probable recommendations.

4. Question-Answer Session

An interaction with audience can be made fruitful by inviting question session at the end of presentation. He tries to deal with the questions asked by the audience. He ensures to answer them satisfactorily. Finally, he thanks to his audience with a sense of gratitude.

Here are some expressions that presenter uses while making his presentation.

a. Opening Remarks:

-Hello everyone. Good morning………Welcome to………. (name of organization)

- In my presentation today, I am going to………………….

- I am happy to be here this morning / afternoon / evening.

 - Narrating the Purpose:

-Dear friends, the topic of my presentation is ……………..

- The ultimate aim of my speech is to …………………………

b. Summarizing the Outline:

-I have divided my presentation into……………………………..

-The issues to be discussed in my presentation are………………………..

c. Starting with the Content:

-I will take about fifteen minutes of your time. We will have a question and answer session after that.

-Shall we begin? Right, I will begin by………

d. Moving to another point or going back to an earlier point:

- Let us now turn to………………..

-Let me allow moving on to the topic……….

-I would like to recap what we have studied ……………

e. Emphasizing important points:

-We need to comprehend…………..……….

-It is exceedingly suggested……………...

-It is enormously accurate……………………….

f. Drawing attention to visuals:

-You can visualize the fact that……………

-Can you please focus towards the slide?

g. Making recommendations:

-I stalwartly advocate that ……………….

-My suggestion is that……………………..

h. Keeping the audience involved:

-How would you decipher this difficulty?

- Don't you think we must deal with this dilemma?

- Can you imagine of a technique of dealing with this?

-I would like to appreciate why I am articulating this.

i. Summarizing and Concluding:

-Thank you all for your patient listening and kind attention.

-I would like to conclude the focal characteristics of my presentation……….

- I would like to end the session with………….………….

-I am very pleased to the spectators for your enduring attention…………..

j. Inviting questions:

- I will be pleased to answer your questions.

Conclusion

In technical presentation and professional speaking, an effective conclusion is the most vital element. This conclusion deals with three parts: a summary, review of the main points and a concluding device that helps create an everlasting impact in the minds of the audience. For any presentation, presenter should know his audience. If he succeeds in achieving the objective and need of the audience, then his presentation would be definitely fruitful. Thus, technical

presentation conveys a particular topic based on technical or technological aspects. In this manner, we can incorporate professional speaking and technical presentation in education and corporate world to make our target audience techno-savvy and innovative.

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