

SMOKETREE ELEMENTARY  
FUTURE CITIES

Presentation Workshop

ASU Colleges at Lake Havasu

COM 430

Fall 2015

# About this Workshop

The purpose of this workshop is to help understand some key areas necessary for speaking in front of an audience. The Communications students from ASU will address the following main topics. After a group presentation, each Future Cities team will break out with a student mentor and discuss individual projects and concerns. Use this document to help prepare for an outstanding presentation of the Future City you designed.

**Audience** - audience quality and what they will focus on.

**Introduction** – how to introduce the project to the judges

**Supporting Evidence** – how to explain the supporting evidence

**Conclusion** – how to close out your presentation and answer questions.

**Transitions** – how to move from topic to topic and speaker to speaker

**Managing Anxiety** – how to be rock solid when you present

**Dress For Success** – how to dress appropriately for presentations

## Check Lists

A Check List to help remember all the things needed to make a successful presentation is included.

# Audience

- The first rule of public speaking is to know your audience
- It is important to know why your topic is important to them and what they expect to learn from it
- A presentation is not about the speaker, it is about the content of the material and the message being delivered
- It is also important to know the level of knowledge they have about the topic so the presentation is delivered with the correct tone and terminology, this helps keep the audience interested and engaged
- Present the information in a clear and concise manner
- Typically a speaker will find out about an audience by doing some research about who will be attending the presentation, in this case, your audience will be a panel of five engineers

## Audience Qualities

As the audience has already been identified, understanding their qualities will be helpful. Most engineers possess these qualities and will be looking at the presentation from this perspective.

- Attention to detail on the project
- Good communication and interpersonal skills
- The ability to see the broader picture and impact of the project
- Ability to understand how individual elements should operate as part of an overall aim
- The ability to work as part of a team
- Good leadership skills

- The ability to motivate others
- The motivation and desire to solve complex engineering issues
- The ability to remain flexible
- Remaining calm under pressure
- Creativity
- Good math skills
- Good literacy skills
- A technical mind

## Some extra tips

- Use proper terminology.
- Be accurate when it comes to numbers and values. Because each can have a dramatic effect on the overall project.
  - Misstating miles for kilometers can break a great presentation.
- Other areas of scrutiny are typos and improperly spelled or placed words on support materials and visual aids.
  - Make sure someone other than the team helps proof read the poster, handouts, and support material.

# Introduction

- Introduction
  - Find a Hook.
    - Grab the Listener's attention
    - Use a rhetorical question, story, or interesting fact
    - Give your city a tagline.
  - Introduce Yourself and the Project.
    - Why you chose this project
    - How did the project come to be.
  - Cover the Basics
    - What are you going to talk about?
    - Tell them how awesome it is.
    - Do not put too much detail. Tease them.
  - Do not worry about little mistakes.
    - The audience will only know a mistake if you show it.
    - No apologizing – just work around any challenge you have.

# Supporting Evidence

- Evidence
  - Build with Facts
    - Statistics and quotes are powerful tools
    - State where the information came from
  - Make it Interesting
    - The more shocking the better
    - This type of information sticks with the listener
    - Teaches them something
  - Make it Relevant
    - Find ways to tie information together
- Support
  - Demonstrate knowledge.
    - Do not just make a claim support it.
    - For every key point, have three supporting points.
      - City Design
        - Geography
        - Features
        - Benefits
    - Focus on the why and the how.
    - The real test is if you can answer other questions
  - Cover different points of view
    - Think about what is less obvious.
    - The less questions the panel can ask, the less you have to answer

# Conclusion

- Conclusion
  - Summarize your key points.
    - Relate all you have talked about together.
    - If you could put your entire presentation into one sentence, what would it be?
    - Answer the question: What was the purpose of the speech?
  - Give the listener something to think about
    - Make them want to live in your city.
    - Answer the question: Why is all this important to me?
  - End on a positive note
    - Focus on why your city is great, not why our world is not.
    - Smiles Everyone!
  - End with a definite statement.
    - Make sure it is apparent that THIS is the end of the presentation.
    - Do not ask for questions.

# Transitions

- Relate topics to ensure smooth transitions (previews and summaries)
- Don't jump around –logical order
- Don't stop, indicate with gestures
- Find a way to use in-group signals to change speakers
- Wait until the other person is finished before moving into frame
- Make the transition it conversational
- Be able to improvise, learn transitions
- Dispose of notes as soon as possible during rehearsals
- Sign-posts help the audience know what comes (first, next, finally)

## Function and examples

- To show comparisons use statements like:
  - Similarly, in the same way, likewise, in comparison, just as
- To contrast ideas:
  - On the other hand, and yet, at the same time, in spite of, however, in contrast
- To illustrate cause and effect:
  - As a result, therefore, hence, because, thus, consequently, so the evidence shows, for this reason
- To illustrate sequence of time or event:
  - First, second, third, following this, before, after, later, earlier, at present, in the past, until now, tomorrow, next week, eventually

- To indicate explanation:
  - For example, to illustrate, in other words, to simplify, to clarify
- To indicate additional examples:
  - Not only, in addition to, let's look at
- To emphasize significance:
  - Most important, above all, remember, keep in mind
- To summarize:
  - As we have seen, altogether, in summary, finally, in conclusion, let me conclude by saying

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# Managing Anxiety

- Don't procrastinate – rehearse and practice
- Be positive
  - Breathe and visualize success
- Use power stances
- Look for friendly faces in the crowd for encouragement
- Nonverbal communication
  - Practice natural gestures, make movement purposeful, relax your body
  - Do not fidget (facial expressions, pacing, tapping)
  - You're presenting with two others, be engaged when not speaking
  - Enunciate, speak clearly and slowly
  - Don't cross arms, put hands in pockets
- Face the panel/audience
- Don't block your visual aids
- Get a good night's sleep, drink plenty of water
  - Go to the bathroom before you present
- Don't apologize – keep going
- Show enthusiasm
- Have fun in your unique experience
- Question and Answer Session
  - Listen to questions – think about your answer before speaking
  - Don't rely on one person, don't interrupt but help each other out
  - Use eye contact (look at their forehead)

# Dressing for Success

- Everyone dresses for his or her audience. And, you will be no different when it comes to dressing for your presentation.
- Dress for Success is a common phrase that all successful people embrace.
- By dressing appropriately for an occasion tells the audience that you not only respect them, but also respect yourself.
- The best presentation can be destroyed by a poorly thought out outfit.
- A speaker only gets one chance at visual credibility.
- Consider an outfit that one would wear to a nice dinner with family.
- The clothes should fit well, are comfortable, and do not make a statement that is louder than the presentation. Here are some tips:

## Young Men

- Shirt: Button down collar shirt.
  - Neutral colors, white, light blue, grey, pink, yellow
  - Tie – only if comfortable and then only with a dress shirt
- Shirt: Polo Shirt with collar
  - Colors, white, light blue, navy, grey, pink, yellow, black (carefully)
  - No bold stripes

- Pants: Dress slacks, Khakis (no jeans)
  - Colors, Black, Navy Blue, Beige/Tan
  - Belt – black, brown
  
- Jacket: while not necessary at this level if one is to wear one
  - Navy blue blazer – single button
  - Sweater vest
  
- Shoes
  - Comfortable lace up or slide
  - Polished

## Young Women

- Blouse - Fit well not too baggy or too tight
  - Colors, white, light blue, navy, pink, yellow
  - No bold stripes or patterns
  
- Pants: Dress slacks, Khakis
  - Colors, Black, Navy Blue, Beige/Tan
  
- Skirt: Dress skirt,
  - Colors, Black, Navy, Blue, Beige/Tan
  - Knee length or just below knee
  
- Dress:
  - Conservative cut
  - Colorful hue (not red)
  - Knee length or just below knee
  
- Jacket: while not necessary at this level if one is to wear one
  - Blazer
  - Sweater vest
  
- Shoes:
  - Flats – simple and elegant
  - No party shoes, no high heels

# Presentation Check List

## **1. Introduction (tell them what you're going to tell them)**

- Do you have an attention getter?
- Do you establish the purpose?
- Do you show relevance/importance to audience?

## **2. Body (tell them)**

- Are main points clearly defined and not overlapping?
- Do main points flow in a logical order?
- Are points supported with facts or examples?
- Is the content clear?
- Are terms and concepts defined?
- Are transitions smooth?

## **3. Conclusion (tell them what you told them)**

- Did you summarize the project and the supporting content?
- Did you restate the purpose?
- Do you have a closing statement ?

## **4. Additional Tips**

- Is your presentation written for the ear?
- Do your visual aids support your presentation?