

Quote-to-Remember Box

Proper Planning and Preparation Prevents Poor Performance

— Stephen Keague, *The Little Red Handbook of Public Speaking and Presenting*

Do you think that planning your presentation ahead will prevent you from having any trouble during a presentation?

ĆWICZENIE Z LEKTOREM

Ćwiczenie VII

Przeczytaj artykuł i odpowiedz na poniższe pytania.

1. When it comes to acquiring knowledge, what are most people? What does this mean?

2. What are the two features of a presentation that people care about the most?

3. What slide limit you should impose on yourself?

4. Why is telling a story good for your presentation?

5. When is placing a link or e-mail on every slide especially useful?

8 Golden Rules for a Great Presentation

Most of us have experienced boring and **discouraging** presentations, with too much text and too many glossy colors. But there are a few simple rules that will let you avoid the audience's **disappointment** and make your presentation memorable and interesting.

Read these eight golden rules and forget about **concerns** while giving a great slide show.

#1 Use max six lines per slide

Almost all of us are **visualizers** – we memorize eye-catching pictures. The same rule applies to presentation slides. To attract attention, slides should be clear and maintain contrast, but without too much text on them, because this will certainly discourage people and ruin your whole presentation.

Presentations give you the chance to tell your story and share your ideas. So if you want to inspire people, put only one idea on one slide. This will also reduce the amount of text on a slide - the optimal number of lines is six. It allows **attendees** to focus on the text, but also on the speaker's voice at the same time.

#2 Ideal font size is 32

Your audience doesn't **have an eagle eye**. When you put text on slides, use a font size no smaller than 30 points. The ideal option is 32, because the worst possible scenario is the audience being unable to read the text on the screen.

#3 Use bright colors

More and more people pay attention to presentation design – not only the content. A good presentation

should make your audience feel comfortable while reading. The color scheme must not discourage them. Bright colors and a minimalistic style help them memorize the information included. What's more, bright colors draw the audience's attention.

#4 Use the slides you really need

During your presentation, there is no slide limit, but keep it simple and limit yourself to ten or fewer. Look through each slide, paragraph, or graph scrupulously. Ask yourself what it brings to the presentation, and if it's not necessary, get rid of it.

#5 Use max one line of text per bullet

If you decide to divide text into bullet points, don't put whole ideas into them, because this would make people focus on reading your presentation rather than paying attention to what you say. Bullets with a lot of text are good only in reports and documents. In your presentation, use slides only to **point out** the most important facts or ideas.

#6 Tell a story

Share your views and show your ideas by telling a story. During your presentation, be passionate, excited, and show your interest in the topic – an encouraged audience will do the same. It's good to visualize what you want to talk about. Create a catchy narrative: set the scene with some details, show the main problem by giving simple examples, try to **evoke** emotions and remember about the clear conclusion. After all, everyone prefers to hear an interesting story than **bare-bones** pieces of information, don't they?

#7 Use your website identification

While your speech may be perfect, the visuals you show can significantly **boost** or **downgrade** your message. Content is important, but don't forget about the design. **Integrity** plays a big part here – while preparing the presentation, keep your slide

design in style of your website. Take care of colors and font style. And add a **watermark** with your logo to the background. These simple techniques mean that your audience gets to know your brand, possibly recognizes in the future and **associates it with** your great **appearance**. Moreover, placing a link or e-mail on every slide is also a good practice, especially when you share the presentation after the conference.



#8 Recommended time: 20 minutes

The time a presentation takes depend on many factors. And actually, there is no such a thing as "perfect presentation length", but a recommended time is about 20 minutes. It's the optimal length to keep your attendees focused, actively thinking and fully engaged. No matter how long your presentation **lasts** – always finish on time. The audience gets **uneasy** when you shorten their coffee break.

In fact, the main factor in the success of your presentation is your preparation, but any suggestions and advice are helpful. Remember that to make your presentation a success, you need to take many factors into account. Be aware of the most common problems and solutions in speaking at events. While creating your next presentation, keep this list at the back of your mind, and if you know any other tips, feel free to share in comments.

discouraging zniechęcający
disappointment rozczarowanie
concerns obawy
visualizer wzrokowiec
attendees uczestnicy
have an eagle eye mieć sokoli wzrok
bullet punkt w kształcie kropki
point out zwracać uwagę na
evoke przywołać, wywołać

bare-bones punkty, w punktach
boost ożywiać, podnosić, zwiększać
downgrade umniejszać
integrity spójność
watermark znak wodny
associate with utożsamiać się z
appearance wygląd
last trwać
uneasy niespokojny

To-be-remembered-box

There are eight so-called "golden rules for a great presentation": using a maximum of six lines per slide and ideal 32 font size, using bright colors, using only the slides you really need, writing a maximum of one line of text per bullet, telling a story, using your website identification and trying to make your presentation last a maximum of 20 minutes.