



HOW TO GIVE A PRESENTATION

- ✓ Knowing your audience
- ✓ Preparing your presentation
- ✓ Tips on being an effective presenter

If people don't know about the cluster bomb issue they can't take action!

Presentations provide an opportunity to share your knowledge about the issue with others and encourage them to take concrete action in banning cluster bombs by contacting their MP, signing the petition or raising funds to support work on this issue.

Presentations can also be a useful way to motivate existing supporters by providing them with updated information and calls to action.

KNOWING YOUR AUDIENCE

Prior to your presentation, it is important to learn more about your audience so that you can deliver a tailored presentation that will have an impact. A variety of factors will need to be considered in preparing your presentation:

- Determine the **age range** and **number** of people who will be attending the presentation.

This will be important in deciding how you will deliver your talk. Presentations given to small groups (classroom size) are generally more conducive to discussion. With a small group you have the advantage of being able to incorporate a broad range of resources and a variety of activities to create an interesting presentation and keep the attention of your audience.

For larger groups, the type of materials and exercises that you can use is fairly limited, so it may be preferable to use videos, slides, or PowerPoint (or a combination of these tools). Discussion with a larger group is difficult or possible only at the very end of the presentation, during the question and answer period.

- Determine your audience's **knowledge level** and **expectations**. A presentation to an NGO that is active in the cluster ban movement would be very different than to a group of people whose knowledge of the problem is limited. Ask your presentation contact what their expectations are and what background knowledge, if any, they may have of the issue.

PREPARING YOUR PRESENTATION

1) *Building your presentation*

It is a good idea to outline your presentation, including the estimated length of time planned for each section or activity. With practice you will have a more realistic idea of how much time particular parts of your presentation require and you can tweak your outline accordingly. Even if you feel confident with delivering presentations, bring your outline with you; it is useful to have on hand to refer to if you find yourself off track.

A well-structured presentation will have an introduction, content and/or activities, and a conclusion:

Introduction – Setting the Stage

The introduction sets the stage for your presentation. It is here that you outline the topic of the presentation, begin to involve the audience and introduce yourself. A good technique is to get the audience immediately involved in the issue by using an activity as a 'hook'. This could entail a short activity or video.

Content and/or activities – What? So What?

This is the phase where the audience members learn information about the issue, as well as begin to process their emotional response to the issue. This stage addresses the ‘what?’ of the learning process.

If doing activities like small group discussions, personal reflection or games, it is important to build in time to debrief each activity. This is the ‘so what?’ stage, where connections are made between the issue and the audience, explicitly addressing why this issue is important to them.

Conclusion – Now What?

The conclusion is where you should encourage the audience to apply their knowledge and to provide them with ideas about how to take action. It is important to leave your audience with a concrete sense of what they can do to make a positive difference on this issue.

2) Identifying resources

It is crucial to clarify what **resources** you will need and what will be available to you. For example:

- What is the availability of audio visual equipment (overhead projector, slide projector, TV, VCR, etc)?
- What is the location of the presentation and how is it set up (e.g. classroom, auditorium, library)? The set-up of the location may effect what you can do during your presentation.
- What other additional materials will be available (e.g. chalk board, flip chart and markers).

To make it as easy as possible for you to take action on clusters, the use the ready-made and adaptable PowerPoint presentations, fact sheets, photos and ideas for action on the People’s Treaty pages. Go to the People’s Treaty section at www.minesactioncanada.org/peoples_treaty to check for the latest updates.

TIPS ON BEING AN EFFECTIVE PRESENTER

The way in which a presentation is delivered can have a decisive impact on your audience. You will find that as you get more practice presenting, you will feel more confident with speaking about the cluster bomb issue and engaging your audience. Be dynamic and try to establish contact with individuals in the group in order to assess their level of interest and adjust the pace of your presentation. Also try to tailor your presentation to your audience by using appropriate language and materials.

While every presenter has their own unique style, in general, all effective presenters:

- Encourage participants to present their own ideas;
- Recognize that people need time to think before speaking;
- Maintain a comfortable pace so that participants do not feel too rushed;
- Reserve their own ideas and opinions until others have had time to respond;
- Accept each contribution with a positive comment;
- Encourage everyone to contribute; but keep the session focused on the core messages;
- Are sensitive to cultural and value differences within the audience; and
- Set aside any personal biases.

Flexibility is crucial to delivering a presentation. While you will tend to present basic information about the cluster bomb issue in every presentation, you may decide to focus more on particular aspects of the issue depending on your audience.

Regardless of what you plan to include in your presentation, you must always be prepared for change! Perhaps more time is spent on discussion and you do not have time for a planned activity, or during the presentation you realize that a planned activity is not appropriate for the audience, or audio-visual equipment that you require is not available. Remain calm, have alternate activities planned and do not get flustered if your presentation does not go according to schedule.

Remember: only you will know if the presentation is different from the one you had originally planned!