

MAKING A PRESENTATION

A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, positioned on the right side of the slide.

Preparation is the single most important part of making a successful presentation.



This Class covers the following elements of presentation preparation:

- The objective
- The subject
- The audience
- The place
- Time of day
- Length of talk



The Objective

You are speaking to a group of people. First, ask yourself 'why?' What is the purpose of the presentation, what is the objective, what outcome do you and the audience expect?

There are many reasons for speaking or giving a presentation before a Board of Education.

Never lose sight of the objective as determined when you decided to address the Board.

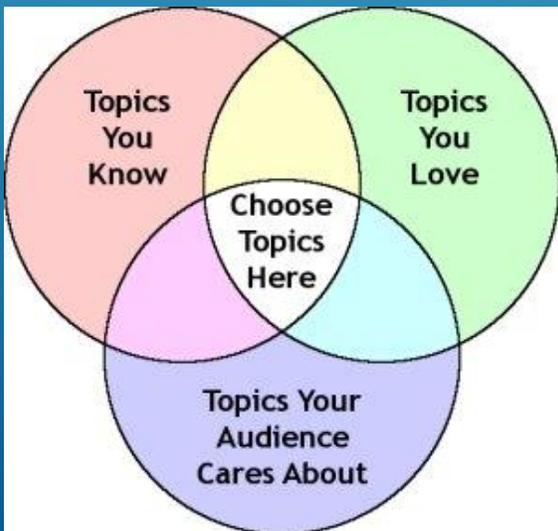
Subject

The subject of what you are going to talk about comes from the objective but they are not necessarily one and the same thing.

The subject may be given to you by an inviting organization.

You may be knowledgeable in the particular field

The subject may be entirely your choice within certain limitations.



The Audience

Before preparing material for a presentation, it is worth considering your prospective audience.

Tailoring your talk to the audience is important and the following points should be considered:

Size of the group or audience expected.

Is it a captive audience or will they be there out of interest?

Do they know something about your subject already or will it be totally new to them?

Are you there to inform, teach, stimulate or provoke?

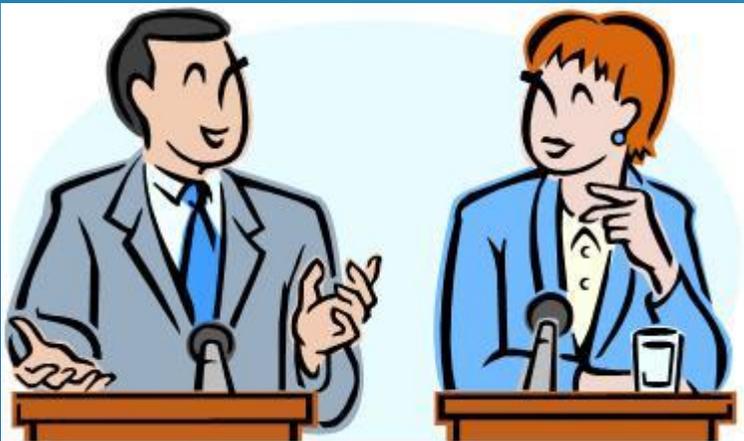


The place and the time of day.

It is important to have as much advance information as possible about the place where you are going to speak.

Ideally, try to arrange to see the venue before the speaking event, as it can be of great benefit to be familiar with the surroundings. It does much to quell fear if you can visualize the place while you are preparing your talk.

The availability of equipment, microphone, LCD, flip chart, or computer equipment.



Often there will be no flexibility in the time of day that a presentation to a Board of Education is made.

Length of the Presentation

Always find out how long you have to talk and check if this includes time for questions.

Find out if there are other speakers and, if so, where you are placed in the running order. Never elect to go last.

It is important to remember that people find it difficult to maintain concentration for long periods of time, and this is a good reason for making a presentation succinct, well-structured and interesting.





Organizing the presentation material

The Ideas

Select Your Main Points

Decide Whether to Illustrate

Introduction

Conclusion

The Ideas

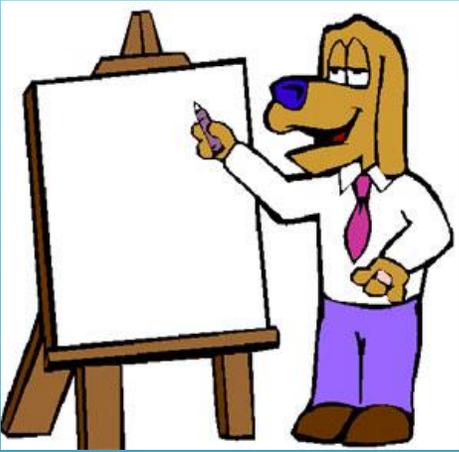
Keeping the objectives in mind, write down all the points you wish to make, irrespective of order.

The Facts

What is Legally Required and/or

What is Legally Permissible.





Select Your Main Points

The presentation should be divided into three sections:

Introduction (beginning)

Main Content (middle)

Conclusion (end)

Introduction

Introduce yourself and your position at WVSSPA

Thank the Superintendent and the Board of Education
For allowing you to speak before the Board.

Tell the audience in the introduction what your subject is.

The introduction should give a preview of what you are going to say and should gain the attention of the listeners with a statement of purpose.

Make it clear whether you wish to accept questions as they arise or invite questions at the end.





Main Content

From your notes decide on the most important things that need to be said. If you have too much material, be selective.

3 key points are sufficient for a 10-15 minute presentation.

Keep it Simple: Concentrate on your Core Message

If what you are planning to say doesn't contribute to that core message, don't say it.

Write a story that has maximum impact and one which conveys your message in a way that is easily understood by your audience.

Presentations are spoken so choose to use easily understood words.

Making the Presentation

Keep your core message focused and brief.

Smile and Make Eye Contact with your Audience

Start Strongly

Be Courteous

Appropriate dress (be yourself, but be your “best self!”)

Don't exaggerate

Always present each BOE member, the Superintendent and Secretary
A copy of your remarks to be included in the BOE Minutes



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