

Präsentieren



Informieren,
Überzeugen,
Probleme lösen.

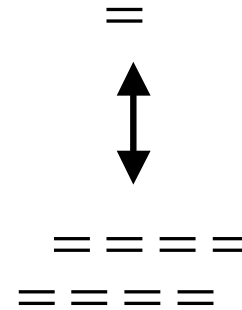
Presentation

§ Differences to lecture:

- ∅ Direct contact to audience
- ∅ Aural & visual presentation
- ∅ Discussion as crucial element

§ Characteristics:

- ∅ Target Group
- ∅ Inform / convince / solve problem
- ∅ Visualisation
- ∅ Discussion

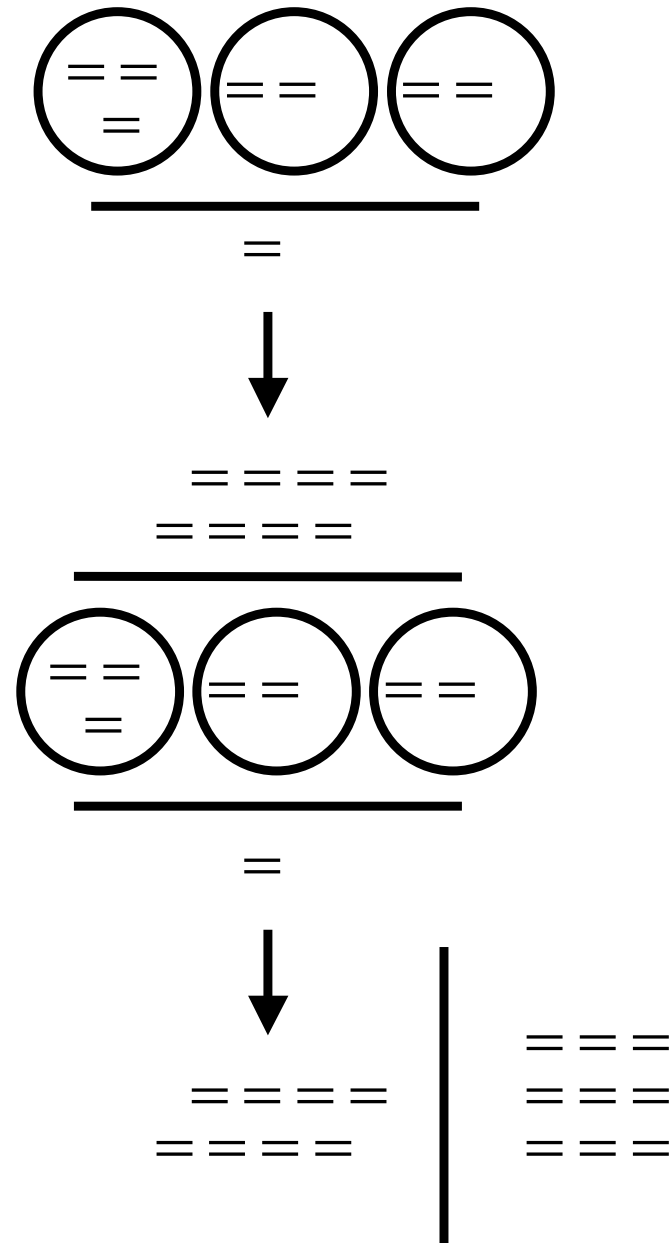


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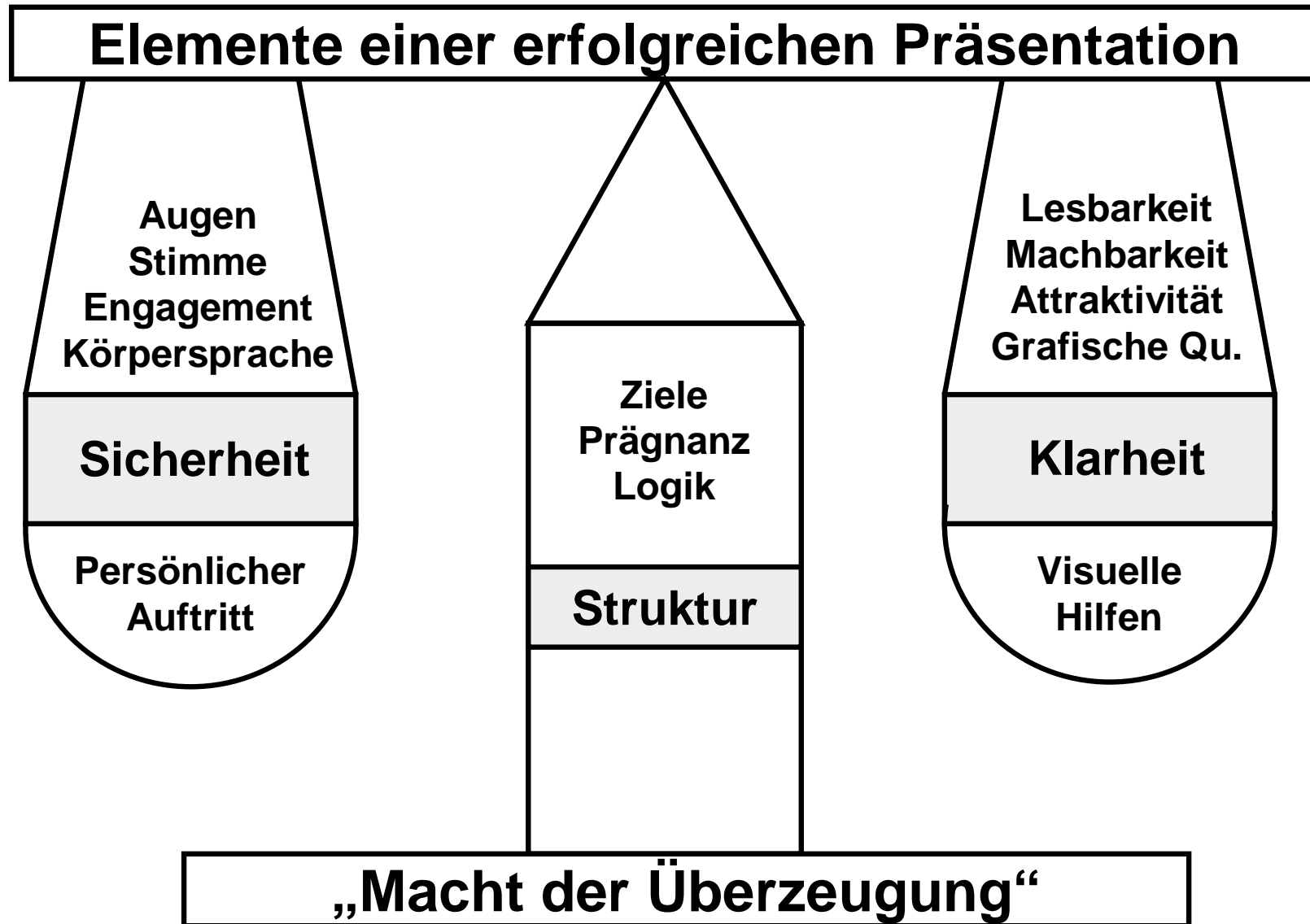
Presenting

- § Intake of well-structured information
- § Inspiration of own thinking / discussion
- § Ask own questions
- § Contribute own experience
- § Verification

Sandwich



Erfolgreiche Präsentationen



Structure

§ Introduction (15%)

- Ø Welcome
- Ø Competence on the subject
- Ø Topic and precise objective
- Ø Content and procedure
- Ø Anchor Point, Illustration

Structure

§ Main Section (75%)

∅ Context

∅ Your statement, arguments, ideas

- Hierarchical decomposition
 - Main topic broken down into sub-topics
- Question orientated
- ...

Structure

§ Main Section (75%)

Information:

- Ø Known to unknown
- Ø Overview to detail
- Ø Chronology
- Ø Logic of the topic

Structure

§ Main Section (75%)

Conviction:

- Ø State your aim
- Ø Three most important arguments
 - Ø 2nd
 - Ø 3rd
 - Ø 1st
- Ø Final appeal

Structure

§ Main Section (75%)

Problem solving:

- (1) Description of the problem
- (2) Effects
- (3) Possible solutions (a-c)
- (4) Evaluation of solutions
- (5) Conclusion/Recommendation

Structure

§ Main Section (75%)

Problem solving:

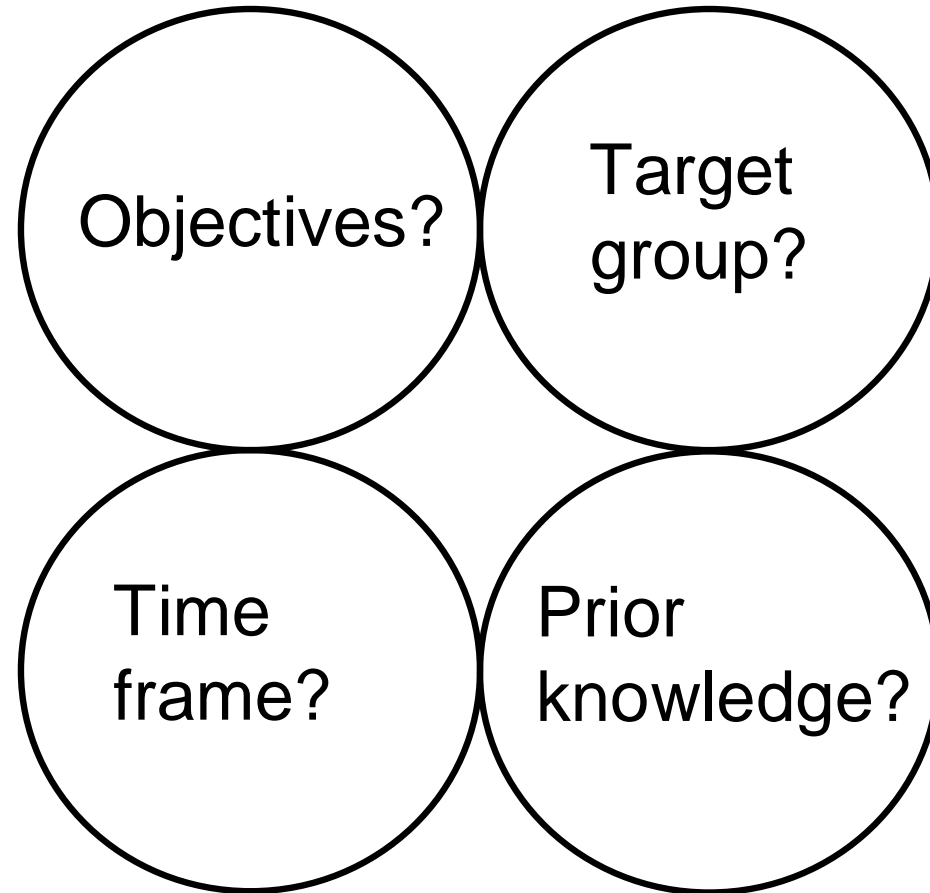
- (1) Problem and its background
- (2) Position A
- (3) Position B
- (4) Comparison / Evaluation
- (5) Summary / Conclusion

Structure

§ Conclusion (10%)

- Ø Repeat the most important statements
- Ø Focus the contents
- Ø Activate your audience!
- Ø The last impression remains!

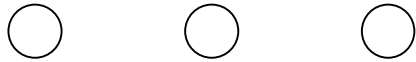
Organising material on the basis of ...



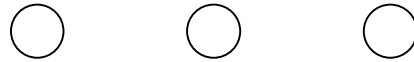
Analysis of target group



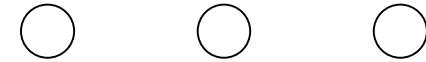
Group?



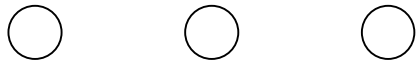
Composition?



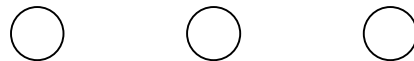
Hierarchy?



Knowledge?



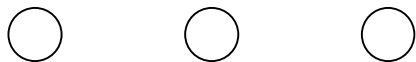
Attitude to
topic?



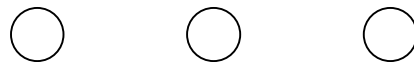
Attitude to
presenter?



Age?



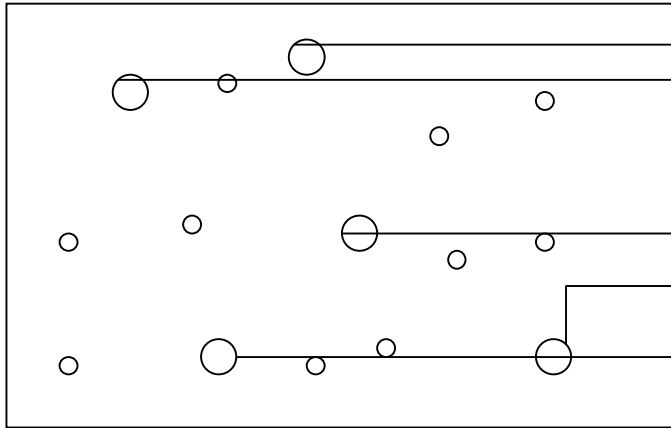
Sex?



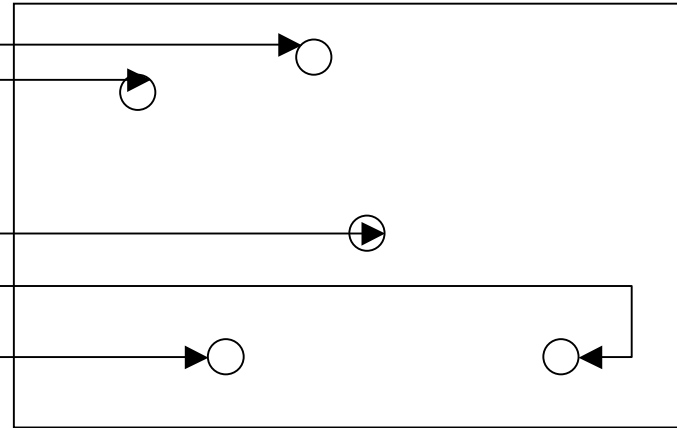
Clothing?



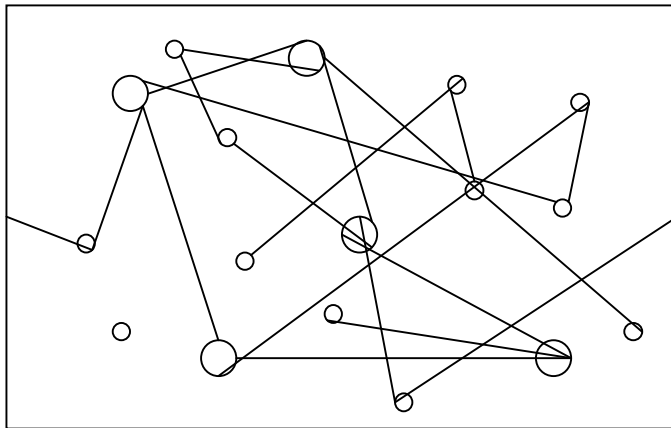
The didactic reduction



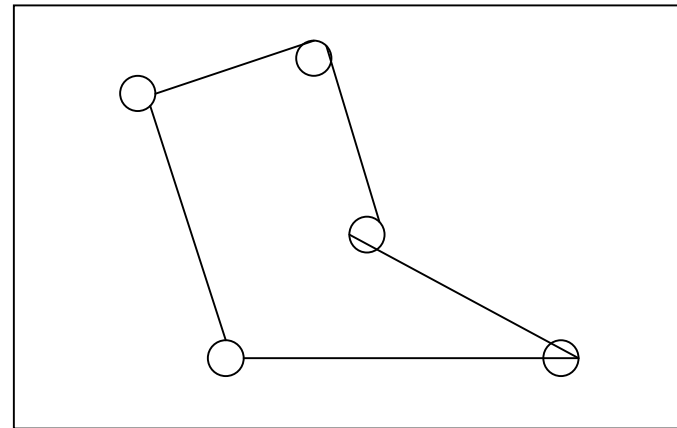
Knowledge



1. Select the essentials



3. Create associations

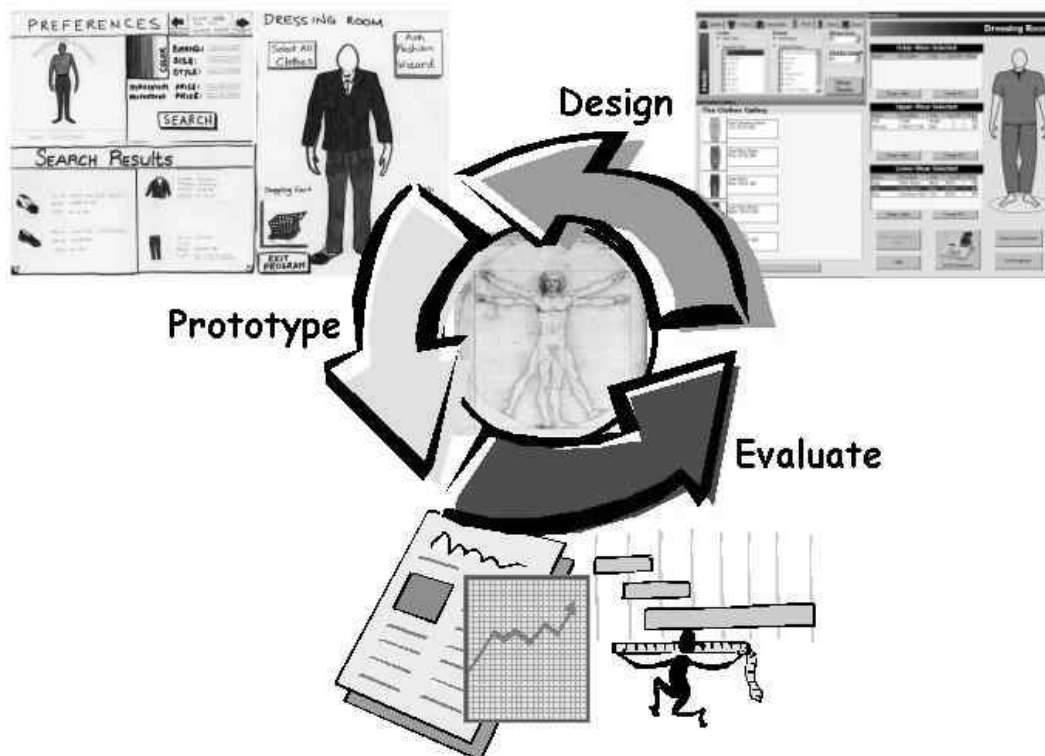


2. Connect the essentials

Functions of Visualisation

Animation

Information



Documentation

Illustration

Saving results

Universal Speaker's Law

§ Intro:

Tell them what you're going to tell them

§ Main Section:

Tell them

§ Conclusion:

Tell them what you've told them

5 x P

**Proper
Preparation
Prevents
Poor
Performance !**

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**50% of
the
story!!**

Don't forget to... K I S S !



KEEP IT SHORT & SIMPLE