



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Center of Excellence for Water

WEF Nexus School 2023

Presentation Skills

Dr. Peter Nasr

Adjunct Faculty

The American University in Cairo

*Exchange, Training, and Scholarships Pillar activities are
implemented in cooperation with:*





USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY

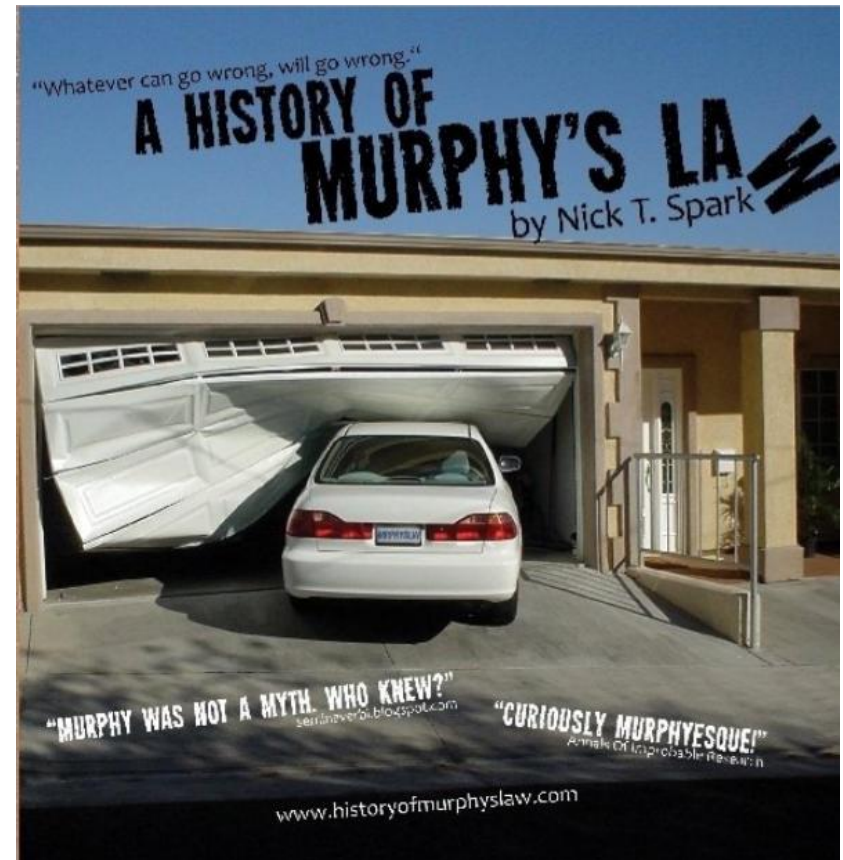


The American
University in Cairo

In Presentations

Murphy's law

- "Anything that can go wrong will go wrong".
- To beat Murphy's law:
 - Preparation
 - Preparation
 - Preparation





USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

3Ws Rule

- Why?
- What?
- Who?



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

Why?

Why I am going to give the presentation?

- To provide information
- To represent my function
- To entertain
- To fill up the agenda
- To sell my idea
- To defend a position
- To be provocative
- To



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

Why?

Whatever the answer, keep on asking

- What is the objective I wish to achieve?
- What is happening now that I wish to change or clarify or...?
- What will I accept as criteria and evidence that my presentation has succeeded?
- What must the audience do or think at the end?
- What must be my essential message?



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

What?

- What will be my main messages?
 - Limit to 4 to 5 points
- What vehicle do I need to carry my message to the audience?
 - Analogy or example
 - Series of slides



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Who?

- Who will be in the audience?
 - customise your message
- Who are the participants?
 - Level
 - Background
- What do they already know about the subject?
- Are they really interested?
 - If not, how do I create interest?
- What are their “What is it in for me”?
- How fast can they absorb what I am saying?
- What do they expect me to say?
- What is their mind-set?
 - Prejudices
 - Attitudes
 - beliefs



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

Structure of a Presentation

- **Bang!**
 - Always start with an attention-getting hook
- **Opening**
 - Outline main messages and road map of presentation
- **Message**
 - Give only 4 –5 key messages
- **Bridge**
 - Make a bridge between each key message and participants' experiences and needs
- **Examples**
 - Give examples to help participants to visualise key message
- **Recap**
 - Be sure to summarise and conclude
- **Bang**
 - Always finish with a closing hook



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

The Opening Bang

... to make the them want to hear you

- A provocative or dramatic statement
- A humorous anecdote
- Audience participation (a question, a survey of views, a reference to participants)
- An audio-visual gimmick (slide, video, tape)
- An object (a prop, a product, a model)
- An action (a demonstration, a mime, an unexpected entry, a song, a quotation)



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

The Final Bang

- A statement which dramatically sums up your key message
- A visual or verbal link back to the opening bang
- An unexpected action, happening
- Simply a determined (thank you for your attention)



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Platform Skills

- Do not keep your eyes on your notes
- Never read anything except quotations
- If you are not nervous there is something wrong
- Exaggerate body movements and verbal emphasis
- Pause often – silence is much longer for you than for your audience
- Use humour
- Be enthusiastic. If you are not, why should your audience be?!
- Keep it Simple



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Timing

- Always stick to the schedule
- Recommended timings

Introduction and objectives	10% of time available
Introduction to main themes, issues	20% of time available
Development of main themes, issues (arguments, relationships with issues, themes)	40% of time available
Integration with main themes and issues	20% of time available
Summary of conclusions	10% of time available



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

General tips

- Do not be tempted by manual props (pens, pointers, spectacles, etc.)
- Do not keep loose change in your pocket
- Be aware of verbal tics and work on eliminating theme (i.e. ok!, You know,... Now,..)
- Check your hair, tie, trousers, dress before standing up



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Checklist for preparation phase

☐	Objectives	Recheck that you have defined your objective correctly
☐	Structure	Does your presentation have a clearly identifiable structure?
☐	Content	Is all said that needs to be said?
☐	Sequence	Is it logical? Are all links, bridges and summaries appropriate?
☐	Time	Is sufficient time available for all you want to say?
☐	Balance	Is each section weighted correctly? Check the priorities of your arguments and facts
☐	Conclusion	Does it make people sit up and agree with you? Is it punchy?
☐	Objectives	Do all the above work towards achieving your objective?



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Body Language

- Do you talk to the audience, or the screen behind you?
- Do you actively seek eye contact with specific members of the audience?
- Do you know, who the decision makers are, and speak primarily to them?
- Do you tend to concentrate on looking to the right or left, to front or back of the audience?
- Are your gestures congruent with your message? Too exaggerated? Are you too stiff?
- Do you have any distracting manners?
- Do you point at the audience?
- Are your movements simple?
- Are you natural? Are you yourself?
- Do you create barriers between you and your audience?



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Visual Aids

- Do your visual aids reinforce points you have made or are making?
- Keep quiet while your audience studies the aid – they will not listen until they have read it
- When you have made your point with the aid, remove it before you move forward
- Your visual aid is to support you. You are not supporting your visual aid!



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

PowerPoint Presentations

- Use a template
 - Use a set font and color scheme
 - Different styles are disconcerting to the audience.
 - You want the audience to focus on what you present, not the way you present.
- Fonts
 - Choose a clean font that is easy to read.
 - Roman and Gothic typefaces are easier to read than *Script* or Old English.
 - Stick with one or two types of fonts.
 - Bulleted items should be no smaller than 22 points.
 - The title should be no smaller than 28 points.



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

PowerPoint Presentations

- Caps
 - Do not use all capital letters
 - Makes text hard to read
 - Conceals acronyms
 - Denies their use for EMPHASIS
- Italics
 - Used for "*quotes*"
 - Used to *highlight* thoughts or ideas
 - Used for book, journal, or magazine *titles* Use a set font and color scheme.



USAID
FROM THE AMERICAN PEOPLE



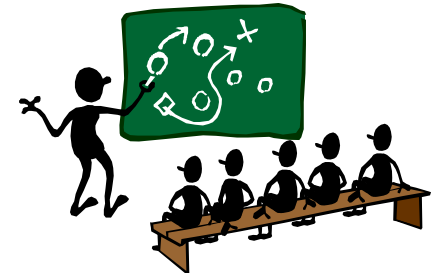
جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

PowerPoint Presentations

- Illustrations
 - Use only when needed, otherwise they become distracters instead of communicators
 - They should relate to the message and help make a point
 - Ask yourself if it makes the message clearer
 - Simple diagrams are great communicators





USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Over-Head Projector

- Look at the audience, not the screen – glance at the projector to check where you are
- To emphasize a point, use a pointer on the projector, not the screen – you will lose contact with the audience when you turn your back on them
- Make sure everyone can see the screen (check it out before your presentation)
- Your writing must be large enough to be legible by the audience at the back
- Make sure the lamp on the OHP is working before you start the presentation
- Check whether your slide is central before switching on
- Make sure your slides are in the correct sequence



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

Checklist for Feedback to the Presenter

☐ **Introduction**

- ☐ Did the introduction make the subject interesting to you?
- ☐ Did you know when the introduction ended?

☐ **Voice**

- ☐ Sufficient variation in the voice?
- ☐ Sufficient variation in volume, pitch, tone?
- ☐ Adequate pauses? Breathing ok?

☐ **Audience contact**

- ☐ Sufficient eye contact?
- ☐ Would every member of the audience understand every word?
- ☐ Any irritating manners?
- ☐ Sufficient enthusiasm shown by you for the subject?

☐ **Speech content**

- ☐ Correct amount of information for time allowed?
- ☐ Did the speech follow a logical order?
- ☐ Were the various fact well balanced?
- ☐ Would more word pictures or analogies have helped?

☐ **Visual aids**

- ☐ Were any visual aids required?
- ☐ If so, that should they have been?

☐ **Conclusion**

- ☐ Did you know when the conclusion had arrived?
- ☐ Was a summary or recap required? If so, was it adequate?
- ☐ Did the conclusion leave you with a message?

(Source: "The Essence of Effective Communication" Ron Ludlow/Fergus Panton)



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



**The American
University in Cairo**

Do's and Dont's of Presentations

Do's

- Stop, look at group and wait, till they are ready
- Start initial remarks in a friendly and personal manner
- Speak slowly, loud enough and clearly
- Structure content logically and clearly
- Look at audience and observe reactions
- Use gestures to reinforce your statements
- Move around if you feel like
- Make sure that visual aids can be seen
- Make transitions between different parts of your presentation
- Keep your sentences short and use short and interesting examples
- Show charts, pictures long enough
- Pause before you deal with a key point and look at audience
- Vary the presenting style

Dont's

- Start, when only a few people are listening
- Speak too fast; mumble
- Presume too much knowledge
- Stare at floor or ceiling
- Use too much bodily movement and action
- Undertake marches around the room
- Block the view and turn back on audience
- Focus on irrelevant details and side tracks
- Resort to elaborate explanations, technical jargon, abbreviations and long sentences
- Change picture or foils too quickly
- Lower voice and look at your feet before saying something important
- Use monotonous presentation style



USAID
FROM THE AMERICAN PEOPLE



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY



The American
University in Cairo

Center of Excellence for Water Partners:



SEKEM

LOTUS
Organic Herbs & Spices



Amriton

AECOM



Waters
THE SCIENCE OF WHAT'S POSSIBLE.®



This presentation is made possible by the support of the American People through the United States Agency for International Development (USAID.) The contents of this presentation are the sole responsibility of the Center of Excellence for Water and do not necessarily reflect the views of USAID or the United States Government.