HOW DO I PREPARE FOR A PRESENTATION?

YOUR AUDIENCE...

... is your fellow students: Consider their familiarity with the topic and their previous knowledge!

STRUCTURE: INTRODUCTION, MAIN BODY, CONCLUSION

Be sure that your presentation has an introduction, a main body, and a conclusion. The speaking time should be divided approximately as follows: 15% – 75% – 10%.

Introduction:
- Capture interest by using an original quote, a provocative question, an example, or an activity
- State the goal and give an overview: “First I will outline…, then I will examine…, finally I will go into…
- Make connections, for example to the topic of the seminar

Main body:
- Clearly structure the content:
  - Focus on the most important elements, these questions should help you to prepare:
    - What is the message I am trying to get across?
    - What are the most important points?
    - Which details could I leave out?
  - Use verbal queues: „I have shown that … Secondly, I will clarify…, I am now coming to the third point…
  - Make yourself clear: Speak in short sentences, repeat important points, use foreign words and acronyms sparingly
  - Make yourself understood: Ask questions or pose rhetorical questions, use concrete and easy to understand examples, make comparisons and analogies

Conclusion:
- Briefly summarize your main points: “In summary, my first point was…, second…
- End by drawing a conclusion, making a prediction, stating a main idea, or a motto
- Write out key points and memorize them

MANUSCRIPT

Use a manuscript that meets your needs:

Mind-Map:
- Advantage: Visual aid showing the structure and progression are displayed on a single page
- Numbers, dates, quotes, examples, should be noted on a separate page

The key word manuscript:
- Prepare the presentation using key words
- Only write out certain parts, e.g. the introduction and the conclusion
- Fully reference all quotes
- Use note cards (DIN A6)
- Write on only one side of the cards, number them, use large print, also make note of which media to use and the flow of your speech
• Practice the presentation at least four times aloud, checking for understandability, clarity, and length.
• Highly recommended: Practice the presentation in front of a few colleagues or friends and ask them to give you constructive feedback.

**HANDOUT**

As a rule, a handout includes:

- Information about the seminar, instructor, presenter, date, topic of presentation
- Overview of the topics, as well as the structure of the presentation
- Definitions and examples
- Names, numbers, dates, formulas, tables, graphics
- Quotations, including source information
- Suggestions for further reading

One part of the handout could also be a thesis page:

- Formulate the most important arguments and conclusions in short, pointed statements.
- Such thesis pages serve to stimulate discussion after the presentation. They shouldn't be overly simplistic or obvious, since that would not serve as grounds for debate.

Distribute the handouts or the thesis page at the beginning of your presentation. The sequence of information in the handout or thesis page should correspond with the structure of your presentation.

**REFERENCES**