

A Recipe for a Good and Stunning Presentation

Luita Yusniawati Dratistiana*)

Abstract

In modern world, knowledge keeps changing and challenges people to be more knowledgeable. One of them is a knowledge of making a presentation. The technique to deliver the presentation is upgraded during centuries. The challenge is bigger, since we are as a part of global world connected by super highway internet connection following more online classes, online seminars and the same other occasions. Attending those classes, we need to participate in delivering presentation which means we have to compete with other people from other side of world. Where to be accepted in such events, upgrading the presentation techniques is a must. Some theories to know the main points to deliver the presentation are the physical message which convey three parts: having a good stance in front of audience, gesture to boost confidence, facial expression and the voice inflection. In other hands, adding visual is also important to give special effect and to avoid boring situation. The last component to have an outstanding presentation is the story message. It is how to form the written language in a precise purpose.

Key Words: presentation, physical message, visual message, story message.

1. Introduction

A presentation is an easy way to make and both the hardest thing to deliver. It is easy because we just write all the idea coming up through our head and write them down on a piece of paper. On other way, how to mix up all the ingredients between written part, the body language and the spoken counterparts are all different matter. Academic research shows the main importance of nonverbal communication. One of it was held by Albert Mehrabian, professor emeritus of psychology at UCLA, makes only a 7% value to the choice of words in face-to-face communications, while tone of voice has a 38% value and facial expression 55%. The study was calculating the impact of single words in a laboratory setting, not in a presentation—but should be carefully taken part by presenters who suffer over choice of words and give short self note to preparing their presentation.

Thus, what we called a successful presentation is by seeing that successful presenters understand that what the audience sees in a presentation makes a stronger impact than the words they hear. We've been gathered to take in information primarily through our eyes ever since we see the approach of it. Thus some other barrier in delivering wow-presentation like described on the next paragraph.

As a speaker, delivering presentation has to take into account about your confidence. It is not coming in a sudden that all people have high confidence. Those to learn to boost is by concerning physical languages to practice. How you post in front of the audience, the gesture and how you produce your voice. Most speakers, even experienced ones, are nervous before or during an oral presentation. Such stage fright is normal and even reassuring: It shows that you care, and you *should* care if you want to deliver an effective pres-



entation.

Even with careful preparation, mishaps can occur. For example, technology may fail, you may forget what you wanted to say, or you may accidentally say the wrong thing. As a rule, do not apologize for what happens — neither in advance nor after the fact. Although well-meant, such apologies provide no benefit to the audience: They are noise. If you can do something about the problem, such as fix the technology or insert what you forgot later in the presentation, concentrate on doing so instead of apologizing. If the problem is out of your control, then there is no need to apologize for it. As a specific example, if you feel your command of English is poor, then do what you can in advance to improve it; in particular, practice your presentation thoroughly.

Moreover, as a speaker speaking in front of audience, you need to take into account to support your presentation with written language we called it slides. Effective slides get the message across on their own, so if attendees do not understand what you are saying, they can still get what you explain about from your slides, attendees are more likely to get the point from the slides (verbal statements, illustrated visually) than from your spoken text.

2. Problem Limitation

With due all the problems above, the limitation of problem are to limit the explanation of this study. The difficulties to engage the audience are by showing non verbal language or it is called the physical message in a proportional way. What we will describe about non verbal languages are posture and eye contacts; gestures and voice inflection. This is the biggest hits since the successful presentation gives the most impact in audience life for next of their stages of life.

Next concern is how to show the most powerful impact of visual. As we know that one

picture can describe thousand words. Put one picture in your presentation is not only take a random one and show it to your audience since it must speak and impress their knowledge.

The last problem will we peel off is about the story message of how we put all written sentences all together with visual and physical message. This create such a confuse stage where we are provided plenty of resources with limited number of slides but should we create powerfull presentation. In the next explanation, all theory about creating a good presentation will be delivered.

3. Basic Theory

Half of your performance depends on your body language language. We are likely to control what you are going to say but rarely we can control of what we are saying over your body langugae.

Body language or called physical message comprises gesture, posture, facial expression and voice inflection. These are all the more important when all eyes of an audience are upon you. When you are presenting, strong, positive body language becomes an essential tool in helping you build credibility, express your emotions, and connect with your listeners. It also helps your listeners focus more intently on you and what you're saying. While the tone, pace and fluently in speaking your words are another problem to be solved and to be mastered. The tricky thing about body language is that you are usually unaware of the messages you're conveying nonverbally. When presenters see themselves on videotape, they're often surprised to see that their body language conveyed an entirely different message from the one they had intended. For example, some people actually shake their heads "no" when they say "yes." Thus it creates a thrilling effect to assemble all three factors all together.

Moreover, we will learn Effective body language to support the message and project a strong image of the presenter. Audiences respond best to presenters whose bodies are alive and energetic. Audiences appreciate movement when it is meaningful and supportive of the message. The most effective movements are ones that reflect the presenter's personal investment in the message.

Anyone can utter a series of words; it is the presenter's personal connection to those words that can bring them to life for the audience. Presenters who care deeply about their material tend to use their entire bodies to support the message. Their gestures are large enough to embrace the room full of people. They stand tall and lean into the audience right from their feet, as if trying to shorten the distance between their message and the ears of the audience. Their faces express their passion while their eyes connect with the audience, focusing on one person at a time.

3.1 Posture

A good physical message sends a confident, positive, energetic and enthusiastic message to the audience. The way we stand and where you look do communicate a message. This is not a spoken message, but a physical message. Good posture and eye contact send a confident, positive message to audience.

Why are posture and eye contact important?

Posture is the foundation of the physical message. If your posture is solid, you look confident. If your posture is weak, you look nervous and unsure. While good eye contact gives you valuable feedback from the audience, the questions like Do they understand your speech? Are they enjoying your speech? Are they oftenly raise up and question yourself in front of stage.

Some of the weak poses are:

1. Swaying from side to side is poor speech posture because it communicates that you are also swaying back and forth between ideas in your mind.
2. Leaning to one side is poor speech posture because it is too relaxed and makes the audience feel that you aren't serious about your speech.
3. Looking up at the ceiling while giving a speech is poor eye contact because it shows that you aren't well prepared and don't know what to say.
4. Moving your shoulders and upper body around as you speak is poor speech posture. It makes the audience feel that you are not calm, and not confident about your message.
5. Swinging your hips back and forth and from side to side is poor speech posture because it shows that you are nervous, and not comfortable with your message.
6. Rubbing your hands together as if you were washing them or playing with something in your hands is poor speech posture because it shows that you are nervous.
7. Looking out of the window or staring at the back of the room is poor eye contact for a speech because it makes the audience feel that you are not interested in them.
8. Standing stiffly at attention with your feet together and your hands at your sides is poor speech posture because it makes you look nervous and uncomfortable in your role as a speaker.

How to do it

Making a good first impression is important. Even before you say your first word, your posture and eye contact should show the audience that you are calm, well-prepared, confi-



dent and ready.

1. Set your feet. Balance your weight evenly on both feet. This posture is stable and builds self control.
2. Look at the audience for three seconds before you start your presentation. Communication with audience begins when you make eye contact. The three second wait lets you collect your thought before you begin.
3. Take a deep breath. Begin speaking in a voice 150% louder than your usual conversation voice. Speaking loudly releases nervous energy and gives your speech enthusiasm.

3.2 Gesture

Gestures are from the vocabulary of body language. Why we need to do this? It is because gesture energizes your presentation. They animate your presentation. They punctuate your presentation with meaning. Gestures signal that you are numbering, sequencing, emphasizing, demonstrating, illustrating, comparing information. This vocabulary support the words of your verbal message. Gesture can be divided into four groups.

1. Number. These gestures signal a sequence, a process, or a number worth remembering.
2. Emphasis. These gestures signal a key words, or an idea that you want the audience to focus on.
3. Illustration. These gestures help the audience visualize size, shape and dimension, or help the audience visualize how to do something.
4. Comparison. These gestures help the audience understand similarities, differences, and changes.

3.3 Facial Expression

The movements of your eyes, mouth, and

facial muscles can build a connection with your audience. Alternatively, they can undermine your every word. Eye focus is the most important element in this process. No part of your facial expression is more important in communicating sincerity and credibility. Nothing else so directly connects you to your listeners—whether in a small gathering or a large group. Effective presenters engage one person at a time, focusing long enough to complete a natural phrase and watch it sink in for a moment. This level of focus can rivet the attention of a room by drawing the eyes of each member of the audience and creating natural pauses between phrases. The pauses not only boost attention, but also contribute significantly to comprehension and retention by allowing the listener time to process the message.

The other elements of facial expression can convey the feelings of the presenter, anything from passion for the subject, to depth of concern for the audience. Unfortunately, under the pressure of delivering a group presentation, many people lose their facial expression. Their faces solidify into a grim, stone statue, a thin straight line where the lips meet. Try to unfreeze your face right from the start. For example, when you greet the audience, smile! You won't want to smile throughout the entire presentation, but at least at the appropriate moments. It's only on rare occasions that you may need to be somber and serious throughout.

3.4 Voice Inflection

Voice inflection means changing your voice. Using inflection is a lot like using gestures. Without gestures your physical message is flat—there is no variation, no action, no energy. Similarly, without inflection your verbal is flat—there is no variation, no color, no emphasis. Inflection emphasizes key words to add interest and help listener understand your

speech—just as gestures do.

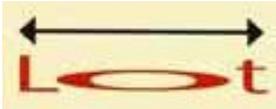
1. Stressing a word or a phrase.

Example:

I have a  of experience

2. Stretching a word or a phrase.

Example:

No.... I have a  of

experience.

3. Pausing before a word or a phrase.

Example:

No.... I have a.....  of experience.

5. The Visual Message

Visual aids can be a very powerful tool to enhance the impact of your presentations. Words and images presented in different formats can appeal directly to your audience's imagination, adding power to your spoken words.

Think of using visual aids for the following reasons:

- if they will save words - *don't describe your results - show them;*
- if their impact would be greater than the spoken word - *don't describe an image - show it.*

Think about using a variety of different visual images. Try using photographs, tables, diagrams, charts, drawings, key words, or video

sequences. Be creative and deliberate in your choice of images to achieve the most impact.

Think of your next presentation. How can you display your material visually? What techniques might help you present your argument or results in a stimulating way? What might add emphasis to your spoken words?

When to use visual aids

Words and images can be used throughout your presentation from the introduction to the conclusion. However, remember to restrict their use to key moments in your presentation; an over use of visual aids can be hard to follow.

Think about using visual aids at the following times:

Introduction

- display the title of your presentation;
- define particular technical terms or units;
- indicate a structure to your presentation by listing your main points;
- display an image which encapsulates your theme(s);
- highlight a question you intend answering during the course of your presentation;

Main points

- highlight new points with an appropriate image or phrase;
- support technical information with clearly displayed data;
- indicate sequence by linking points together;
- offer evidence from your research to support your argument;

Conclusion

- summarise your main points on a slide;
- present your conclusion in a succinct phrase or image;



- display your key references to allow your audience to read more on your topic.

Different types of visual aids

There are many different types of visual aids. The following advice will help you make the most of those most commonly used.

PowerPoint (or equivalent)

Microsoft PowerPoint is probably now the most commonly used form of visual aid. Used well, it can really help you in your presentation; used badly, however, it can have the opposite effect. The general principles are:

White or black board

White or black boards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation (this will give you a fixed list to help you recap as you go along). Rather than expecting the audience to follow your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes. However, once you have written something on the board you will either have to leave it there or rub it off - both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off - there is nothing more frustrating than not being given enough time! Avoid leaving out of date material from an earlier point of your presentation on the board as this might confuse your audience. If you do need to write 'live', check that your audience can read your writing.

Paper handouts

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have

a full record of your findings. Consider the merits of passing round your handouts at the beginning, middle and end of a presentation. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One powerful way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps.

Flip chart

A flip chart is a large pad of paper on a stand. It is a very useful and flexible way of recording information during your presentation — you can even use pre-prepared sheets for key points. Record information as you go along, keeping one main idea to each sheet. Flip back through the pad to help you recap your main points. Use the turning of a page to show progression from point to point. Remember to make your writing clear and readable and your diagrams as simple as possible.

Video

Video gives you a chance to show stimulating visual information. Use video to bring movement, pictures and sound into your presentation. Always make sure that the clip is directly relevant to your content. Tell your audience what to look for. Avoid showing any more film than you need.

Artefacts or props

Sometimes it can be very useful to use artefacts or props when making a presentation (think of the safety routine on an aeroplane when the steward shows you how to use the safety equipment). If you bring an artefact with you, make sure that the object can be seen and be prepared to pass it round a small group or

move to different areas of a large room to help your audience view it in detail. Remember that this will take time and that when an audience is immersed in looking at an object, they will find it hard to listen to your talk. Conceal large props until you need them; they might distract your audience's attention.

Designing visual aids

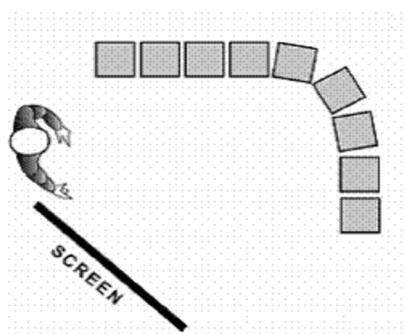
There are many different rules for designing visual aids, some of which will apply directly to different kinds of equipment. In general, sticking to the following guidelines will produce high quality visual images:

- use one simple idea for each visual;
- make the text and diagrams clear and readable;
- avoid cluttering the image;
- keep your images consistent (use the same font, titles, lay out etc. for each image);
- make sure your images are of a high quality (check for spelling and other errors).

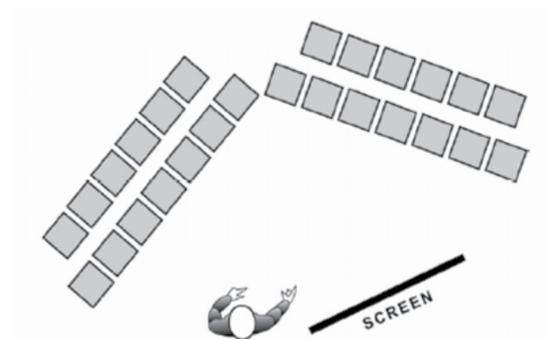
Always remember that an audience should be able to understand a visual image in a matter of seconds.

Room layout

Remember that your audience needs to be able to see you as well as your visual aids. Try to involve every member of your audience by changing the layout of your room. Below are some suggested layouts to help maximise contact between you, your audience and your visual aids.



Speaking to small audiences



Speaking to larger audiences

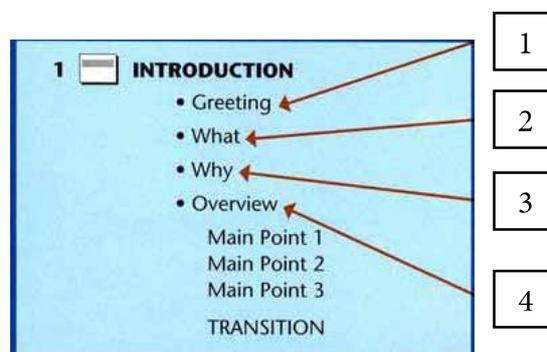
Try these arrangements in different settings. Use them to create different atmospheres; for example, an intimate setting might suggest an informal tone, whilst placing yourself at a distance might suggest a more formal relationship.

6. The Story Message

They are three main points in this part:

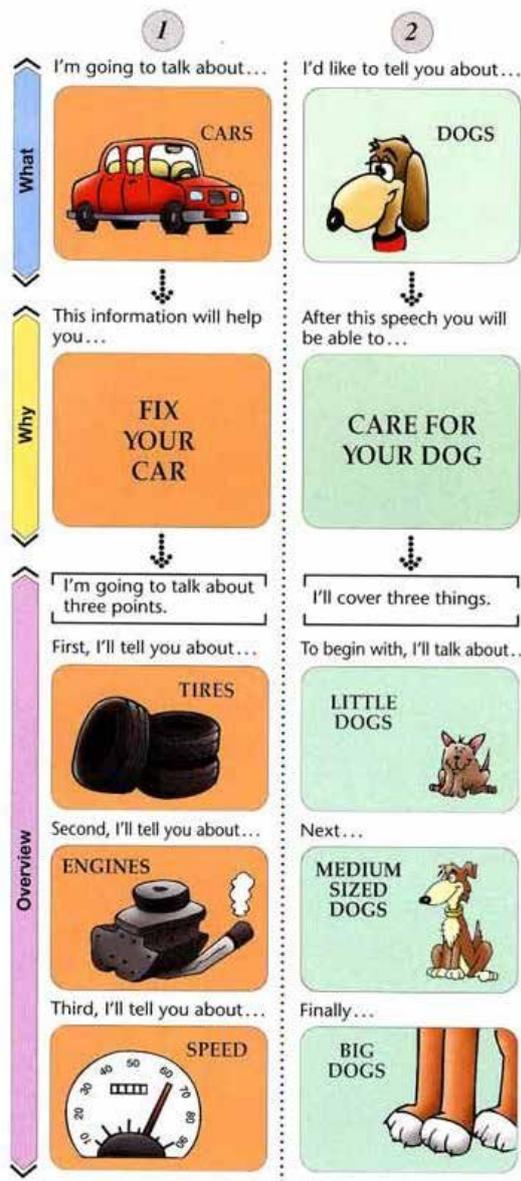
6.1 The Introduction

The introduction prepares the audience for your presentation. It tells them what your presentation is about, why it is important, and finally, what to listen for your speech. The introduction is perhaps the most important moment in your presentation. If you get the audience's interest, you have a good chance for success. If you fail to get their interest, they might not listen closely enough to catch your message.



1. Greeting. It gets the audience's attention.
2. What. It tells the audience what your topics is.
3. Why. It tells the audience why your information is important to them.
4. Overview. It tells the audience what points to listen for.

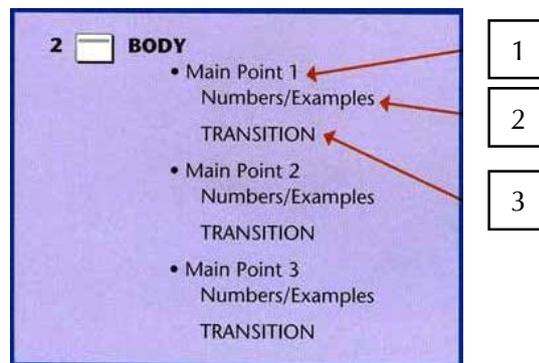
Below is the example how to create a stunning introduction.



6.2 The Body

in the introduction, you gave the audience your main points from the overview. In the

body, you take each main point and explain it in detail, using evidence. What is evidence? Evidence can be numbers or examples that prove or support your main points. The body is the main course of your presentation. Even if you have an interesting appetizer, the introduction, and a tasty dessert, the conclusion, your presentation will fail unless the body is carefully prepared. Prepare the right evidence for the right audience, and prepare clear transition between your points.

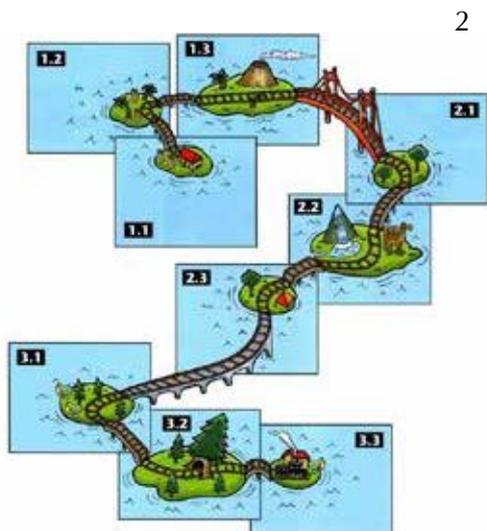


1. Main points are repeated from the overview.
2. Evidences are numbers and examples to support and explain the main points.
3. Transition is to connect the main points.

We use numbers and examples to make our evidence *specific*. When we don't use numbers or examples, our evidence is unclear or *vague*. To be specific, we use either numbers or examples to tell audience how much, how many, how valuable, how good, how bad, how much better than, how much worse than, etc. Moreover, numbers are usually used as evidence when we are talking about prices, percentages, statistics, sizes, distances, length of time, or other things that are easily measured. Examples are usually used as evidence when we are talking about equality, comfort, beauty or other things that are difficult to measure.

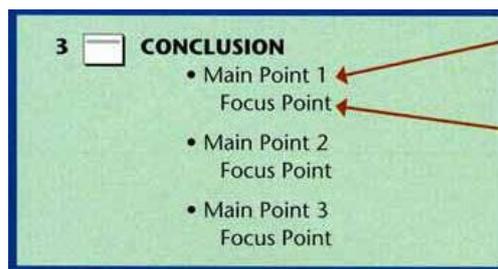
Transitions and sequencers

In this tour around island, the tour guide uses words bridges called transitions and sequencers. Transitions are the larger bridges, e.g. *after we have talked about ...*, etc. Sequencers are small bridges, e.g. *first, next, after*. These words connect information within each main point of your speech.



6.3 The Conclusion

the conclusion is your final message to the audience. It both summarizes the presentation and emphasizes what you want the audience to remember. The conclusion summarizes the presentation by repeating the main points from the overview in the introduction. The conclusion emphasizes by repeating some key numbers or examples from each point in the body of your speech.



1. Main points are repeated from the overview in the introduction.
2. Focus points are taken from the body of your speech.

How to make a conclusion

1. Remember that in the introduction, verbs are in the future tense (will, be going to, etc.) because you are going to speak about the main points to follow in the body.
2. Then, in the body, verbs are in the present tense (are, is, does, takes, makes, etc.).
3. Now, in the conclusion, verbs in the past tense are used because you are summarizing what you spoke about in the body

7. Conclusion

To sum up all the theories of how to make a good and stunning presentation, we need not only pay attention to written form (as we considered in three stages of act: the introduction, the body and the conclusion) but also how we can create physical message which exposes of posture, gesture, facial expression and voice inflection. The last part to be concerned is visual message which supports presentation in its own way to give presentation more alive and easy to follow.

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