

1. Informative presentations help explain complex ideas in simple ways. Use pictures and examples to make it easier to understand. Practice and be ready to answer questions.

2. Persuasive presentations try to change how people think by using strong reasons and feelings. Understand your audience and make your message fit them. Tell a good story that starts well, has strong reasons, and ends well. Use pictures to help explain. Examples include talks about saving nature or changing rules.

3. A demonstration or how-to presentation teaches step by step how to do something. It's good for learning practical skills. These presentations are used in workshops, training, cooking classes, DIY tutorials, and tech demos. Use pictures, objects, and live examples to show each step clearly. Give clear instructions, involve the audience, and answer any questions.

4. Training presentations teach practical skills or ideas in a detailed way. They're like a more detailed demonstration. Whether it's teaching software to new employees or making sushi, they aim to turn beginners into experts. To make your training effective, break down complex ideas, use real examples, and add interactive elements like quizzes.

5. Sales presentations help businesses attract customers by showcasing products or services. They focus on benefits, storytelling, and a strong call to action. Visual aids make the presentation more memorable and effective.

6. Pitch presentations are important for getting investors or partners interested in your idea. They help you explain your idea clearly and convince others to support it. Practice your presentation and show confidence in your idea.

7. Motivational presentations aim to uplift and inspire by sharing personal stories and encouragement. Use storytelling, relatable anecdotes, and metaphors to create an emotional connection. Keep the energy high and end with a clear call to action.

8. Status or progress report presentations keep everyone updated on achievements, challenges, and future plans. Use infographics and charts to present data visually and simplify information. Visualizing data helps identify trends and make predictions based on evidence.

## **Skill 3: Visual Aids**

Visual aids can be a powerful tool to enhance your presentation and improve its effectiveness. They can help you convey complex information in an easy-to-understand way and make your presentation more engaging and memorable.

The human brain processes visual information much faster than text, so incorporating visual aids in your presentation can help your audience understand your message more quickly and effectively.

### **1. Keep it simple**

Visual aids should be simple and easy to understand. Avoid cluttered or complicated images, and use clear and concise language. Your audience should be able to quickly and easily understand the information you are presenting.

### **2. Use high-quality images**

Low-quality images can be distracting and detract from your message. Use high-quality images that are relevant to your message and enhance the overall tone of your presentation.

### **3. Avoid too much text**

Visual aids should be used to support your message, not replace them. Avoid using too much text on your slides or graphs, and instead, use bullet points or brief phrases to convey your message.

### **4. Use colour strategically**

Colour can be a powerful tool to help emphasise important information, but it should be used strategically. Avoid using too many colours or bright colours that can be distracting.

### **5. Incorporate multimedia**

Videos and audio can be effective tools to help engage your audience and make your presentation more interactive. Just be sure to use multimedia that is relevant to your message and supports the overall tone of your presentation.



## **Skill 2: Storytelling**

Storytelling is a powerful tool that can make your presentation stand out from the rest. It can help you engage your audience emotionally and make your message more memorable.

A well-crafted story can take your audience on a journey, creating a connection between you and them. In a world where attention spans are short, storytelling can be an effective way to hold the attention of your audience and keep them engaged.

### **1. Start with a clear message**

Before you begin crafting your story, identify the key message you want to convey. This will help you structure your story around the central idea and ensure that it aligns with your overall goal.

### **2. Use a simple structure**

A simple structure can help you keep your story focused and easy to follow. Consider using a traditional story arc, which includes an introduction, rising action, climax, falling action, and resolution.

### **3. Create relatable characters**

Characters are an important part of any story. Create characters that your audience can relate to, and make them feel human and believable. This will help your audience connect with your story on an emotional level.

### **4. Use sensory language**

Sensory language can help bring your story to life. Use descriptive words to paint a picture in the minds of your audience. This can help them better understand and remember your story.

### **5. Incorporate humour**

Humour can be an effective way to engage your audience and create a memorable presentation. However, be sure to use humour that is appropriate, relevant and not sexist, ageist or ableist.



## #2. February 15th: Presentation Formats

1 Informative

2 Persuasive

3 Demonstration or how-to

4 Training

5 Sales

6 Pitch

7 Motivational

8 Status or progress report