Interreg

Co-funded by the European Union

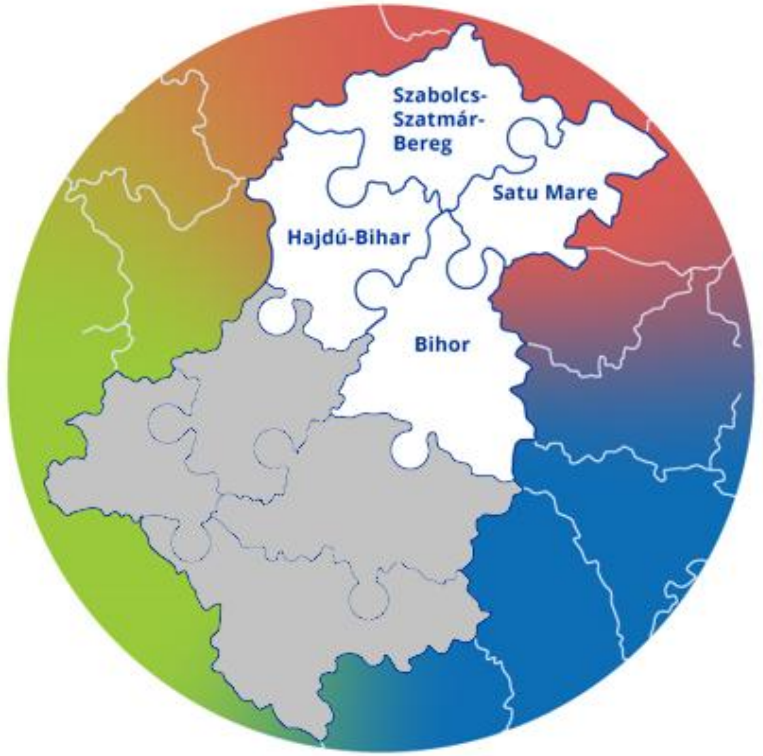
Romania - Hungary

GOVERNMENT OF ROMANIA

HUNGARIAN GOVERNMENT

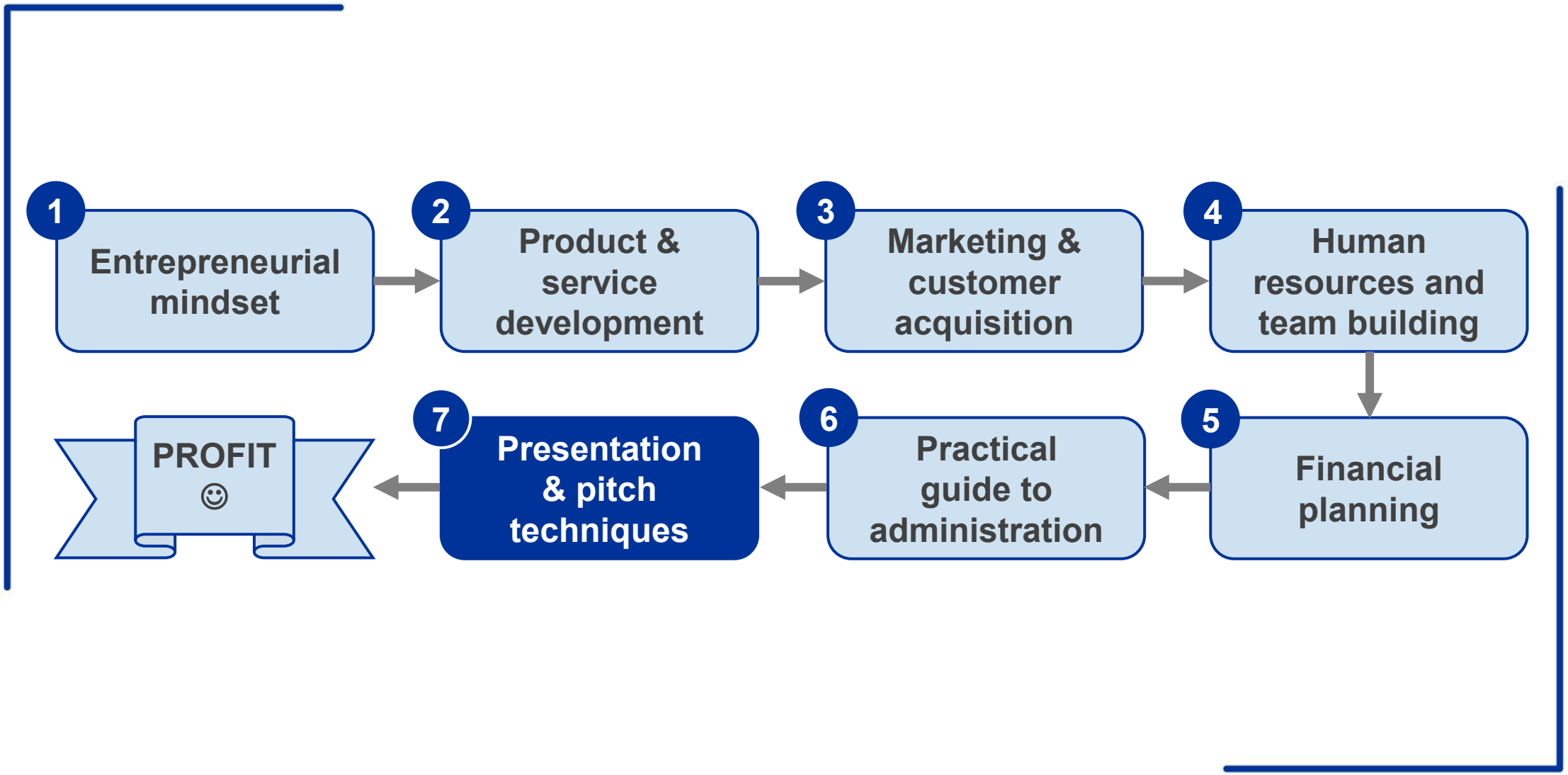
INSPIRE

Improving **N**etworks and **S**ervices to **P**romote **I**nnovative and **R**esilient **E**ntrepreneurship



Location: Nyíregyháza & Oradea
Business support workshop

interreg-rohu.eu


1
Entrepreneurial mindset
2
Product & service development
3
Marketing & customer acquisition
4
Human resources and team building
5
Financial planning
6
Practical guide to administration
7
Presentation & pitch techniques
PROFIT
☺

“It usually takes me more than three weeks to prepare a good impromptu speech.”

Mark Twain

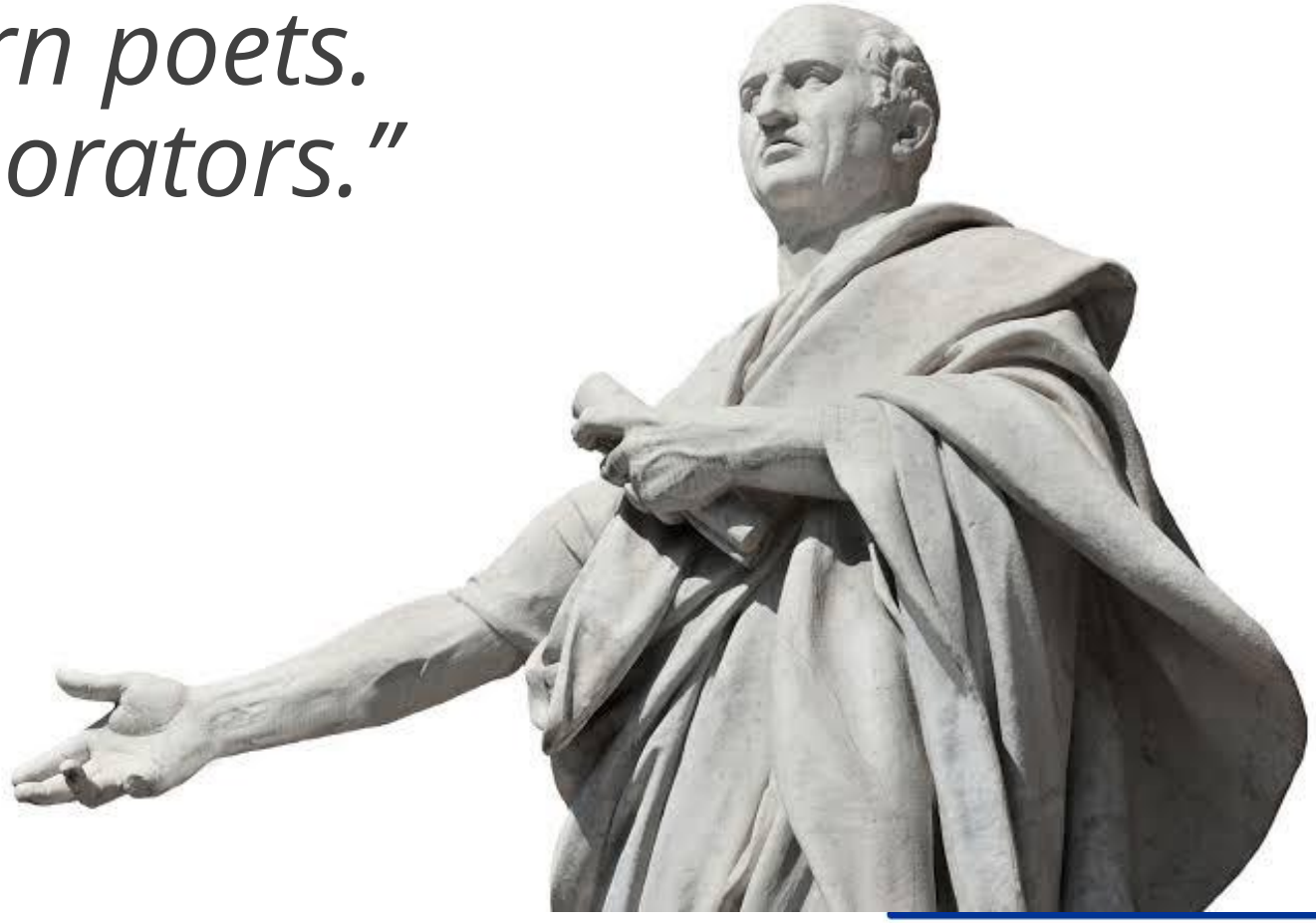
Glossophobia





“We are born poets.
We become orators.”

Cicero





Content





PRESENTATION = SLIDES?

Know your goal!

Inform

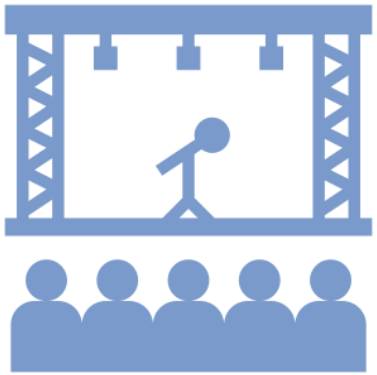




Convince

Motivate





Entertain

Find out the context!



Find out how much time you have!

Get to know the location!



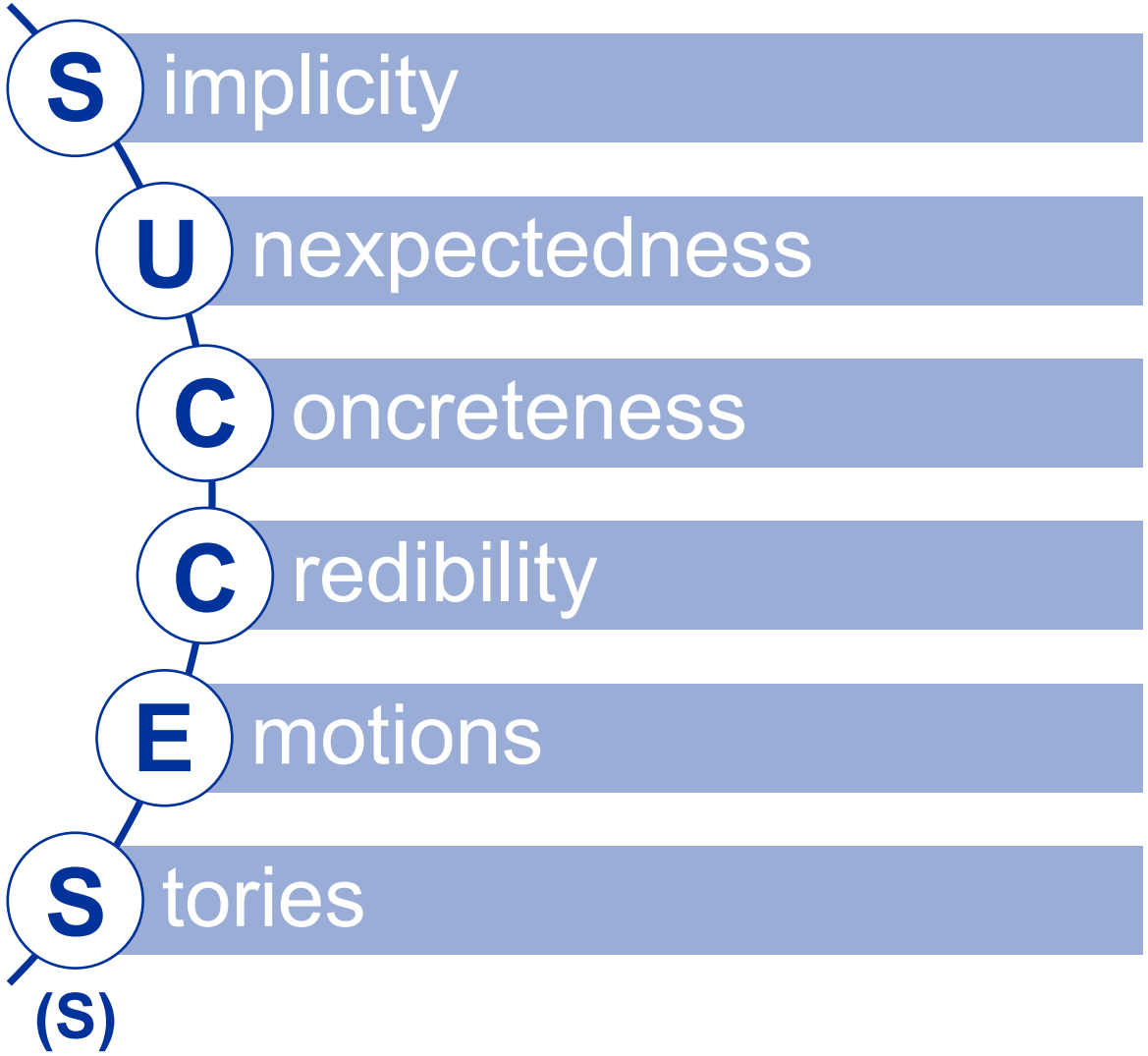
Photo by Matthew Osborn on Unsplash



Photo by M ACCELERATOR on Unsplash


Don’t turn on your computer (yet)!

6 principles of a successful presentation



The million-dollar question:

What is your main message?

- ❑ Topic vs. Message
- ❑ If your audience forgets everything else, what should they remember?
- ❑ Write down your main message in one sentence!
- ❑ The textbook's job is to tell you everything. The lecturer's job is to emphasize the most important things.

“Our mission is to become an internationally recognized leader in the space industry through team-driven innovation and strategically planned industry initiatives.”

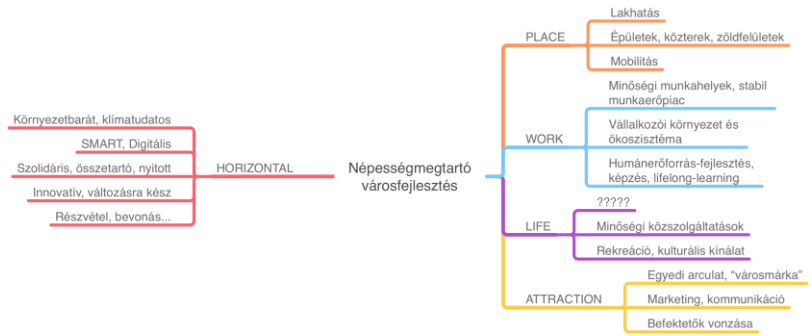
“I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.

President John F. Kennedy

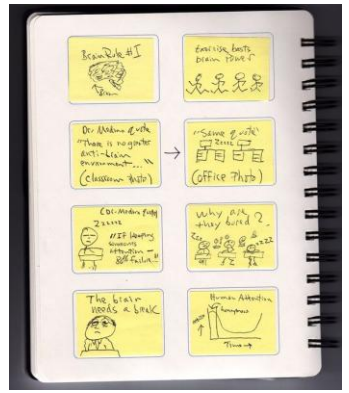
Planning process



1. Ideation



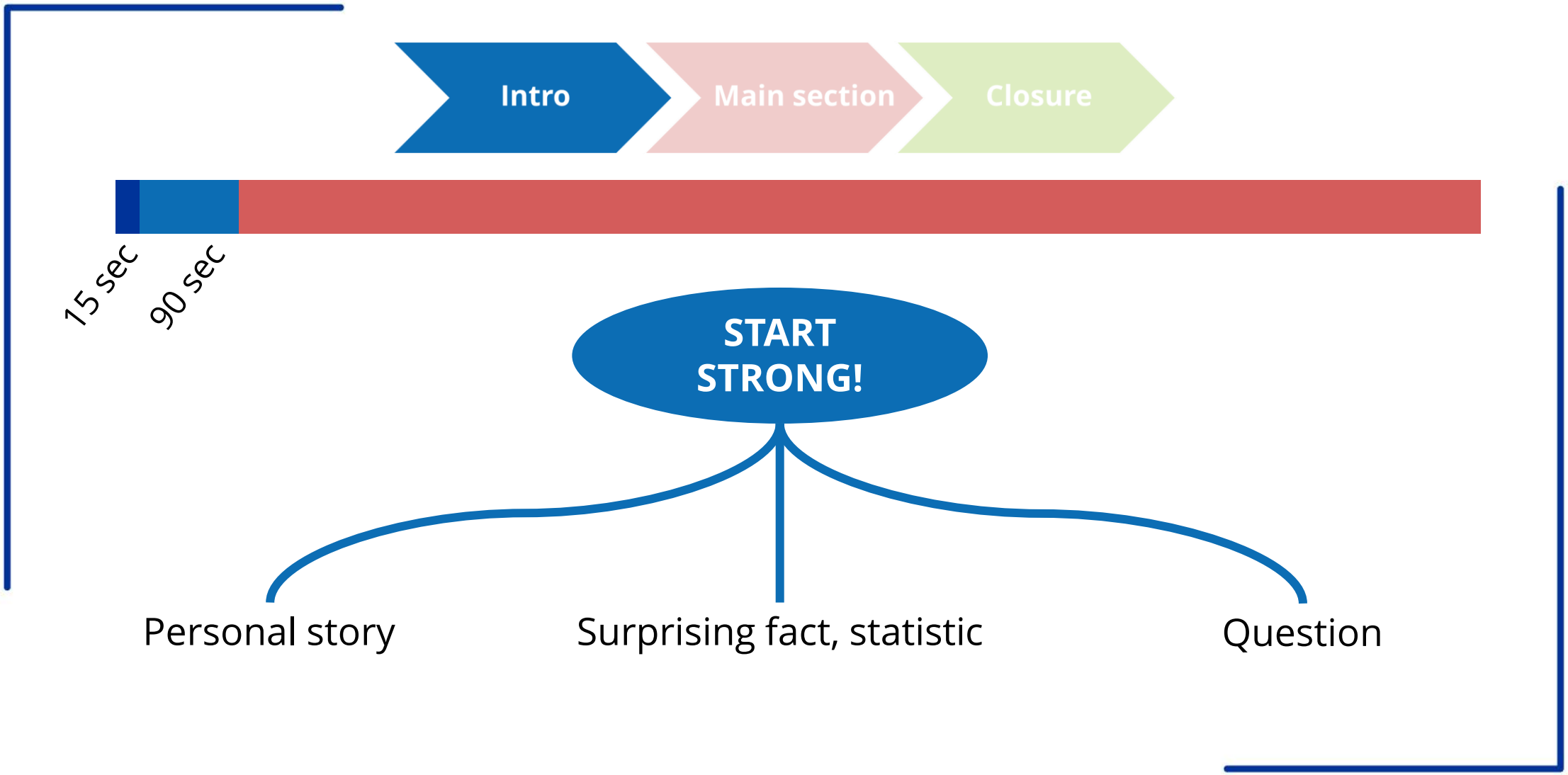
2. Organizing, editing, grouping



3. Designing a structure (storyboard)

Presentation structure




Intro
Main section
Closure
15 sec
90 sec
START STRONG!
Personal story
Surprising fact, statistic
Question

Intro → Main section → Closure

Transition
(teaser)

Sense
(facts, data)

Sensibility
(stories)

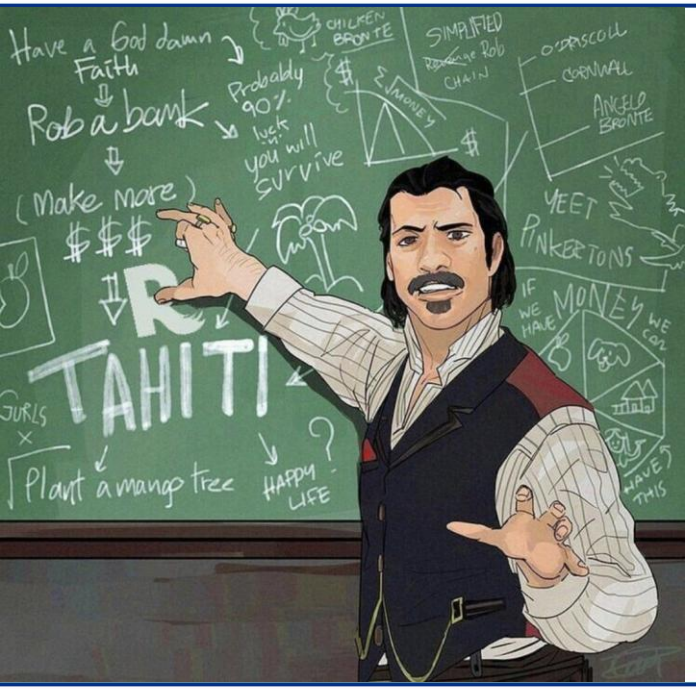


Triple structure

- **Setup** — Context, circumstances
- **Confrontation** — Challenge, problem (maybe opportunity)
- **Resolution** — Solution



- ❑ Last chance – main message, inspiring the audience
- ❑ Clearly indicate that the end of the presentation is approaching!
- ❑ Avoid boring summaries of the main points!
- ❑ Reinforce the WHY behind your main message!
- ❑ ”Call to Action”



Visualization

Familiar?

- The number of slides in a presentation can vary depending on the nature of the presentation, the purpose of the presenter, and the way in which the message is being conveyed.
- There is no specific rule for how many slides a presentation should have, as many factors influence it.
- However, as a general guideline, it is best to keep your presentation concise and to the point.
- It is generally recommended that you use about 10-20 slides for a typical 20-30-minute presentation. This allows you to thoroughly cover the most important points without overwhelming your audience with information.
- It is important to note that the number of slides is not as important as the content of the slides.
- Each slide should be carefully designed to convey your message effectively and in an enjoyable way.
- It is also important to maintain a balance between visual and text elements to avoid information overload in your audience.
- To summarize, the number of slides depends on the purpose and content of your presentation. The key is to make sure the presentation is well-structured, engaging, and informative, regardless of how many slides you use.

Throw out the rules!

- **5/5/5:** Don’t use more than 5 words per line!
  more than 5 lines of text per slide!
  more than 5 slides of text in a row!
- **1/7/7:** 1 main idea/slide
  Max. 7 lines of text/slide
  Max. 7 words/line
- **10/20/30:** max. 10 slides, max. 20 minutes, min. 30 font size



Photo by Alexandre Pellaes on Unsplash

You are the main character!



Simplify!

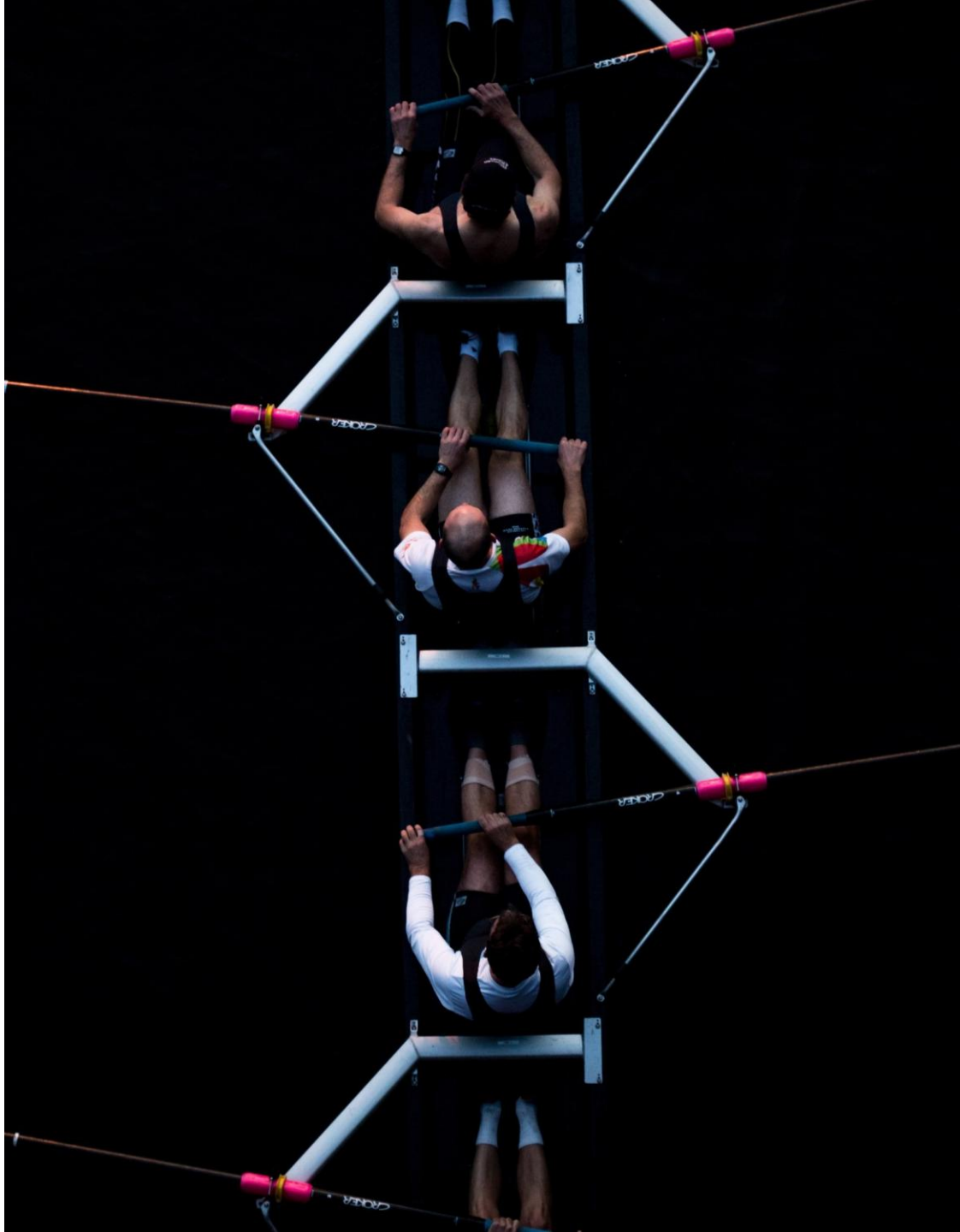
Use **pictures**...

... but avoid **stereotypes**!

Cooperation

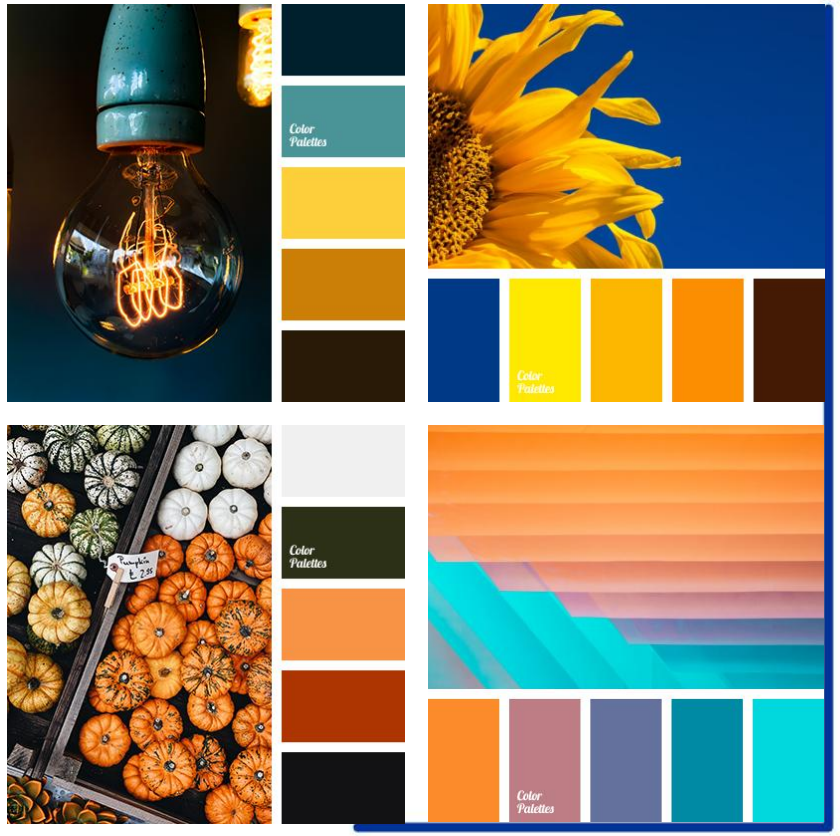


Cooperation

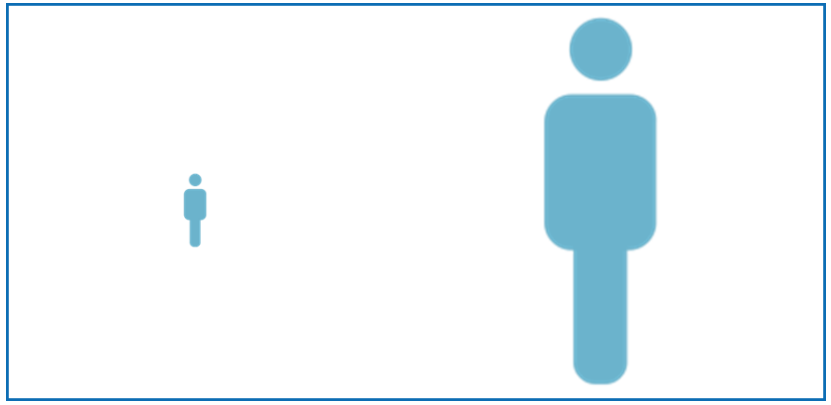


Use of colours

- ❑ Max. 5 colours
- ❑ Contrast!
- ❑ colorpalettes.net



Contrast, contrast, contrast









Style



Photo by Product School on Unsplash

“Dominate” the room!

- ❑ Confident entrance
- ❑ Straight (but not tense) posture
- ❑ Fenceless expression
- ❑ Smile



Photo by Egor Vikhrev on Unsplash

Eye contact

- 3-5 seconds

DO NOT…

- … look at just one person
- … imagine the audience
- … stare into infinity
- … turn to the slides



Photo by Jacek Szczyciński on Unsplash

Speaking style

- ❑ Grammatically correct
- ❑ Adapt it to your audience
- ❑ Avoid jargon
- ❑ Short, simple sentences
- ❑ Use emotive words



Photo by Cat Han on Unsplash

Hand gestures

- ❑ Easy, relaxed
- ❑ Use them to emphasize

AVOID...

- ❑ ... hands in pockets
- ❑ ... hands on hips
- ❑ ... hands on arms
- ❑ ... theatrical hand gestures



Photo by Mika Baumeister on Unsplash

Use your voice

Speak loudly...

- ... but use volume for emphasis

Slowly, clearly, articulately...

- ... but vary your speaking speed if necessary

Don't be afraid of pauses!



Photo by Matt Botsford on Unsplash

Practice!

- ❑ In front of a mirror
- ❑ In front of friends
- ❑ Use video recording



Photo by Matt Botsford on Unsplash

Use the space

- ❑ Don't hide away!
- ❑ Don't stand still!
- ❑ Important information: move closer
- ❑ Process demonstration: walk from one end of the stage to the other



Expecting questions (and the unexpected)

Keyword 1:
Preparation

Typical examples

- You arrive at the last minute
- Large room, no microphone
- Tech problems
- More people than you expected
- You have less time



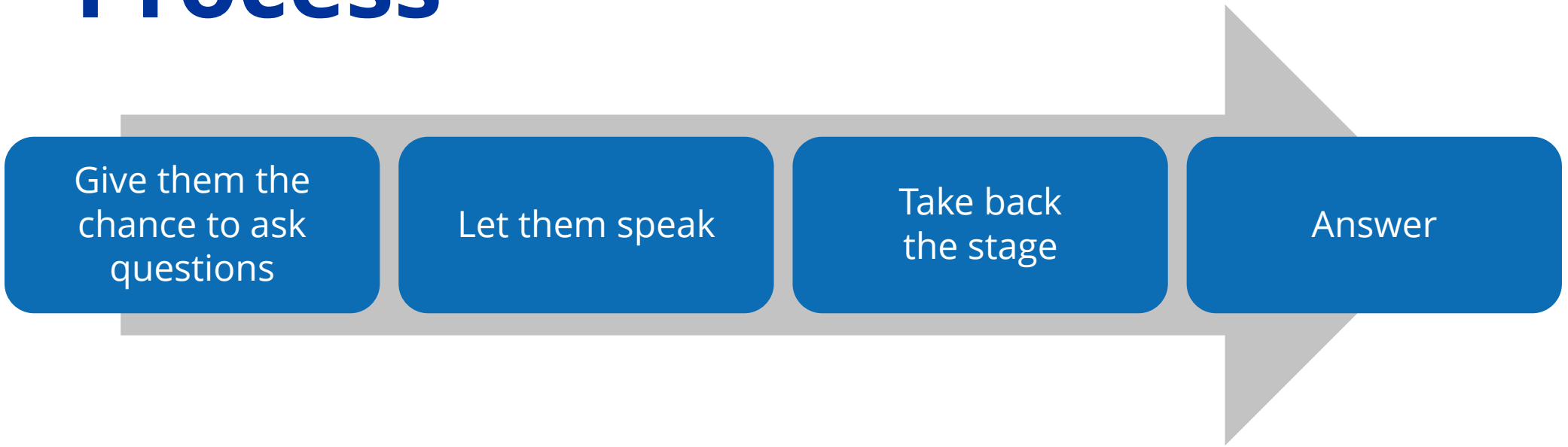
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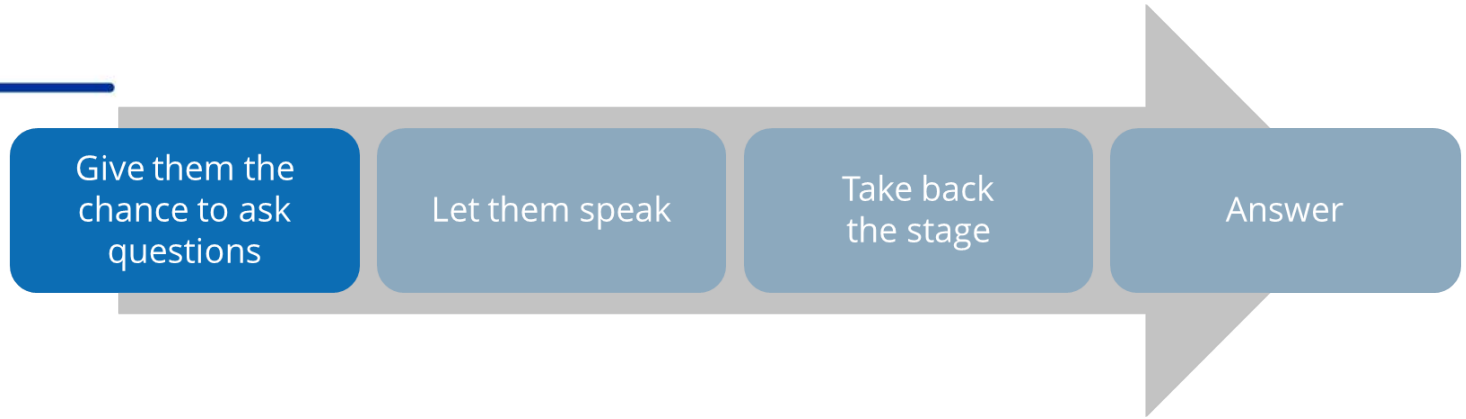
Prepare for questions

- ❑ Brainstorm – what would ***you*** ask?
- ❑ Ask others
- ❑ Identify the main themes
- ❑ Develop a preliminary answer for each

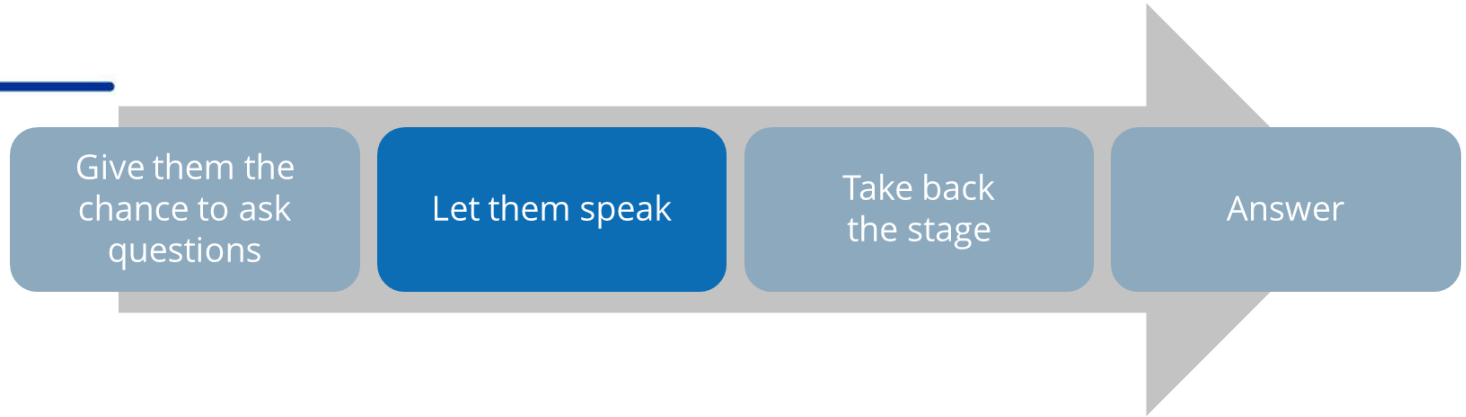
Keyword 2: Control

Process


Give them the chance to ask questions
Let them speak
Take back the stage
Answer



- Control **time**
  - At the beginning: *"We have 10 minutes for questions."* or *"We have time for a maximum of 5 questions."*
  - Towards the end: *"3 more minutes."* or *"We have time for 3 more questions."*
- Control "**traffic**"
  - Choose the first questioner (hands!)
  - What if we know their name?



Active listening

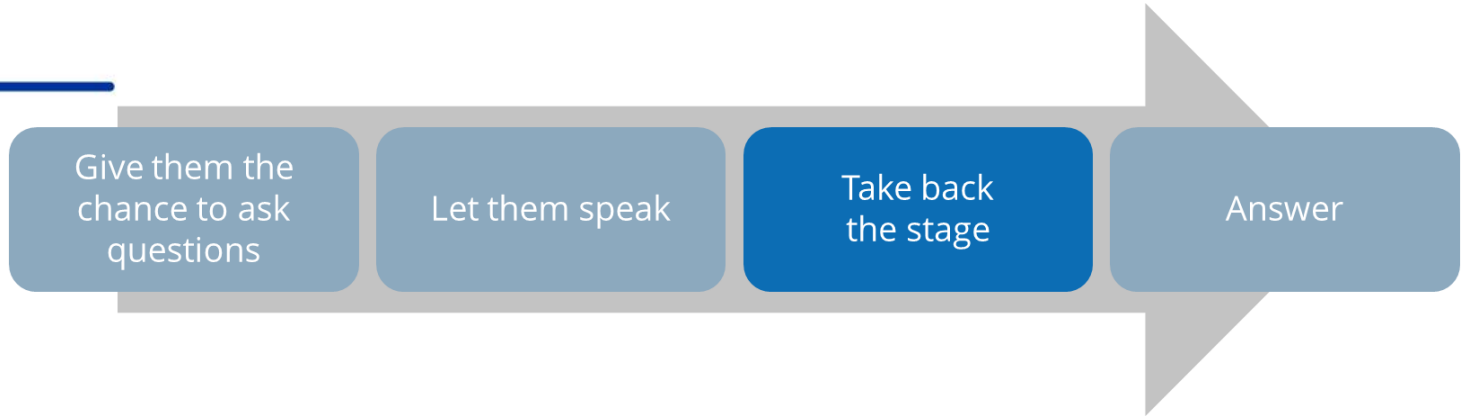
- Focus on the question
- Don't think about the answer
- Find the keywords to capture the essence of the question

Positive body language

- Confident, open posture
- Eye contact with the speaker
- Occasional nods, confirmation

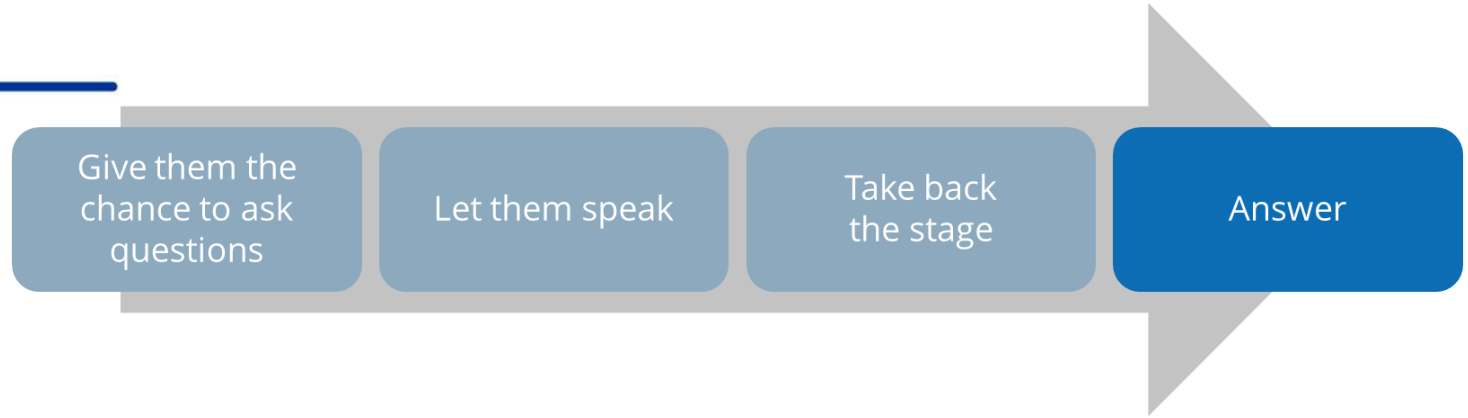
If you don't understand

- DON'T...
  ... take back the word!
  ... answer!
  ... interpret!
- *"Sorry, I didn't follow you exactly. Could you rephrase the question?"*



- **Paraphrase** – rephrase the question!
  - Simple, to the point
  - Focus on the keywords

- *“I didn’t understand exactly, but…”*
- *“If I understand correctly…”*
- *“What you’re really asking…”*
- *“Let me clarify your question…”*
- *“You’re curious about…“*
- *“You'd like to know…“*
- *“You’re interested in…“*
- *“A very important question…“*



- ❑ Focus on the keywords
- ❑ Answer honestly and directly
- ❑ Stay on topic – don’t introduce new aspects
- ❑ Be brief and to the point (rule of thumb: 1 minute)

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Romania - Hungary







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