



Classic Presentation Technique

A one-day course from PanMedia

Objective:

- ◆ *Each candidate to be able to deliver a robust and entertaining presentation with minimal aides-memoire*

Preparation:

- ◆ *Each participant is asked to bring ample raw materials for a single presentation, the subject of which should be germane to his or her area of work*

What is the Rationale of this Workshop?



"I CAN THINK of nothing that an audience won't understand. The only problem is to interest them; once they are interested, they understand anything in the world."

ORSON WELLES

The great Shakespearean scholar A C Bradley arrived at a similar insight. Talking of the dramatist opening a play – but he might equally well be talking of the presenter beginning a presentation – Bradley writes: *"He has to impart to the audience a quantity of information about matters of which they generally know nothing... But the process of merely acquiring information is unpleasant, and the direct imparting of it is undramatic."*

An "undramatic" play would be an unpleasant experience. So is an undramatic presentation. For our purposes "drama" really means (to return to Welles) that our material and delivery are so interesting that audiences willingly suspend all other preoccupations, concentrate for the duration, and are persuaded by our arguments.

Welles and Bradley sound a warning. Your presentation is NOT, principally, about imparting information. The information has to be got across subtly, almost elliptically, while your audiences, whether in person or watching a screen, are looking for and judging. What they want is a strong and sympathetic character, in possession of (and, within reason, possessed by) a new, clear and powerful idea, which is conveyed vividly, engagingly, and with unswerving commitment.

All this remains true whether the "information" you are trying to convey is the most important new product or service launch in the history of the company, or a review of annual results which have already been circulated among your audiences.

So that's what we're going to work on:

- The character and style of the "self" that is the "you" who presents;
- The nature and quality of that original idea which excites your audiences' emotions and quickens their intellects; and
- The way you structure and illustrate your content so it has momentum and propels your audiences from every start to every finish and through every stage along the way.



Programme

09:00 – Introductions

09:15 – The challenge of the presentation: some preliminary thoughts

09:30 – Who am I? Interactive session confronting and resolving anxieties and defining the character and style of the self who presents

10:15 – Subject matter: participants briefly outline their topics

10:30 – Working up the material: interactive session concentrating on:

- Unifying the presentation around a single, original call-to-action and story
- Prioritising the content : the world-changing focus
- Structuring the content : creating a plot
- Illustrating the story: conflict, jeopardy, resolution; the place for case studies, anecdotes and dialogue
- Aides memoire and how to deploy them

11:30 – Coffee and discussion: how we will use the exercises that follow as instruments that help to build the team

11:45 – First rehearsal and critique of presentations as platform performances

13:00 – Lunch

13:30 – Second platform performances and critique.

14:45 – An introduction to presentation on-camera (retaining the emotional punch but scaling down the dimensions; using the colloquial).

15:15 – First on-camera rehearsal, critique, playback and revision of content.

16:30 – Some notes on interview technique.

16:45 – Second on-camera performance, followed in each case by recorded Q & A, playback and critique

18:00 – Discussions and conclusions

Fees on application