



# A short guide to presentation skills

# Introduction

As a medical student at Tbilisi Medical Academy, you will probably be asked to give an oral presentation to your peers, whether as part of individual knowledge assessment or as a group presentation in a seminar.

Presentations require much thought, planning, and research. More you will do the better feedback you will receive. For many students, delivering a presentation can be a nerve-wracking experience, but it does not have to be!

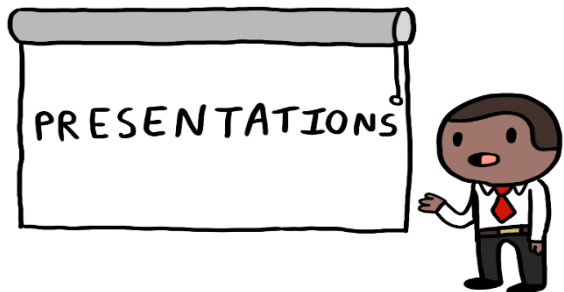
This short guide aims to provide you with the most important tips that can help you to develop your presentations and enjoy doing them.

## Remember!

PPT is designed to enhance your presentation, not to be the presentation.

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# Planning a presentation

## Five key questions to ask yourself:

**1** What are your presentation's objectives?



TRY THIS STRUCTURE...



WHAT?



SO WHAT?



NOW WHAT?

**2** Who is your audience?

**3**

What content are you going to include?



**4**

How much time do you have?

**5**

What visual aids will you use?

In each point, your answer should reflect the needs of your audience, plus any assessment criteria.

# Writing a presentation

## Make it clear

- Visuals should be concise, simple and relevant.
- Arrange your presentation in a logical sequence in line with your presentation structure (Intro, main message, and a conclusion).
- Each slide should convey one specific idea, point, or topic area. One message per slide.
- Limit the amount of text on each slide. Don't write your entire presentation script, just main points, and keywords are allowed.
- Check spelling and grammar of each text.
- Number of slides should be enough with the allotted time.



The current font size is: 8pt  
The current font size is: 9pt  
The current font size is: 10pt  
The current font size is: 10.95pt  
The current font size is: 12pt  
The current font size is: 14.4pt  
The current font size is: 17.28pt  
The current font size is: 20.74pt  
The current font size is: 24.88pt

## Make it big

- Visuals should be readable from the back of the room.
- Use a large font (at least 24 points).
- Choose a simple font, like Helvetica, Arial or Times and avoid complicated and unreadable such as *Brush Script MT*, *Blackadder ITC*.
- Avoid UPPER CASE text. Blocks of text are hard to read.
- Make sure captions on pictures or graphs can be clearly seen from the back of the room.

# Keep it simple

## Don't overdesign



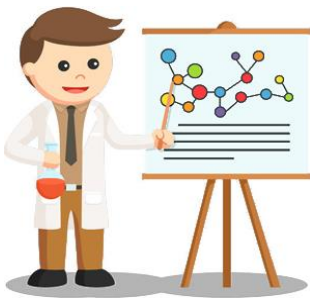
- The slides should be simple and clear. Eliminate unnecessary information and clutter.
- Use white space and don't cram too much on each slide. For each addition, ask yourself 'is this necessary; what does it add to the message?'
- Avoid busy backgrounds that make text hard to read.

## Don't go overboard with technology

- Use animations sparingly. Effects like flying or flashing text can distract your audience. What value do they really add to your talk or your topic?
- Only include elements like sound and video if they are the best way to convey particular information.

# Be consistent

- Choose a general 'look' for your presentation and stick to it.
- Don't get carried away with fonts, colors, styles etc. Use the same themes (colors, backgrounds, fonts etc.) throughout your slideshow.
- Visual consistency can link your slides and help your presentation to flow.

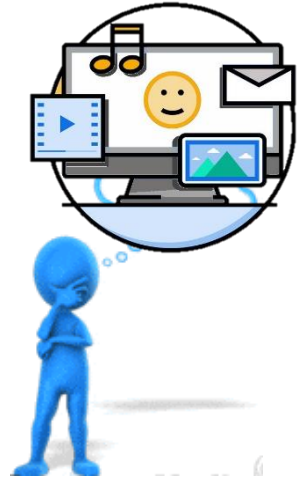


# Move beyond bullet points

- Take advantage of the medium and look for ways to convert data to visual information. Would a picture, graph or chart convey information more effectively than text?
- Use statement not a sentence and remove the words that don't add meaning.

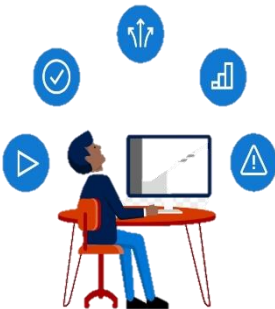
## Be visual

- The impact of visuals is greatly increased by color if it is used well.
- Ensure that used visual aids match your speech 100%, remove any extra details which can distract the audience.
- Ensure there is a clear contrast between the color of the fonts on the slide and the color of the slide background.
- Use a highlight color to emphasis keywords.
- Don't use too many colors on one slide.
- Use colors that harmonize rather than clash. Bright shades can look harsh when projected.
- If you're not sure how to put colors together, make use of the color schemes available in PowerPoint.



## Use graphics well

- Choose graphic material to support your presentation. Don't include graphics purely for decoration.
- Use no more than 1-2 images per slide.
- Pictures should be clear, in focus and 100% match your speech, make sure that any extra details which can distract the audience are removed.
- Tables or graphs should be simple and readable from the back of the room.
- Remember that what may look clear and focused on your computer screen will probably be paler and less focused when projected onto a large screen.



# Summary

Three out of every 5 people are visual learners. The human brain processes visuals much faster than any amount of text, we remember 80% of what we see, compared to 20% of what we read and only 10% of what we hear. That's why design and format are quite important for any presentation.

Each slide of your presentation should contain one major idea and no more than three related points to discuss, presented in a logical sequence and simple concise way with minimal written text (statement not sentence) illustrated with images, tables and graphs to make your points easier for understanding by the audience. Your slides should have a sharp contrast between the colors of text and background's, with text size not less than 24 points and not more than 40 points with legible font type. Make sure that the number of your slides will be enough for the allotted time, considering the structure of your presentation (Intro, body, conclusion) and the time for the audience questions. Finally, don't forget to cite all of your sources.

## Use the following checklist after preparing your presentation!

The Dos	The Don'ts
- Include relevant and simple photos and graphics such as simple charts or diagrams (minimal text, more images).	- Don't overload slides with text! Minimize the amount of text on your slides.
- Use sharp contrast between font color and the background.	- Don't use busy background, keep it solid, simple and with light color.
- Keep the fonts consistent in both style and size throughout the whole presentation.	- Don't use too many colors in your slides.
- Use common, simple and readable font size (Min 24points) and color.	- Don't use small fonts or unreadable font style.
- Keep the number of slides to the minimum.	- Don't overwhelm your audience with busy and badly organized slides.
- Check grammar and spelling.	- Don't add pictures, sounds or animations as decorations.
- Arrange your presentation in a logical manner.	- Don't use more than three related points on each slide.

# Presentation Outline

## Crafting your introduction

1

- **Start with a greeting.**
- **Open your speech with an attention-getter** (This could be a joke, a personal story, or an interesting observation on your topic).
- **Give your audience a reason to listen to your speech** (Briefly explain the importance of the topic or issue you'll be discussing in your speech).
- **Present your thesis statement** (Tell the audience the scope of your speech).
- **Establish your credibility.**
- **Preview your main points.**



2

## Building the body of your speech



- **State your first point.**
- **Present your supporting evidence and/or arguments.**
- **Transit to your next point.**
- **Repeat the same process for all remaining points.**

## Creating your closing

3

- **Provide a smooth transition.**
- **Summarize the points you've discussed.**
- **Restate your thesis statement.**
- **Leave your audience something to remember.**
- **Thank the audience and anyone who invited you.**
- **Note time for questions.**





# Delivering presentations

## Practice

Practice, Practice, Practice

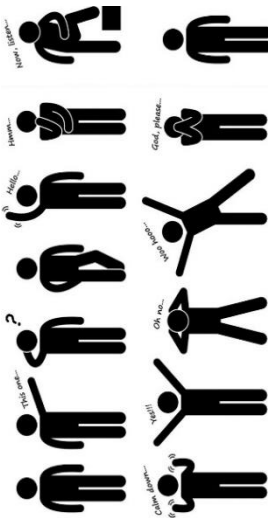
Rehearsing your presentation is essential part if you really want to deliver a rousing presentation. Practice over and over until you think it's enough if you really want to sound great. Write out your speech rather than taking chances winging it – Remember the script is your best friend if you get nervous about speaking.

Do a practice run for a friend or colleague, or try to record your presentation and play it back to evaluate your performance by asking yourself "Is that what I really want to look like?".



## Practice body language and movement

Communication is not only throwing words, it's more about tone and body language expression. The words of course matter, but emphasis comes with movement and body language. Delivering a speech is a combination of different things like facial expressions, gestures, and movements those convey what goes on in your mind. They all add up to the 'truth' behind what you are saying and help you to deliver your message in a more effective and understandable way.



## Don't read unless you have to

Reading from a script or slide can easily fracture the interpersonal connection. By maintaining eye contact with the audience, you'll keep their attention. The reason you're speaking in front of a room of people is presumably that you have something to share and to inspire, motivate and add more knowledge to them.

### Remember

Nothing leaves people less inspired or educated than reading the script or slides. Here's the thing: listeners can rather read your slides or listen to you, but they can't successfully do both.



## Make eye contact



It's one of the main parts of everyday communication, listeners can easily feel neglected if you will avoid eye contact during your speech, on the contrary, your audience will feel more interactive if you keep looking on them. Eye contact with your audience helps to build trust connection, and it will go a long way towards making your audience understand what you are telling and to interact with it. Eye contact gives the listener a sense of involvement in your speech, by that you can reach your objectives much faster.

Look at your audience, not your slides.

## Use humor, tell stories, and use effective language

No matter what you are talking about, always you can find a place for emotion or humor or both. Inject your speech with funny anecdote, and for sure you will grab your audience's attention. Audiences generally like a personal touch in a speech. A story can provide that.



## Know your audience. Your speech is about them, not you



Before you begin to craft your message, consider who the message is intended for. Learn as much about your listeners as you can. This will help you determine your choice of words, level of information, organization pattern, and motivational statement.

## Watch for feedback and adapt to it

Keep the focus on your audience. Interact to their reactions, adjust your message, and stay flexible. Delivering a boring speech will guarantee that you'll lose the attention of your listeners.



## Test all equipment

Nothing sucks more than last-minute technical difficulties. Avoid adding even more stress by testing any and all equipment and audiovisual functions ahead of time. And have backups.

## Start strongly

Start your speech with a well-prepared grabber. A relevant personal story, question or quotation is a great start. It establishes your credibility. It connects you to the audience and creates the right atmosphere (and calms your nerves).



## Don't go over the allotted time

Go under the allotted time. Less is sometimes better. But never, ever, go over. It's poor speaking etiquette and shows you are not prepared. It's also disrespectful of the agenda for the event.

Practicing in advance can ensure that you will go under the allotted time.



## Project confidence

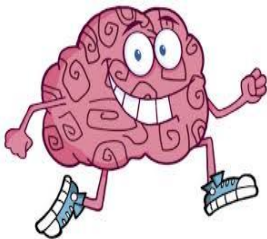
The more you project confidence, the more confident you are likely to feel. Get out there and own the room. Even if you are terrified. Fake it. Look people in the eye and command their attention. Also, avoid filler words such as Ummm, Ahhh, Awww.



## Slow down, pause and smile

Slow down and pause when it is required, nothing shows nerves more than racing through your presentation. If you want to impact the audience in a meaningful way, make sure they actually hear what you are saying. Slow it down.

Do not forget to smile. Smiling increases endorphins, replacing anxiety with excitement and makes you feel good about your speech.





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