

ORAL PRESENTATIONS: MORE ON ORGANIZATION

CIS304, G. Jones

Attention-getting (professional, yet interesting)

Definition of topic and/or one-sentence description of topic or issue

Importance of topic (size, dollars, numbers of people, etc.) / [purpose of presentation] /

Ideally, relate topic to your audience.

Brief preview of your main points

Transition to Main Point I

Main Point I

[Preview of sub-points, as appropriate]

Sub-Point A

Supporting facts, statistics, anecdote, and/or quote
(with brief mention of reference, as appropriate)

Sub-Point B

Etc.

[Brief review of sub-points, as appropriate]

Transition to second main point

Main Point II

Etc.

Brief summary of main points

Conclusion (Clear, effective conclusion, which may incorporate brief summary)

TOPIC: Choose a newsworthy topic. **Narrow** your topic. "Wireless Home Networking" would be okay, but "Wireless Communication" or even "Wireless Networking" would be too broad. Choose a **current** and reasonably **challenging** topic. "The Four P's of Marketing", for example, is neither. Avoid general topics like "non-verbal communication" or "good interviewing techniques." Blah.

ORGANIZATION: Main points should be logically related to one another—not a scattershot of marginally related points. Main points should be of about equal weight and importance. Sub-points (usually bullet points) should likewise be related to each other.

Examples: Employ specific examples to illustrate your points. Specific uses/occurrences/events that have actually been employed or actually happened. But do not organize your presentation around examples; examples are there to illustrate your main points. Avoid one big collection of examples or links on one slide. Likewise, avoid a series of product descriptions, features, or characteristics. You are welcome, of course, to mention some features of a product where appropriate or necessary—but your presentation is not a commercial, and should not come across like one.

Slides: Slides should be designed and organized to reflect a **logical progression of thought**. Your presentation should have a clear (brief) beginning, middle, and (brief) end. Again, follow guidelines from text and/or PAWS Web page. Avoid slides with titles like "Facts and Statistics." This does not suggest logical progression of thought. Statistics should support your sub-points, and occur under appropriate sub-points.

Slide titles: Titles should be meaningful and descriptive—preferably unique. Use "continued" only when necessary. Slide titles should reflect the information beneath them, and vice versa.

Design and layout: No overlapping of images/information unless by design and appropriate.

Images: Employ some images—appropriate to your information. Text must relate to the image on the slide; images should be appropriate to the information being conveyed.