

FASHION BUSINESS RESOURCE STUDIO



EFFECTIVE PRESENTATION SKILLS

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To think about before you start;

To really succeed at presenting, there are several key areas that you need to become skilled in.

Once you've mastered these skills, you'll be able to create a presentation with a clear message and deliver it with confidence.

Today's Schedule

- **Planning your presentation**
- **Creating your presentation**
- **Delivering the presentation confidently**
- **Summary – Questions**



There are many ingredients required to conduct a good presentation. Effective use of information, a relevant subject matter to engage your audience, clear and concise delivery of information, use of visual aids and of course your own confidence when presenting.

Planning your presentation

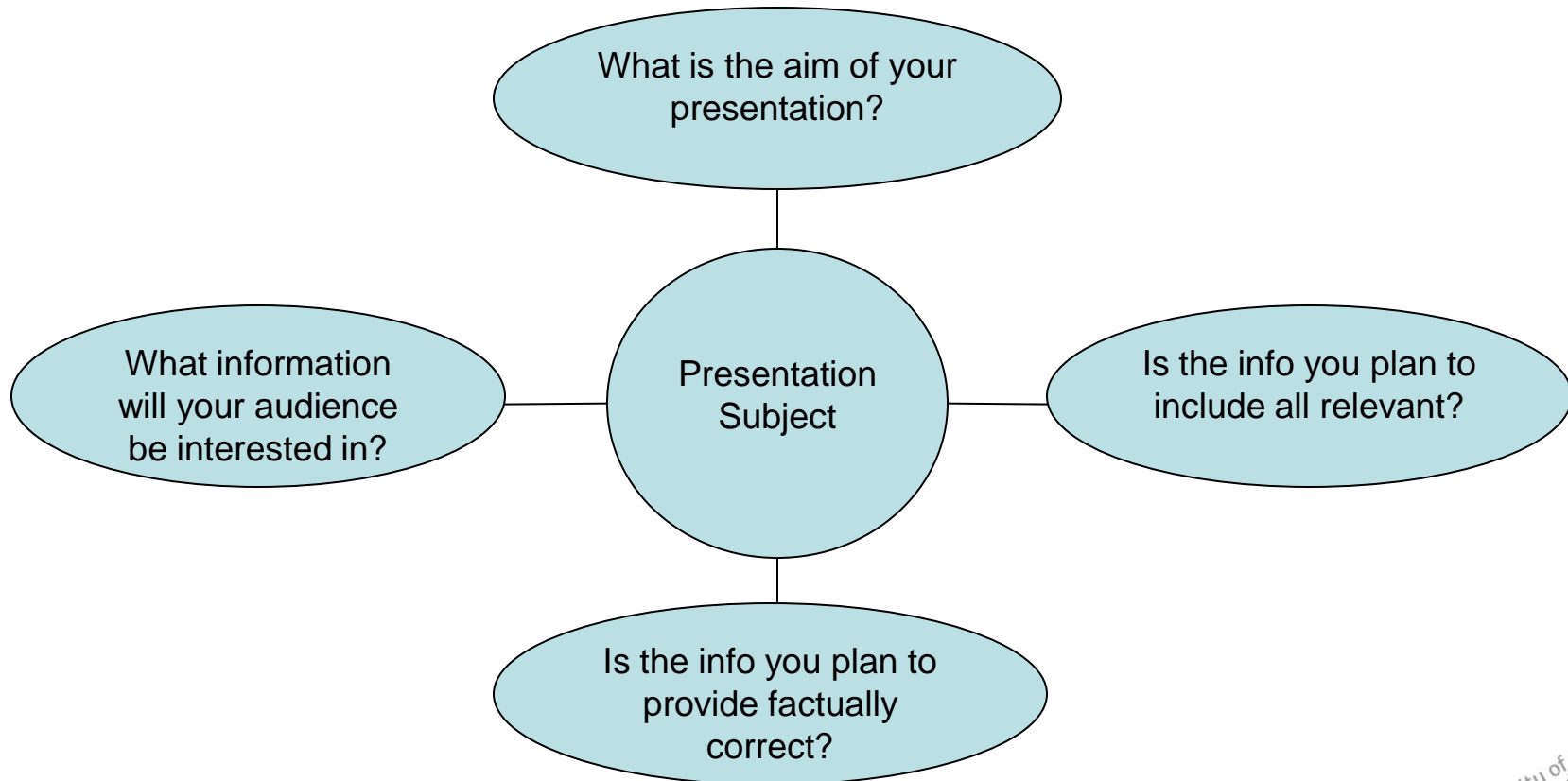
We all have the ability to deliver excellent presentations but first you need to plan and prepare your presentation.

Your greatest ally when standing in front of a group of people expecting you to deliver is knowing you fully understand what you are going to be talking about and have done as much as you can.



Planning your presentation

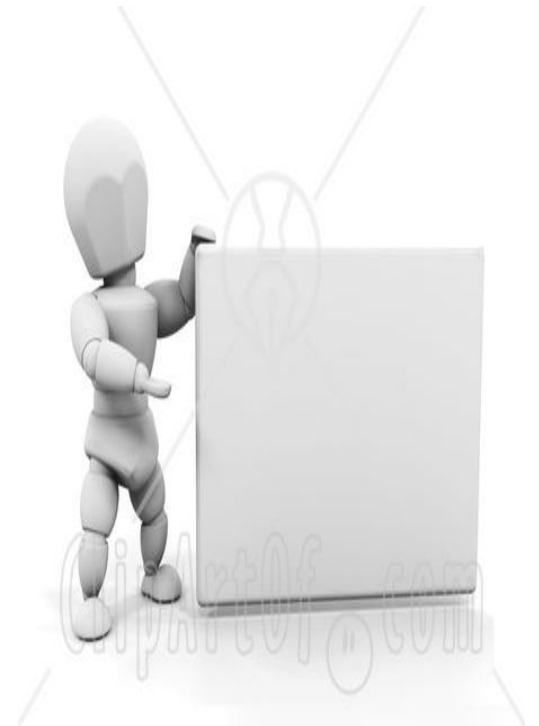
The more you prepare, the easier it is to present with confidence;



Planning your presentation

You need to know as much as possible about your subject matter;

- **Establishes confidence from the audience**
- **Less reliant on presentation notes**
- **Enables opportunity to answer audience questions effectively**



Planning your presentation

Always keep in mind;

The key purpose of your presentation

Most interesting pieces of information

The connection between each of your points

The order in which you will deliver information



Planning your Presentation

Before you begin,
make sure;

You have researched
your subject fully

That you have
enough information
to use in your
presentation



That you are
comfortable with the
points you want to
make

That all of the info
you
are going to cover is
Relevant!

Creating your presentation

Think about;

FORMAT

PowerPoint

Written on whiteboard

Video/short film

DURATION

How long do you have?

Use of your time

Team or individual?



Creating your presentation



Format : Powerpoint is most commonly used. White board can be difficult. Always make sure you have the facilities needed. Video/Short film – consider how practical?

Time : The whole coordination and delivery of your presentation is going to be structured around time, consider how long do you have and what do you need to cover in that time? Are you splitting your time with team members?

Creating your presentation

STRUCTURE

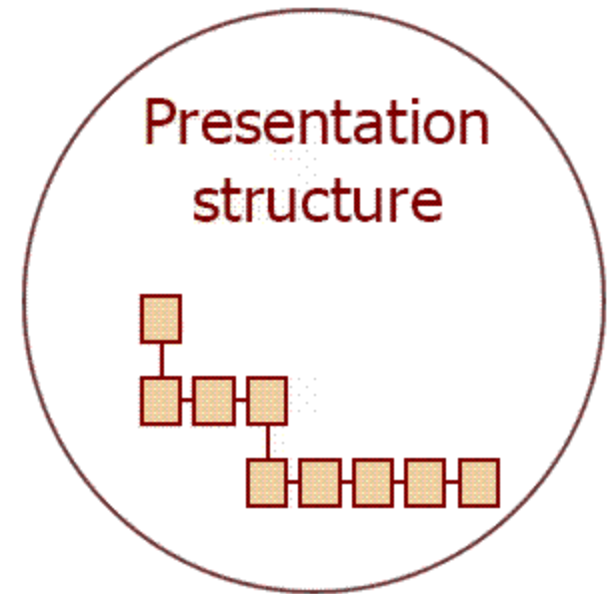
- Mix images and text
- Create slides that jog your memory
- Memorise each slide

What do you need to know? – Think about the things you are already aware of and work out what more you want to include

Creating your presentation

Your presentation structure is very important;

- **Opening** : Engage the audience
- **Middle** : Make key points
- **End** : Provide a positive conclusion



Planning your presentation

Beginning : A statement or key outline that reminds the audience of what you are going to be talking about, setting out the questions you will be answering during the presentation

THE REAL NYC – OUR EXPERIENCE



Opening :

It's common knowledge that New York is a fast paced city with endless famous site seeing opportunities. But what about fashion, food and culture? A short trip helped uncover just some of the secrets.

Planning your presentation

Middle : Dealing with the key points of your presentation topic, answering the questions you may have asked of the audience



Main points:

From the picturesque beauty of central park to the iconic liberty island, seeing such famous sites first hand is an experience that is seemingly impossible to prepare for. But as a budding fashion student a trip to Soho village was a particular highlight

Planning your presentation

End : A summary of the points you have covered, a statement that defines your presentation and re-enforces your points



Conclusion:

You only need a few days to discover some truly amazing qualities that NYC has to offer. But to really explore the fashion areas such as Soho and the dining options of little Italy it is recommended you try to extend your stay. For those that do, the lesser known areas of the city are just as rewarding!

Planning your presentation



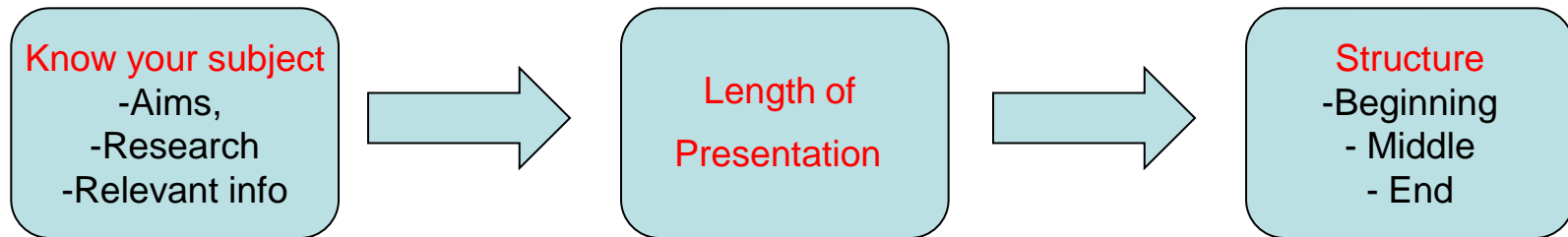
A LONGER STAY BRINGS IT'S REWARDS!!

Uncover the key shopping area's

Discover fashion NY!

Creating your presentation

The guidelines to preparing and creating your presentation;



Delivering your presentation with confidence



| For a story about pumping up ones confidence

Delivering your presentation with confidence

Confidence in presenting comes with;

KNOWING YOUR STUFF

PRACTICE

SELF BELIEF

UNDERSTANDING YOUR AUDIENCE

Delivering your presentation with confidence

REMEMBER

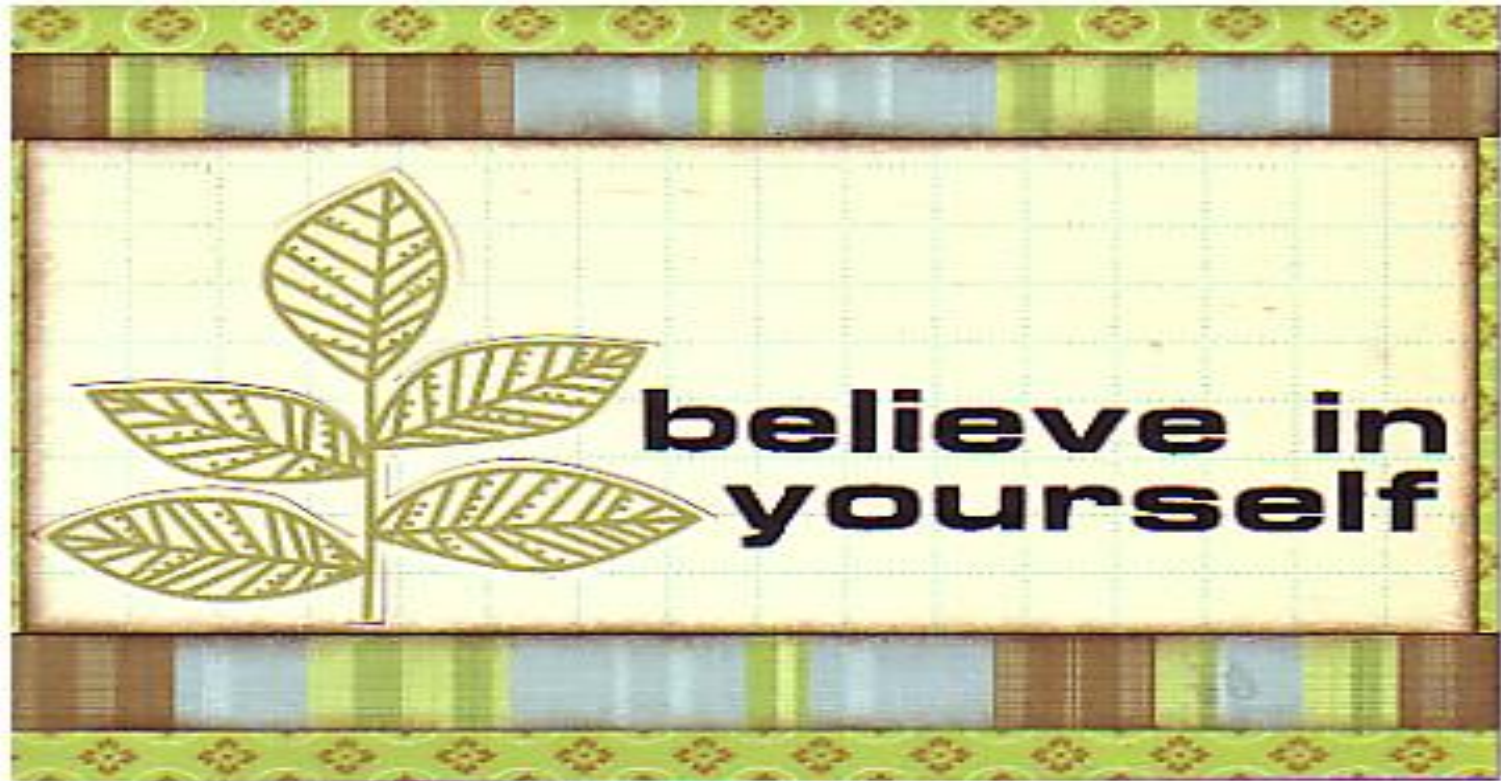
- **Stay calm**
- **Establish running order of slides**
- **Timings - Who is presenting first, how long do you have?**
- **Speak clearly and pace yourself**
- **Don't deviate away from the subject**

Delivering your presentation with confidence

BODY LANGUAGE

- **Make eye contact**
- **Don't hide behind the lectern**
- **Don't gesticulate too often**
- **Be positive and enthusiastic about your presentation**
- **Engage the audience as much as possible**

Delivering your presentation with confidence



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