

Elements of Effective Group Presentations

I. 4 Key Steps

- A. Presentation Analysis – Know your subject
 - 1. Identify the purpose of your presentation.
 - 2. Identify what your subject or topic should/will be.
 - 3. Make sure you can show how your topic relates to the audience.
- B. Audience Analysis – Know your audience
 - 1. Consider the audience demographics (age, gender, culture, etc.)
 - 2. Use appropriate examples that can be understood by your audience.
 - 3. Use the appropriate vocabulary, but watch using jargon.
 - 4. Make sure you can properly pronounce every word in your speech.
- C. Group Analysis – Know your individual and group strengths and weaknesses
 - 1. Confident Presenters do well with introductions and conclusions
 - 2. Detail oriented people can handle the discussion points.
 - 3. Fast thinkers are good at handling questions.
- D. Practice, Practice, Practice – aim for group cohesiveness

II. Create ONE presentation

- A. Work together to have ONE introduction, body, and conclusion for the presentation.
- B. One person compiles the slides from everyone into one slideshow.
 - 1. Use only one template/slide style for the entire presentation.
 - 2. Everyone works on their slides and sends/gives them to the one compiling.
- C. Everyone must contribute (i.e. research, proofreading, etc.).
- D. Keep a group mindset – Say “we found . . .” not “I found. . .”
- E. Work together to build a strong supported case.
- F. Create smooth transitions – between slides AND between group members
 - 1. Explain how the next topic is relevant to the previous one.
 - 2. If first time the next speaker has talked, introduce the speaker and his/her topic.
 - 3. Sometimes an easy way to transition is to acknowledge the overlap in topics/points.

III. Appearance of all group members matter

- A. Try to dress similar – does not have to be identical.
- B. Consider professional attire (i.e. slacks, button-up shirt, etc.)

IV. Delivery Tips

- A. As part of opener/introduction, introduce the group members.
- B. Include a preview slide of what will be covered.
- C. When practicing, use your visual aids to check for typos or needed changes.
- D. Rehearse as if an audience is present.
- E. Share constructive feedback.
- F. **Do not hold your speech notes while speaking. Place them so you can see them.**
- G. **Face the audience not the projected slides, no one wants to listen to your back.**
- H. Make sure your nonverbals match what you are saying and do not divert attention.
 - 1. Smiling during a sad story will hinder message you are trying to give.
 - 2. Wild hand gestures can be very distracting.