EFFECTIVE PRESENTATIONS: CONTENT, DESIGN, AND DELIVERY (PP1L)

**Module**
Creating Policy Presentations (PP)

**Format**
Presentation

**Purpose**
This activity contributes to the module learning objectives by describing how to select and deliver appropriate data and messages for formal presentations and identifying principles for successful verbal communication.

**Time Required**
- 1 hr

**Activity Description**
PowerPoint presentation with speaker notes. The participants have been introduced to a learning module about communicating with policymakers in both formal and informal ways. Although some of the material may seem basic (project your voice; avoid distracting gestures), many of these students have never been taught how to deliver an effective presentation. This presentation focuses on structuring and delivering a good presentation and will help prepare students as they develop their individual policy presentations for the end of the workshop.

The presentation starts by describing common causes of ineffective presentations. It then reviews the six steps for effective policy presentations, which include:

1. Focus on the needs of the audience.
2. List your communication objectives.
3. Determine the specific content.
4. Organize your information.
5. Design the style and create the visuals.
6. Practice and work on delivery.
Most of the content in this presentation is applicable to public speaking in general, and only a few slides are specific to presenting research to a policy audience.

Try to have fun with the presentation. Feel free to use the examples in the speaker notes or speak from your own experience. It’s important to be confident and model the elements of good public speaking that we are teaching through the presentation.

**Key Learning Concept(s)**

- Focusing on audience and objectives as the first steps in developing a presentation.

- Selecting appropriate content for the audience, for the recommendations you want to make, and for the time allotted.

- Elements of physical and oral delivery.

**Materials Needed**

- Laptop and projector

**Required Preparation**

- Six Steps to Developing an Effective Presentation (*PP1L*), PRB & MEASURE Evaluation

- Delivering an Oral Presentation (*PP1L*), PRB & MEASURE Evaluation