



## How to do a Presentation

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March 2017



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## Knowing Your Audience

Wouldn't it be nice if we could all be **Red Hatters**

People automatically attempt to talk to you – get to know your audience

Enjoy your new best friend and enjoy their company over coffee or tea



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## Research – Prior to the Presentation

- Who is your audience?
  - High School Counselors
  - High School Financial Aid Night
  - Current students and/or Parents
  - New Financial Aid Administrators
  - Financial Aid Support Staff
  - Senior Financial Aid Administrators



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### Research

Senior Financial Aid Administrators  
Faculty  
Scholarship Organization  
Board of Regents/Trustees  
Etc.



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### Special Needs

- Hearing impaired
  - Face the audience
  - Do not cover your mouth or any part of your face
  - Stay out of the shadows – stay in the light
  - Speech should be slow and clear but do not exaggerated
  - No shouting
- English as a second language



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### Special Needs

- Visually impaired
  - Directionally specific – left, right, up, down, east, west, north, south
  - Overheads should be read out – do not assume everyone can read
  - Not all colors can be easily seen – they may be pretty but not necessarily a good choice



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### Technical Presentation

- What is the audiences' expertise
  - Careful use of technical/profession specific jargon
  - Informational or hands on sessions
  - Appropriate equipment/location
- Give them meaningful examples
  - Provide them with cases studies



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### Time of Presentation

- Time of the day for your presentation
  - Beginning of the day
  - Prior to Lunch
  - After lunch
  - Last session of the day



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### How to Gage the Audience

- Day of the Presentation - Question the Audience to Determine Makeup
- Ask questions
  - High School Night – Seniors and their parents, Freshmen to Juniors
    - How many have completed a FAFSA before
- How many have applied for Admissions
  - Financial Aid Support Staff
    - Length of time in financial aid profession
    - Idea of their responsibilities – determine their knowledge base



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## How to Gage the Audience

- Faculty
  - Ask them why they are here
  - What do they hope to accomplish
- Technical Training
  - What kind of training computer or regs.
  - What kind of experience
- General
  - Age range
  - Educational background



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## Expectations

- Ask the audience what they expect
  - Write it down
  - Go over the list
  - Explain what you will cover – tell the audience if you will not cover one of their expectations



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## Set Ground Rules

- Start and Stop on time
- Set and adhere to Breaks
- Take care of yourself
- Respect each other
- Safe environment
- No side bar conversations
- Turn pagers and cellular telephones to vibrate
- Questions – Parking lot, Ask it Basket, etc.



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## Different Learning Styles

- Audio Learner
  - Verbally present the presentation
  - Summarize the highlights of the presentation
- Visual Learner
  - Overhead
  - Powerpoint
  - Flip charts
- Tactile Learner
  - Provide exercised that reinforce the presentation
  - Role modeling/playing the points being presented



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## Watch Your Audience

- Watch the signs
- How's your body language
- Look at your audience – what's happening
  - When the audience is engaged, they sit up
  - They sit forward and face you
  - They make eye contact



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## Signs



- Puzzled Look
  - Ask the question, “would you like me to repeat”
  - Clarify or restate the information
- Frowning
  - State, “you look concerned”
  - State, “I did not state that very clearly”
- Asking their neighbor questions
  - Is there a question?
  - How about an example – if appropriate
  - Restate, clarify – make sure you understand if there is a problem before jumping in with some of the previous recommendation

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## Anticipation

- You cannot anticipate every event but you can be well prepared
  - Someone not paying attention
    - Look at them when speaking
    - Modulate your voice
    - Ask a question, and give candy for the right answer
    - If appropriate take a break



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## Options

- Someone sleeping – check the body language
  - Ask the audience a question – give them a treat – candy
  - Play a game
  - Make a point – raise your voice
  - Is it possible to modify your presentation
  - Acknowledge that this portion of the day or text may not be the most exciting but they will need this to move on to the next topic
  - Just move on!



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## Options

- Someone who disrupts the presentation
  - Try to assist them the best you can
  - Ask them if they can wait until the break
  - Thank you but we need to move on if you are to keep your promise to finish on time
  - But you would be happy to discuss their concern after the session
  - Multiple questions – add it to the Parking Lot



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## Options

- People begin to leave or pack up their things
  - Acknowledge that because of transportation some of you may have to leave
  - Attempt to ignore
  - Make the handouts conveniently available – at the back of the room or with your moderator
  - Ask them to wait, as you are almost done
  - Wrap it up!



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## Conclusion

- Last but not least – leave them with something
- Tell them what your going to tell them
- Tell them what you told them
- Leave them with something
  - Your contact information
  - Resources – Tip sheet



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## Questions and Answers



Hey, if you can't beat 'em, join 'em!!

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