

**Libyan International Medical University**  
**Faculty of Business Administration**  
**Session Title: Presentation Skills**  
**Dr. Sabri Elkrghli**  
**Associate Professor of Marketing Management**



# Contents

- Contents
- Intended Learning Outcomes ILOs
- Rules & Instructions
- Golden Advice For Good Presentation
- Conclusion

# Intended Learning Outcomes ILOs

- By the end of this session, attendees should be able to:
- Understand writing guidelines.
- Understand how to use body language well.
- Understand how to manage audience well.
- Value the importance of receiving and giving feedback on presentation.
- Give a good presentation.



# Rules & Information

- Please switch off your mobile phone.
- Be quite to focus, and understand.
- Write as many notes as you can while watching and listening.
- The meeting will last for one hour.
- The meeting consists of two parts: few tips, and some short videos.

# Rules & Information

- Today you will learn the basics of preparing a PowerPoint file, and giving presentation to your colleagues in the class.
- A discussion and reflection will take place next for better understanding.
- Finally, remember that you will be asked – at the end of this session - about what you have learnt / gained from this session.

# Golden Advice For Your Success



# Advice For You

- It is recommended to have (10) lines per slide.
- Each line should contain (10) words.
- Font line should be ranged between 24 - 28.
- Titles' font line should be ranged between 34 - 38.
- **Use punctuations:** (comma, full stop. Semicolon:). They should be close to the last word.
- **Full Stop:** The Punctuation mark (.) that is put at the end of a sentence, or at the end of a word that has been shortened (uni. instead of university).



# Advice For You

- **Comma:** (,) is the punctuation mark that is used in writing to separate parts of a sentence showing a slight pause, or to separate the single things in a list.
- **Semicolon:** (;) the punctuation mark that used in formal writing between two parts of a sentence, usually when each of the two parts could form grammatical sentences on their own. A semicolon can also separate the things in a list.
- **Check grammar:** (Tenses, sentence structure, correct order, spelling...etc).

# Advice For You

- Know your audience well (e.g. C.V.s).
- Know your subject well.
- Know yourself well.
- Dress quite smartly for the event (formal or casual).
- Do not take papers / files in your hands.
- Give hand-outs while giving your presentation.

# Advice For You

- Smile reasonably.
- Good opening.
- Good closing / ending.
- At the end, summarise key points in your talk.
- Provide evidence (numbers, percentages, charts, citations, quotations, etc...) for informing, supporting, and convincing your audience.
- List of resources / references at the end.

# Advice For You

- Use quotations: (direct & indirect).
- Do not make POWERPOINT similar to WORD DOCUMENT. Do not make it like essay (TOO TEXT)... It is just Bullet Points & Headings...
- Use animation / effects reasonably.
- Line up your text in a very organised shape.
- DONOT forget slide numbers and date....

# Advice For You

- Use formal English Language. Don't use jargon words....
- Avoid abbreviation (Prof. for Professor, uni. For university) unless necessary.
- Try to minimise number of slides and make it as short as possible.
- Try to provide photos, images, tables, figures, maps to make your presentation interesting.
- Do not stand and read your slides. Instead, face your audience and speak freely...
- Pay attention to your audience by looking not overlooking...

# Advice For You

- Use body language: (eye contact, gesture, voice, hands, legs...etc).
- Listen well. A good listener is a good speaker....
- Use colours wisely in your slides.
- Use attractive and interesting animation.
- Rehears..rehears..rehears what would you say many times at home. The presence of your family and friends can be a success factor for you.
- Time management is critical. Manage your time well as you will have limited time... 5 – 10 minutes maximum...Time flies as you know...

# Advice For You

- Try to be natural while delivering the speech...DONOT be shy or nervous (speaking too fast, too quiet)....
- Expect questions and prepare a convincing answer in advance.
- Be passionate and enthusiastic about your presentation. Initiate & spread energy... Attendees will like your presentation as well...
- You will be a strong presenter when you stand, walk, talk while delivering... NOT just, hiding, sitting and reading as many presenters usually do....
- Learn how to use pointer comfortably when giving a presentation. Try to practice as many times as you can at home....

# Advice For You

- Respond to questions politely, positively & enthusiastically. DOT reply with a challenging question!!!! You will look like a warrior who is chasing the chance to fight others....
- If you do not have an answer, USE Escaping Strategy....  
do not lie, do not be afraid to say I have no answer!



# Advice For You

- In some cases, you might need to be a little bit pragmatic by saying I will discuss this matter with you later on, or I will try to find an answer and get back to you next class...etc. This might be a good strategy for you at crisis's time....

# Advice For You

- Look at the feedback on your presentation as a free constructive consultation, not a personal criticisms directed by an opponent....
- Lastly, remember that the little baby learns crawling first, then setting, walking and finally running....  
Baby never succeed from the first time.... It is a Learning process...You too... remember that....

# Conclusion

- In this session, it was introduced audiences to the meaning of giving a good presentation.
- Writing instructions, audience management techniques, feedback importance and strategies were all discussed and explained to attendees.

*Best Of  
Luck*