



HOW TO PRESENT

PREPARING FOR A PRESENTATION

Presentations are the opportunity for you to show off your work in the best way possible!

To nail your presentation, make sure you are well prepared ahead of time

- **Structure your presentation**
- **Find your flow**
- **Manage your nerves**
- **Think about your audience**

1. Structure your presentation

START BY ANSWERING THE KEY QUESTIONS



Why is this challenge important?



**Where will this be promoted?
Are some channels more important than others?**



Who are our audience and what are their needs?



**When will this run?
Why is this?**



**What is your solution?
Why should we care?**



How are you going to activate and deliver this project?



1. Structure your presentation

TELL A STORY

What's the beginning, middle and end?

Beginning: **Recap the brief** – what's the problem and why do we need to solve it?

Middle: **Explain your thinking** – what did you find out and what's your key insight?

End: **What's your killer idea** – how does it solve the problem?

1. Structure your presentation

DELAY POWERPOINT

Don't start by opening Powerpoint

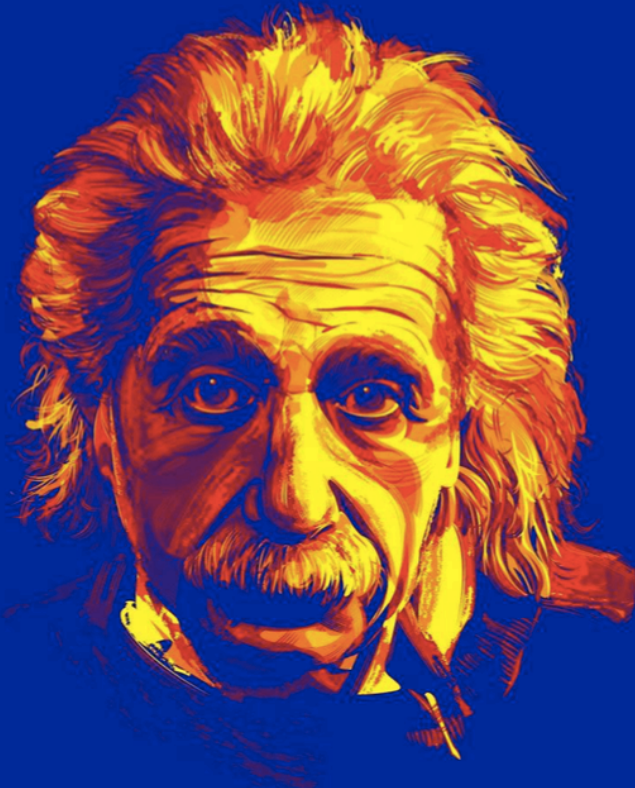
1. Write out your presentation structure
2. Then talk it through as a team
3. Then rewrite your presentation structure once you've made any amends
4. **THEN** open Powerpoint

It will save you time!

2. Find your flow

KEEP IT SIMPLE

Simple ideas are the most effective!
Make the presentation easy to follow



“
IF YOU CAN'T
EXPLAIN IT
SIMPLY, YOU
DON'T
UNDERSTAND
IT WELL
ENOUGH.

EINSTEIN

2. Find your flow

BE MEMORABLE

How can you make your pitch stand out?

- Will you **act out some of the campaign** or the problem?
- Can you **design your slides** beautifully?
- Can you **make it emotional?** (Remember advertising is about making people feel!)
- Do you have any **visual aids** you can use?
- Can you use **Prezi** as opposed to Powerpoint? (Or something totally new!)

2. Find your flow

GET YOUR PRESENTATION PERSONA ON

- Make **eye contact** with the audience members
- Talk at a **good pace** so they can understand everything you are saying
- Remember to act as a team – **think about who is saying what at each point** and work together
- Have **fun** up there!

3. Manage your nerves

NERVES ARE NORMAL

It is totally normal to be scared of public speaking (it's actually **feared more than death** in the UK!)

Being nervous is good as **adrenaline is also a good** way of showing **passion and enthusiasm**



MANAGE STAGE FRIGHT

- 1. Practice the first minute as much as possible**
 - get this down and the rest is much easier
- 2. Make a friend in the audience**
 - find someone who is smiling!
- 3. Remember the judging panel are your pals!**
 - They want you guys to smash it!

3. Manage your nerves

REHEARSE

Rehearse yourself
Rehearse with others informally
Rehearse as a group formally

And then rehearse some more..!

4. Think about your audience

GET READY FOR QUESTIONS!

Just as you **researched your target audience** for your brief, think about **who will be in the room**

- What sort of questions might they ask?
- What problems will they have with your idea?

Think ahead so you already know the answers!

4. Think about your audience



WHY DID YOU CHOOSE THOSE MEDIA CHANNELS?

WHERE DID YOU GET YOUR INSIGHT FROM?



HOW DO YOU THINK PEOPLE WILL RESPOND TO THE CAMPAIGN?

HOW WILL WE GET PEOPLE TO SPEND MONEY WITH US AS A RESULT OF THE CAMPAIGN?



WHY DOES THIS SOLUTION WORK FOR OUR BRAND?

THANK YOU

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