

DES12 Make a presentation - SQA Unit Code H9WM 04

Unit summary

This unit is about making presentations successfully. You will need to know how to research and plan a presentation, how to deliver it in front of an audience and respond to questions asked by that audience and how to evaluate its effectiveness afterwards.

This unit is imported from the Council for Administration Business and Administration BA312 Make a presentation.

What you must be able to do:

- a) Agree the purpose, content, style and timing of the presentation
- b) Research and plan the presentation choosing the most appropriate medium for delivery
- c) Prepare the presentation to achieve its purpose
- d) If appropriate, obtain feedback on the presentation
- e) Practice and time the presentation
- f) Produce any additional materials for the presentation that may be required (hand outs etc)
- g) Check equipment and resources
- h) Circulate presentation handouts and materials
- i) Address the audience and make the presentation, summarising your key points
- j) Provide the audience with the opportunity to ask questions
- k) Respond to questions in a way that meets the audience's needs
- l) Collect feedback on the presentation
- m) Evaluate the presentation and identify improvements
- n) Think about how you present yourself and how you deliver talks and presentations

What you must know:

- 1) Different ways of making presentations, their features and the differing resources available
- 2) How to prepare presentations so that they are attractive, interesting, concise, informative and appropriate to the audience
- 3) How to source and acquire all the content needed for the presentation
- 4) The advantages and disadvantages of using presentations to provide information
- 5) Different ways of making presentations and their features
- 6) Why it is important to agree the purpose, content, style and timing of presentations before planning and preparation
- 7) Why it is important to practice presentations and how to do so
- 8) Why it may be important to get feedback on your prepared presentation
- 9) How handouts can complement presentations
- 10) The types of equipment used for presentations and why it is important to check these in advance
- 11) Why it is important to speak clearly and convey the main points of a presentation and how to gauge whether you are doing so
- 12) Why it is important to summarise your points
- 13) Why it is important to give opportunities to the audience to ask questions
- 14) How you can develop your public speaking techniques