



# **Making an Impact**

## **Handout 10**

### **Support Resources**

## DIFFERENT TYPES OF RESOURCES TO COMPLIMENT YOUR PRESENTATION

<p style="text-align: center;"><b>Handouts</b></p> <p>Written handouts provide something for your listeners to take away. They also offer the opportunity to reinforce the objectives and the benefits of your presentation. They could carry your business branding, other marketing information, and supporting data which might not fit comfortably into your visual aids.</p>	<ul style="list-style-type: none"> <li>➤ Lecture medium most frequently used.</li> <li>➤ Can be used by itself or with any other lecture media.</li> <li>➤ Handouts are valuable to provide information during the lecture or as a resource later.</li> <li>➤ Handouts eliminate the necessity for extensive note taking by the audience.</li> <li>➤ People not able to attend can obtain the handouts and catch up on what they missed.</li> <li>➤ The material can be produced economically, distributed easily, updated or revised periodically, and used to display still visuals.</li> <li>➤ The audience reading handouts during a lecture may become a limitation as they focus on the printed material instead of the presenter.</li> <li>➤ Page turning may be distracting to both the speaker and audience.</li> <li>➤ The audience may decide that attendance during the lecture is unnecessary and they take a handout and leave</li> </ul>
<p style="text-align: center;"><b>Flipcharts</b></p>	<ul style="list-style-type: none"> <li>• Use dark colours</li> <li>• Vary the colours on a page, for example, alternate down the page</li> <li>• Can be made in a wide variety of sizes.</li> <li>• Can be displayed throughout the lecture.</li> <li>• Can be made before the lecture and carried into the lecture for use.</li> <li>• No special equipment is required – other than a place to display the material.</li> <li>• Can also be developed during the lecture.</li> <li>• Is appropriate for smaller audiences.</li> <li>• Writing or printing must be large to be legible from a distance.</li> </ul> <p><b>How to use your flipchart</b></p> <ul style="list-style-type: none"> <li>➤ Practice writing clearly and find out what size the letters should be in order to be readable at the maximum distance.</li> <li>➤ Don't feel pressurized that people are watching you and scrawl illegibly. Take your time and write neatly.</li> <li>➤ Don't be afraid to involve the group in the correct spelling of names, words or places.</li> <li>➤ Use several colours of pens for variety and "readability."</li> <li>➤ Don't talk as you write.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Use numbers, symbols, circles and underlines to help separate ideas and highlight key points.</li> </ul>
<p style="text-align: center;"><b>Computer Based Media</b></p> <p>If you are projecting directly off a laptop onto a screen, ensure you know how to get your laptop to project when connected to the specific equipment at the venue. Also know how to go backwards and how to omit slides from the presentation but not from the file itself.</p>	<ul style="list-style-type: none"> <li>○ Very professional show in full colour.</li> <li>○ Computer generated slides are displayed directly on a screen or projected for viewing by larger groups.</li> <li>○ A mouse-controlled pointer on the computer screen will focus audience's attention on a specific point on the screen.</li> <li>○ Animation can be built in.</li> <li>○ Information may be modified spontaneously.</li> <li>○ The main limitation of a computer based show is high cost, the expense of hardware / software and peripherals.</li> <li>○ Equipment is not readily available.</li> <li>○ Lectures are relatively inflexible.</li> </ul>
<p style="text-align: center;"><b>Games</b></p>	<ul style="list-style-type: none"> <li>➤ Can be very simple or very complex.</li> <li>➤ Games are competitive and relate directly to the task involved.</li> <li>➤ Games should not identify winners and losers but should identify a variety of thoughts and ideas and show how others may use them.</li> <li>➤ Games are used to develop and improve skills</li> </ul>
<p style="text-align: center;"><b>DVD's/ Films</b></p>	<ul style="list-style-type: none"> <li>▪ Used as support for the presenter.</li> <li>▪ Should not be used as the sole method of instruction.</li> <li>▪ Use with a question and answer session.</li> <li>▪ Used to reinforce the main points.</li> <li>▪ Use relevant video and film occasionally to provide a change of pace.</li> <li>▪ Must be relevant, cover the required points and not be out dated.</li> <li>▪ Should complement the session.</li> </ul> <p><b>Effective use of DVD's or Films</b></p> <ul style="list-style-type: none"> <li>➤ Preview the DVD layer again just prior to using it in the presentation.</li> <li>➤ "Cue" DVD's so they are "ready to roll" when used, rather than causing the participants to view several minutes of countdown.</li> <li>➤ Provide an appropriate level of lighting which allows participants to take notes if they wish.</li> <li>➤ Play the DVD at an appropriate volume.</li> </ul>

- Pause the DVD at key points to encourage discussion as a means of keeping viewers actively involved.

#### Closing tips on using audio-visuals effectively

- Don't let your audio-visuals interfere with your presentation. Thus:
  - don't bring it out until you're ready to use it
  - get rid of it when you've finished using it.
- Know your visuals. This keeps the element of surprise away!
- Test any equipment you may be using.
- Don't stand between your visuals and the participants. Stand to one side and use a pointer.
- Don't pass samples or other objects around while you're talking, or you may end up competing with yourself.



"The success of your presentation will be judged not by the knowledge you send but by what the listener receives." - Lilly Walters

"If you don't know what you want to achieve in your presentation your audience never will." - Harvey Diamond

"They may forget what you said, but they will never forget how you made them feel." - Carl W. Buechner

"Ask yourself, 'If I had only sixty seconds on the stage, what would I absolutely have to say to get my message across.'" - Jeff Dewar