

Take Time To Plan Presentation

When Planning A Presentation you Need To:

Get audience attention & interest

**in first
60
seconds**

Maintain engagement so that they

Listen & Understand



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Creating an effective presentation requires equally effectual planning. You've got a lot of information and a limited time to deliver it. Because you need to keep it simple, you'll be spending a lot of time removing and revising until you can clearly deliver your message in its simplest form. In order to do this, you have to budget your time.

The amount of effort you put into planning your presentation will depend on how much impact it needs to have and how much time you can justify. Irrespective of whatever time you have, the best approach to planning is to use a method that will give you a usable structure as quickly and efficiently as possible. You can always refine it later if necessary.

There are several key stages to planning your presentation. One among them is "Identify your objective –cum- purpose". The remaining stages will be discussed in future series of articles.

Identify Your Objective –cum- Purpose

The first stage of the planning process is to decide on the precise objective or purpose of your presentation. This should be in the form of a goal that summarizes what it is that *you* personally want to achieve from delivering it. Your objective or purpose is not the 'title' of the presentation and it is not something that you want your audience to see.

Its purpose is to concentrate your own mind on exactly what you are trying to achieve. If you think of your presentation in terms of a pilgrimage, then your objective / purpose must describe the final destination that you want to take the audience from wherever they are at the moment.

Stay Focused From Beginning:

From the outset you must be absolutely clear on the objective or the purpose of your presentation so that you stay focused throughout the preparation phase. Remember, think of your aim as a final destination, and your presentation as the journey to it. Everything in your presentation must contribute to delivering your audience to that clearly defined destination.

The aim is to some extent dependent on your audience, which is not a problem when you are presenting to your own professional colleagues because they are familiar to you and you will usually have a clear idea of what the 'starting point' of the journey is. In other words, you know what they already know and what is important to them. Knowing these things makes it relatively straightforward to work out what you need to tell them to take them to the destination. However, when you are presenting to the 'other groups' category, you may need to spend some time thinking about the make up of the audience before you can make this judgment.

Plan to capture first 60s

You have about sixty seconds to capture audience attention at the start of your presentation and you need to make a continuous effort to retain this engagement right up to the moment you finish your presentation. By working thoroughly in these stages of planning a presentation, you can ensure that your presentation achieves its aim. Rushing to deliver a presentation without proper planning will only end up in disaster.

Key Points:

1. The amount of effort you put into planning your presentation will depend on how much impact it needs to have and how much time you can justify.
2. Use a method that will give you a usable structure as quickly and efficiently as possible; you can always refine it later if necessary.
3. The most important stage of the planning process is to decide on the precise objective or purpose of your presentation. This focuses your mind on what it is that you are trying to achieve.
4. The objective / purpose represents what and how you want the presentation to achieve. It is NOT the title of the presentation.
5. Hurried output without appropriate planning results into a flop.

**Presentation That Works* – is a regular feature published in this Newsletter that contains series of articles on Presentation Tips being contributed by CS Suryanarayana SV, Former Chairman (1996) –Hyderabad Chapter of ICSI and a veteran presenter of workshops and training sessions on Communication & Presentation Skills topics.

APPEAL TO MEMBERS

Dear Member,

The Annual Membership Fee and Certificate of Practice fee for the year 2015-16 has become due for payment w.e.f. 1st April, 2015. The last date for payment of fee is 30th June, 2015. The ICSI Hyderabad Chapter requests you to remit the same at the earliest.

The membership and certificate of practice fee payable is as follows:

1. Annual Associate Membership fee Rs.1125/- (*)
2. Annual Fellow Membership fee Rs.1500/- (*)
3. Annual Certificate of Practice fee Rs.1000/- (**)

· * A member who is of the age of sixty years or above and is not in any gainful employment or practice can claim 50% concession in the payment of Associate/Fellow Annual Membership fee and a member who is of the age of seventy years or above and is not in any gainful employment or practice can claim 75% concession in the payment of Associate/Fellow Annual Membership fee subject to the furnishing of declaration to that effect.

· **The certificate of practice fee must be accompanied by a declaration in form D duly completed in all respects and signed. The requisite form 'D' is available on the website of Institutewww.icsi.edu.

MODE OF REMITTANCE OF FEE

The fee can be remitted by way of:

- i. Online (through payment gateway of the Institute's website (www.icsi.edu))
- ii. Cash/Cheque at par/Demand draft/Pay order payable at New Delhi (indicating on the reverse name and membership number) drawn in favour of 'The Institute of Company Secretaries of India' at the Institute's Headquarter or Regional/Chapter offices.

For queries, if any, the members may please get in touch with Mr. J.S.N. Murthy, Executive Officer or email to hyderabad@icsi.edu.