Giving Effective Oral Presentations

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26 January 2012

Do’s: Delivery

• Speak *slowly* & *loudly*
• **Face** the audience, make **eye contact**
• **Move** around
• **Breathe! Smile! Be confident!**
• Respect the **time** limit
• **Practice** out loud (audience, AV equipment)
Do’s: Slides

• **Large**, sans serif font
• Limit **words** per slide
• **Short** bullet points, then elaborate
• **Figure**, if displays info better than table
• **Complete information** in tables and figures
• Consistent, **simple** format
• **Slide #s**

Do’s: Content

• **Outline** (long presentations)
• Focus on **key** points
• **Prep** for likely questions (secret slides)
• Include illustrative, **relevant pictures**
• **Proofread!**
**Do’s: Content**

- **Intro:** Tell audience what you’re going to tell them
- **Body:** Tell them
- **Conclusion:** Tell them what you’ve told them

**Don’ts**

- USE ALL CAPITALS
- Read text on slide
- Use full sentences
- Overdo it on animation
- Include irrelevant/inappropriate jokes, images
- Get defensive
Example slides

- Graphs
- Tables
- Text

Maize production

- Group A
- Group B
- Group C

0 500 1000 1500 2000 2500 3000

2009 2010
Changes in Zambian maize yield by farm size (2009-2010)

<table>
<thead>
<tr>
<th>Farm Size (hectares)</th>
<th>2009</th>
<th>2010</th>
<th>+33%</th>
<th>+31%</th>
<th>+34%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 ha</td>
<td>1500</td>
<td>2000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 to 5 ha</td>
<td>2000</td>
<td>2500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-20 ha</td>
<td>2500</td>
<td>3000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Graph Improvements

- More informative, easy to read title
- More attractive (and thematic!) colors
- Graph is centered on the page
- Consistent, sans serif font
- Clustered by farm size, not year
- Short, informative axis titles added
- “Groups” described in more detail
- Additional information added
- Source identified
Fertilizer and Maize Production

<table>
<thead>
<tr>
<th>Farm Size (ha)</th>
<th>Basal Marginal Product (kg/kg)</th>
<th>Basal Average Product (kg/kg)</th>
<th>Top Dress Marginal Product (kg/kg)</th>
<th>Top Dress Average Product (kg/kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 1 ha</td>
<td>2.37</td>
<td>2.99</td>
<td>4.16</td>
<td>4.45</td>
</tr>
<tr>
<td>1 - 2 ha</td>
<td>2.20</td>
<td>2.75</td>
<td>3.92</td>
<td>4.18</td>
</tr>
<tr>
<td>2 - 5 ha</td>
<td>2.28</td>
<td>2.79</td>
<td>3.93</td>
<td>4.17</td>
</tr>
<tr>
<td>5 - 10 ha</td>
<td>2.64</td>
<td>3.18</td>
<td>3.85</td>
<td>4.10</td>
</tr>
<tr>
<td>more than 10 ha</td>
<td>2.68</td>
<td>3.24</td>
<td>3.37</td>
<td>3.62</td>
</tr>
</tbody>
</table>

Productivity of fertilizer use on maize in Zambia by farm size

<table>
<thead>
<tr>
<th>Farm Size (ha)</th>
<th>Marginal product (kg maize/kg fertilizer)</th>
<th>Average product (kg maize/kg fertilizer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 1</td>
<td>2.37</td>
<td>2.99</td>
</tr>
<tr>
<td>1 - 2</td>
<td>2.20</td>
<td>2.75</td>
</tr>
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<td>2 - 5</td>
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<tr>
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<td>2.68</td>
<td>3.24</td>
</tr>
</tbody>
</table>

Source: Food Security Research Project Supplemental Survey data (2004, 2008) and author’s calculations
Table Improvements

- More informative title
- Font is consistent, easy to read, sans serif
- Data and labels are aligned consistently
- Clarifying labels ("farm size" & "fertilizer type")
- Source is provided

Sensitivity Analysis

- The aim of this analysis was to see how profit is affected when decision or exogenous variables change (it acts as an aid to insight).
- Each of the variables was changed by 10% above and 10% below the base.
- The results are shown in the spider diagram below:
Sensitivity Analysis

- Motivation: Stability of profits
- Method: Adjust relevant variables (+/- 10%)
- Results: Price matters!

Slide Improvements

- Easier to read contrast (beware of photos!)
- Helpful animation
- Concise bullets (no sentences)