

## TOPIC: PRESENTATION AND DATA RESPONSE – ACTIVITY

1. Outline **FOUR** factors that should be considered when preparing for a presentation. (8)
2. Read the scenario below and answer the question below.

### AYISHA'S PRESENTATION

Ayisha presented her sales figures to various stakeholders. At the end of her presentation she ensured that no member of the audience dominated the discussions. She apologised for making an error in her presentation and acknowledged good questions.

- 2.1 Quote **THREE** ways from the scenario in which Ayisha responded to questions after her presentation. (3)
- 2.2 Explain other ways in which Ayisha can respond to questions after a presentation (8)
3. Identify the type of visual aids represented by EACH statement below.
  - 3.1 Charts/pictures/images that help to clarify a point/enhance a presentation.
  - 3.2 A drawing showing the appearance/structure/workings of data in schematic representation.
  - 3.3 A set of facts/figures systematically displayed, especially in columns. (6)
4. Read the scenario below and answer the questions that follow.

### PHAMBILI CONSTRUCTIONS (PM)

The management of Phambili Constructions appointed Tumi as their sales representative. They requested her to present their business reports and sales. Tumi used a visual aid that could be controlled by the touch of a finger. Hard copies of his report were distributed for future reference.

- 4.1 Identify **TWO** types of visual aids that are applicable to the scenario above. Motivate your answer by quoting from the scenario. (6)
- 4.2 Analyse the impact of EACH visual aid identified in QUESTION 4.1. (12)
5. Provide Wiseman with detailed information on the following:
  - Outline the aspects that Wiseman should consider when designing a multimedia presentation.
  - Explain the advantages of a PowerPoint presentation and an overhead projector as types of visual aids.
  - Discuss factors that must be considered when doing a presentation
  - Advise Wiseman on how he can improve in his next presentation [40]

## TOPIC: PRESENTATION AND DATA RESPONSE - MEMORANDUM

### 1. Factors that must be considered when preparing for a presentation

- Clear purpose/intentions/objectives and main points of the presentation. ✓✓
- Main aims captured in the introduction/opening statement of the presentation. ✓✓
- Information presented should be relevant and accurate. ✓✓
- Johnny must be fully conversant with the content/objectives of the presentation. ✓✓
- Background/diversity/size/pre-knowledge of the audience to determine the appropriate visual aids. ✓✓
- Prepare a rough draft of the presentation with a logical structure/format with an introduction, body and conclusion. ✓✓
- The conclusion must summarise the key facts and how it relates to the objectives/shows that all aspects have been addressed. ✓✓
- Create visual aids/graphics that will consolidate the information/facts to be conveyed to the board of directors. ✓✓
- Find out about the venue for the presentation, e.g. what equipment is available/appropriate/availability of generators as backup to load shedding. ✓✓
- Consider the time frame for presentation, e.g. fifteen minutes allowed. ✓✓
- Rehearse to ensure a confident presentation/effective use of time management. ✓✓
- Prepare for the feedback session, by anticipating possible questions/ comments. ✓✓
- Any other relevant answer related to the factors that must be considered when preparing for the presentation.

**NOTE: Mark the first FOUR (4) only.**

**(4x2) (8)**

### 2. Presentation of business information from the scenario

#### 2.1 Ways in which Ayisha responded to questions at the end of her presentation

- At the end of her presentation she ensured that no member of the audience dominated the discussion. ✓
- She apologised for making an error in her presentation. ✓
- She acknowledged good questions. ✓

**NOTE: 1 Mark the first THREE (3) only.**

**2 Only allocate marks for responses that are quoted from the scenario.**

**(3 x 1) (3)**

#### 2.2 Other ways to respond to questions after a presentation

- Ensure that you understand ✓ each question/what is being said. ✓
- Comment/Rephrase questions ✓ if uncertain, before responding. ✓
- Listen carefully to each question/think carefully ✓ before responding. ✓
- Address questions ✓ and not the person. ✓
- Remain professional/polite/calm/open ✓ and non-aggressive. ✓
- Do not get involved ✓ in a debate/argument. ✓
- Avoid answering difficult questions ✓ when the answer is not known. ✓
- Address the whole audience ✓ and not only the person asking the question. ✓
- Promise to follow up on answers ✓ you do not know/unsure about. ✓
- Any other relevant answer related to other ways to respond to questions after a presentation.

**NOTE: Do not allocate marks for responses quoted in QUESTION 4.2.1 Max (8)**

**3. Visual aids from given statements**

- 3.1. Diagrams√√
- 3.2. Tables √√
- 3.3. Graphs√√

**(6)**

**4. Visual aids**

**4.1 Visual aids from the scenario**

<b>VISUAL AIDS</b>	<b>MOTIVATION</b>
Smartboards/Interactive whiteboards√√	Tumi used a visual aid that could be controlled by the touch of a finger√
Handouts/flyers/brochures√√	Hard copies of his report were distributed for future reference√
Sub max (4)	Sub max (4)

**NOTE: Do not allocate marks for the motivation if visual aids were incorrectly identified. Max**

**(6)**

**4.2 Impact of Smartboards/ interactive whiteboards**

**Positives/Advantages**

- Images can be projected directly from a computer√, so no external projector/devices necessary. √
- Special pens allow the presenter to write on the board√ while prepared images are displayed. √
- Additional notes that was added during the presentation√ can be captured on computer after the presentation. √
- Can be controlled by the touch of a finger√, so the presenter can move away from the computer during the presentation. √
- Easy to combine√ with sound/other visual aids. √
- Useful to capture feedback√ and new ideas. √

**Negatives/Disadvantages**

- Can only be used by a presenter who knows√ the unique features of the interactive whiteboard/smart boards and uses it to its full potential. √
- Cannot be connected to any computer√ as a special software license is needed to be able to use it. √
- Technical challenges may render it ineffective√, e.g. loss of signal while using it. √
- Any other relevant answer related to the negatives/disadvantages of interactive whiteboards/smart boards as a visual aid.

**Max (6)**

**4.2 Impact of handouts/flyers/brochures**

**Positives/Advantages**

- Meaningful hand-outs may be handed out at the start of the presentation√ to attract attention/encourage participation.√
- Notes/Hard copies of the slide presentation can be distributed at the end of the presentation√ as a reminder of the key facts of the presentation.√

- Extra information, e.g. contact details/price lists may be handed out<sup>√</sup> to promote the services of the business.<sup>√</sup>
- Useful information for improving the next presentation may be obtained<sup>√</sup>, when the audience completes feedback questionnaires after the presentation.<sup>√</sup>
- It is easy to update handouts<sup>√</sup> with recent information or developments.<sup>√</sup>
- Notes may be compared with electronic slides<sup>√</sup> to validate the accuracy.<sup>√</sup>
- Any other relevant answer related to the positive impact of handouts/flyers/brochures as a visual aid.

#### **Negatives/Disadvantages**

- Hand-outs cannot be combined with audio material<sup>√</sup>, so it only focuses on the visual aspects of support material.<sup>√</sup>
- Handing out material at the start of the presentation<sup>√</sup> may distract/lose audience attention.<sup>√</sup>
- As it only summarises key information<sup>√</sup>, some details might be lost/omitted.<sup>√</sup>
- Printed material is expensive<sup>√</sup> and it is easy to lose hard copies.<sup>√</sup>
- Increases the risk of unauthorised duplication/use<sup>√</sup> of confidential information.<sup>√</sup>

**Max (6)**

## **5. Essay**

### **Introduction**

- A verbal presentation will focus on an oral/spoken presentation to investors.<sup>√</sup>
- The purpose of a presentation is to exchange information as it involves speaking and listening for both the presenter and the audience.<sup>√</sup>
- An overhead projector is useful in enhancing the quality of the presentation.<sup>√</sup>
- Various factors need to be considered when designing a multimedia presentation to make it effective/eye-catching/memorable.<sup>√</sup>
- When responding to audience questions/remarks, the presenter should not be aggressive.<sup>√</sup>

**(2x1) (2)**

### **Aspects for designing a multimedia presentation**

- Use legible font and font size. <sup>√√</sup>
- Start with the text. <sup>√√</sup>
- Keep the text/images/language simple. <sup>√√</sup>
- Structure information in logical order. <sup>√√</sup>
- Limit information on a slide. <sup>√√</sup>
- Make sure there are no spelling mistakes. <sup>√√</sup>
- Use bright colours to increase visibility. <sup>√√</sup>
- Use pictures to make it interesting for the audience. <sup>√√</sup>
- Select a relevant/appropriate background. <sup>√√</sup>
- Choose images that help communicate your message. <sup>√√</sup>
- Create clear/relevant graphics. <sup>√√</sup>
- Add special effects, e.g. sound/animation. <sup>√√</sup>
- Create hyperlinks to allow access to files/other slides/video clips. <sup>√√</sup>

**Max (10)**

## Visual aids

### Advantages of PowerPoint presentation

- Graphic programmes have the capacity to convey ideas√ and support what the presenter says. √
  - Easy to combine√ with sound/video clips. √
  - Simple/Less cluttered slides√ may capture the interest of the audience. √
  - Video clips can provide variety√ and capture the attention of the audience. √
  - Variations of colour/background/sound immediately capture the attention of the audience√ and retain their interest throughout the presentation. √
  - Slides should only be used√ where they can enhance the facts or summarise information. √
  - PowerPoint slides can help to convey a large amount of facts√ in a short time. √
  - Any other relevant answer related to the advantages of PowerPoint slides as a type of visual aid.
- (Sub max 8)**

### Advantages of an overhead projector

- Summaries/Simple graphics/Diagrams/Processes√ may be explained easily on transparencies. √
  - It can be prepared manually (OHP pens) √ or electronically on computer/copier. √  
A useful replacement/back-up exists√ if computer/electronic equipment fail or are not available. √
  - Effective transparencies/projections should be clear and visible√, e.g. large print, few words/lines. √
  - OHP transparencies can be used to reflect√ colour images. √
  - It may be an effective/useful reminder to the presenter√ of all the points to be covered. √
- Sub max (8); Max (16)**

### Factors to be considered during a presentation

- Establish credibility√ by introducing yourself at the beginning of the presentation.√
- Do not ramble on at the start√, to avoid losing the audience/their interest.√
- Stand in a good position/upright√, where the audience can clearly see the presenter/presentation.√
- Make the purpose/main points of the presentation clear√ at the start of the presentation.√
- Use suitable section titles/headings/subheadings/bullets √ to simplify the presentation.√
- Mention/Show most important√ information first.√
- Add some appropriate humour√ in the presentation.√
- Avoid hiding behind equipment√ as it may give an impression of uncertainty.√
- Capture listeners' attention/Involve the audience with a variety of methods√, e.g. short video clips/sound effects/humour√, etc.
- Make eye contact with the audience√ and look in all directions.√
- Be audible to all listeners/audience√ to keep them focused.√
- Vary the tone of voice/tempo within certain sections√ to prevent monotony.√

- Make the presentation interesting√ with visual aids/anecdotes/examples/ Use visual aids effectively.√
- Use appropriate gestures√, e.g. use hands to emphasize points.√
- Speak with energy√ and enthusiasm.√
- Pace yourself√ and do not rush/talk too slowly.√
- Keep the presentation short/simple√ to avoid repetition of facts.√
- Manage time effectively√ to allow time for questions.√
- Ensure that the audience will leave with/take away√ specific information/ benefits.√
- Summarise the main points of the presentation√ to conclude the presentation.√
- Conclude/End with a strong/striking ending√ that will be remembered.√ **Max (12)**

### 5.6 Ways to improve on the next presentation

- Mario should revise objectives that were not achieved. √√
- Use humour appropriately. √√
- Always be prepared to update/keep the information relevant. √√
- Reflect on any problem/criticism and avoid it in future presentations. √√
- Any relevant information received as feedback from a presentation should be analysed/incorporated/used to update/amend the presentation. √√
- Reflect on the time/length of the presentation to add/remove content. √√
- Increase/Decrease the use of visual aids or replace/remove aids that do not work well. √√
- Reflect on the logical flow of the format/slides/application of visual aids. √√ **Max (8)**

### 5.8 Conclusion

- A well-prepared presentation creates a good impression and will attract potential investors. √√
  - A good presentation promotes the image of the business/owner/management. √√
  - Being professional during a presentation/feedback/question's session should contribute to the success of the presentation. √√
  - All methods of presentation must be effectively used to retain the attention of the audience. √√ **Max (2)**
- [40]**