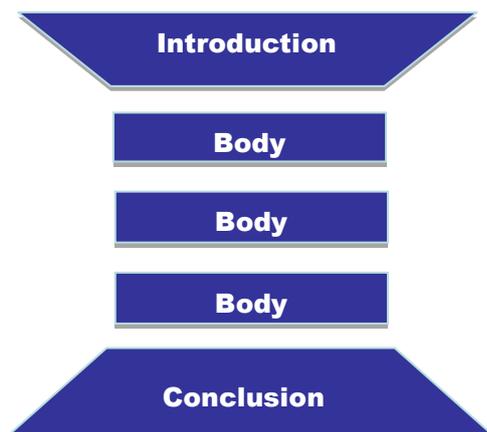


STRUCTURE YOUR PRESENTATION

However short (or long) your presentation is, aim to create a structure – it will help **you** to plan and keep to time, and will help **your audience** to follow what you are saying.

This applies whether you are presenting information, research, an argument, a project proposal/report, or proposing a solution to a problem.

Your presentation should have a **title, introduction, body and conclusion** – just like an essay.



Your title needs to tell the audience what your presentation is about, so make it clear. The title can be in the form of a question, a statement, an argument or a proposal; whichever you use should indicate the purpose of your presentation.

Some examples:

Traffic Congestion: Are driverless cars the solution?

Road Safety and Autonomous Vehicles

Driverless Cars: Some ethical questions

Your introduction should give an overview of your presentation topic and its context. Providing a context will help your audience to understand the purpose of your presentation.

You could:

- Give relevant background information
- Outline any existing research in this field
- Set out the scope of the issue, problem or question you are addressing

Set out what you will cover, in the order you will cover it, so your audience knows what to expect. For instance, you could outline your main points and argument or proposal.

Finally, state the purpose of your presentation; for example, state what your project or research sets out to achieve. Also, draw attention to anything new, different, important or significant about what you are presenting.

TIP: Some ways to start your presentation

- Start with a question: *What if...*
- Involve your audience: *Raise your hand if ...*
- Begin with a statement: *By 2020 ...*
- Begin with a statistic: *20% of all students ...*
- Open with a research finding: *Research has shown ...*

The body of your presentation can be structured in a number of ways. The best structure to use will depend on the type of presentation you are giving, so think about your purpose and content when creating a structure.

The most important thing is to create a **logical sequence of ideas** that you can organise as separate sections or main points.

Some structures you could use:

- Point 1 Point 2 Point 3
- Problem \Rightarrow Solution
- Argument 1 2 3
- Past Present Future
- Issue Action/s Impact
- Aims Methods Results
- Hypothesis Findings Discussion

TIP: Use transition signals

- Firstly... Secondly.... Thirdly
- Initially... Subsequently... Finally
- Previously At present In future
- One finding.... The next finding ... the most significant finding
- The problem.... Some approaches...
Some solutions
- My first/ next/ final point...

Your conclusion should restate the aims you set out at the start and summarise your main points and findings.

Finally, highlight the significance of your research or project (for example, its potential impact in the future).

Think about what you want the audience to take away from your presentation - possibly a key message or an important piece of information.

TIP: Use a transition signal to indicate that you are concluding your presentation.

To conclude/ In conclusion/ Finally/ To sum up/ In summary

To highlight the significance of your research or project, use statements like:

- *What this shows is...*
- *The importance of these findings is...*
- *This may provide a solution to...*
- *The broader significance of this is that...*
- *The impact this will have in the future is...*

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