

CHALLENGE

A Herff Jones Impact Resource For Students

April, 2004

APRIL CHALLENGE: Using Visual Aids In Presentations

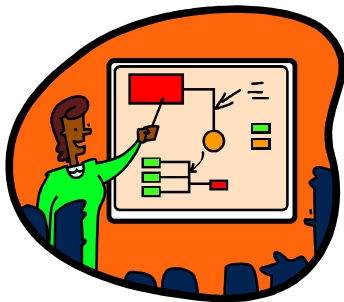
Students involved in activities many times have to speak before an audience. Are visual aids necessary for a better presentation?

Use visual aids to:

1. Focus the audience's attention
2. Reinforce your verbal message (but not to repeat it verbatim)
3. Stimulate interest
4. Illustrate factors that are hard to visualize

Do not use visual aids to:

1. Impress your audience with overly detailed tables or graphs
2. Avoid interaction with the audience
3. Make more than one main point
4. Present simple ideas that are easily stated verbally



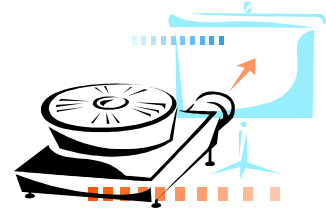
When constructing visual aids don't overload charts with too much data. Your audience will quickly lose interest. Stating information clearly and concisely on your charts makes it easier for the audience to retain information.

Usually when using visual aids the fewer the better works. Too many visual aids and the impact is lost. Use fonts that are clear, large enough, and easy to read! Avoid fancy fonts. Also make sure to stand where the presentation is being given to the audience and that there is eye contact even though the speaker is operating visuals. Don't speak unless there is eye contact with the audience. Place yourself at center stage.

As technology increases, presentations require the very latest equipment. This can enhance your presentation but can also lead to *technostress*. Here are 10 ways to beat technostress:

1. Accept that a certain amount of technology driven stress is inevitable.
2. Know your equipment and how it works
3. Don't multi-task all of the time when doing a presentation

4. Make sure that you have the equipment you need and that it works properly
5. Beware of other "better" systems until they are actually proven to be better
6. As much as possible, rehearse with all of the equipment you will be using in the presentation
7. Encourage and ask for proper training in the use of new technology
8. Keep it simple. Don't get too wrapped up in the bells and whistles. Keep things classy and understated
9. Have a backup plan for technical failures. This is very important because at some point, technology will fail you
10. Don't be afraid to just talk. Remember, communication is about people and not technology.



This newsletter is a joint effort of Jackie Burch and Herff Jones, Inc.

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Visual Aids (Continued from Page 1)

Make your presentation one that is people centered, not media/technology centered. Too many presentations rely on media/technology to carry the message. Media/technology can certainly help, but it is your interaction and rapport with the audience that makes the difference between an effective and ineffective presentation.



Question and Answer Techniques For Presentations

After your presentation, it is good to check audience comprehension by taking questions. A good speaker actively encourages questions. The speaker should step forward and say, "Does anyone have a question for me?" Also pause long enough after asking for questions so the audience will have time to think of the questions that they want to ask.



When a question is being asked, look at the person asking the question. Sometimes clues can be picked up about the intensity of the question and by watching the body language. Focus on the question and listen carefully.

Be prepared for questions. A speaker can usually anticipate most of the questions that will be asked. After the question has been asked, repeat it to make sure that the entire audience heard it correctly. Repeating the question gives a few extra seconds to formulate a good answer. When answering a question maintain the same style that was used in the presentation. If a question is asked and you don't know the answer, it is okay to say, "I don't know." An even better response is, "I'll find out and get back to you later."

Keep your entire audience involved during the answer, don't just focus on the questioner. At the end of the question and answer sessions, thank the audience for the excellent questions and for their participation.

Fundraising Tips

Before starting any fundraising project the following points should be considered.

1. Why are you raising the money? Is it for a trip, a banquet, charity, etc.
2. How much money do you need? Discuss percentage of profit to be made. Prepare a budget. Set goals.
3. Is the fundraising activity worth the effort? Is it cost effective? If it is a product, will it sell? Will the buyer receive good value for their money?

4. Be creative when deciding on a project. Don't be content with the same projects.
5. Get excited about helping others and do at least one fundraising project a year for charity
6. Organization is a necessity of any successful project. Keep a fundraising calendar so everyone is not trying to raise money at the same time.
7. Teach students how to sell. Remember to identify yourself and the project. Speak clearly. Explain completely. Don't forget to say thank you even if the sale is not made.
8. If you are to succeed in fundraising, it takes publicity, and more publicity.



QUOTABLE QUOTE

"There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it."

~ Dale Carnegie ~

