



BUSINESS STUDIES

GRADE 12

TERM 3

CHAPTER 15

NOTES ON PRESENTATION AND DATA RESPONSE

2019

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CONTENT DETAILS FOR TEACHING, LEARNING AND ASSESSMENT PURPOSES**Learners must be able to:**

- Outline/Explain factors that must be considered when preparing for a presentation/ before making the presentation.
- Outline/Explain factors that must be considered by the presenter while presenting.
 - maintain eye contact
 - use visual aids effectively
 - move
 - do not speak fast
 - use pauses effectively, etc.
- Explain how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner.
- Discuss/Explain how to identify areas for improvement of the next/a future presentation.
- Motivate/Make recommendations for future improvements based on feedback from presentations.
- Give examples of non-verbal presentations, e.g.
 - written reports,
 - scenarios,
 - types of graphs (e.g. line, pie, bar charts)
 - as well as other types of non-verbal information such as pictures and photographs.
- Discuss/Explain how to design a multimedia presentation to include visual aids, e.g.
 - start with the text,
 - select the background,
 - choose relevant images/create graphs, etc.
- Explain/Evaluate the effectiveness/advantages/disadvantages of visual aids.

Terms and definitions

Term	Definition
Presentation	The act of communicating information/data to an audience/stakeholders in an organisation.
Data Response	Interpretation and analysis of information provided.
Feedback	Information about a presentation by an audience which is used as a basis for improvement.
Non-verbal presentation	Presentation of information to an audience without using spoken words.
Visual aids	Refers to charts/pictures/images that help to clarify a point/enhance a presentation.
Tables	A set of facts/figures systematically displayed, especially in columns.
Graphs	Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.
Diagrams	A drawing showing the appearance/structure/workings of data in a schematic representation.
Flipchart	A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
Hand-outs	Printed information provided to the audience to accompany a presentation.

PRESENTATION

Factors to be considered before doing 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.
- 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.

Factors to consider during a presentation

- Establish credibility by introducing yourself as the presenter at the start.
- Mention/Show most important information first.
- Make the purpose/main points of the presentation clear at the start of the presentation.
- Use suitable section titles/headings/sub-headings/bullets.
- Summarise the main points of the presentation to conclude the presentation.
- Stand in a good position/upright, where the audience can clearly see the presenter/presentation.
- Avoid hiding behind equipment.
- Do not ramble on at the start, to avoid losing the audience/their interest.
- Capture listeners' attention/Involve the audience with a variety of methods, e.g. short video clips/sound effects/humour, etc.
- Maintain eye contact with the audience.
- Be audible to all listeners/audience.
- 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/Do not rush or talk too slowly.
- Keep the presentation short and simple.

- Conclude/End with a strong/striking ending that will be remembered.
- Ensure that the audience will leave with/take away specific information/benefits.
- Include a statement/quote that will allow a professional/striking ending.
- Manage time effectively to allow time for questions.

Responding to questions in a professional manner

- The presenter should stand throughout the feedback session.
- Be polite/confident/courteous when responding to questions.
- Ensure that each question/comment is clearly understood before responding/re-phrase questions if uncertain.
- He should first listen and then respond.
- Provide feedback as soon as possible after the question was asked or after the session.
- Be direct/honest/sincere when responding to questions.
- Use simple language to support the examples used in the presentation.
- Keep answers short and to the point.
- Apologise/acknowledge his errors/mistakes if pointed out by the audience.
- Encourage questions from the audience/investors.
- Always address the questions and not the person.
- Acknowledge good questions to motivate audience to ask more questions.
- The presenter should not involve himself in a debate when responding to questions.
- The presenter should not avoid the questions if he/she does not know the answer, but rather promise feedback on it.
- Address the full audience/investors and not only the person who posed the question.

Improvement of the next/ future presentation

- The presenter 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 information that the presenter receives as feedback from a presentation should be analysed and where relevant, incorporated/used to update/amend his 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.

DATA RESPONSE

Aspects to be considered when designing a multimedia presentation

- Start with the text/headings.
- Use legible font and font size.
- Select the background
- Choose images that may help to communicate the message.
- Include/Create graphics.

- Add special effects/sound/animation.
- Create hyperlinks to allow quick access to other files/documents/video clips.
- Keep slides/images/graphs simple.
- Make sure there are no grammatical/spelling errors.
- Use bright colours to increase visibility.
- Structure information in a logical sequence.
- Limit the information on each slide.
- Use pictures to make it interesting for the audience.

Examples of non-verbal presentation methods

- Tables
- Graphs/bar graph/line graph/histogram/pie graph
- Diagrams
- Illustrations/Pictures/Photographs/Scenarios
- Written/Business reports
- Flip charts
- Handouts
- Slide shows

Advantages of using visual aids in any presentation

- Supports/Emphasises the main points of the topic.
- Helps the audience to understand/clarify the topic.
- Makes a presentation more understanding and more memorable.
- Useful in presenting information to members of the audience who learn best through visuals.
- Summarises large amounts of facts to keep the presentation short and to the point.
- Eye-catching visual aids can attract the audience/readers attention.
- Conveys key points of a presentation e.g. the contact details of the presenter can be given via hand-outs/business cards, etc.
- Very useful when presenting financial information to management.
- Stimulates more than one sense of the audience during a presentation, e.g. seeing and hearing, to attract/keep their attention.
- Improves the professional quality of the presentation when suitable visual aids are used.

Impact of each visual aids

Impact of video conferencing/ Skype

Positives/Advantages

- People can see and hear each other during their communication.
- Can be used when a presenter wants to refer to documents/ such as graphs/relationships/diagram and process steps.
- Can be used for international meetings.

- There is no need to spend time and money travelling to meetings.
- Documents can be viewed on the screen at the same time.
- Ideas and knowledge can be communicated between all those at the meeting very quickly and responses gathered.

AND/OR

Negatives/Disadvantages

- Takes away from the personal aspect of the conversation.
- The environment/surrounding may limit people to retain information effectively.
- It may be difficult to get everyone at the same time when scheduling a session.
- People who use this equipment must be properly trained on how to use the equipment.
- Conferencing facilities can be expensive and everyone who is going to attend the meeting needs access to suitable hardware and software.
- There might be a slight delay between responses especially from one side of the planet to the other.
- The video camera might not be able to see all parts of the room at the same time, some people might not be easy to see at the meeting.

Impact of flip charts

Positives/Advantages

- Mainly used for a small audience to note down short notes/ideas.
- In a sales pitch it may be useful during the feedback session to summarise main facts/aspects that the presenter needs to follow up.
- Very effective in brain storming sessions as suggestions are summarised or listed.

AND/OR

Negatives/Disadvantages

- There may not be enough time during the presentation to make written notes, so some ideas may not be listed.
- Handwriting may be illegible/ untidy which may not contribute to a professional image/presentation.
- It may not always be possible to prepare flip charts before the presentation, so it can become cluttered/ chaotic.

Impact of Interactive whiteboard/Smart boards

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.
- It can be controlled by the touch of a finger, so the presenter can move away from the computer during the presentation computer during the presentation.

- Easy to combine with sound/other visual aids.
- Useful to capture feedback and new ideas.

AND/OR

Negatives/Disadvantages

- Should only be used by a presenter who knows the unique features of the interactive whiteboard/who can use it to its full potential.
- Cannot be connected to any computer as special, licensed software is needed to be able to use it.
- Technical challenges may render it ineffective, e.g. loss of signal while using it.

Impact of posters/signs/banners/portable advertising stands/flags

Positives/Advantages

- It should be colourful/eye-catching/creative to support the core message of the presentation.
- May contain large illustrations/pictures/features of the products/key concepts to emphasise detail, e.g. creative jewellery/unique features of the jewellery.
- Can make impact when placed strategically in/outside the venue.
- Useful in promoting the logo/vision of the business.

AND/OR

Negatives/Disadvantages

- May overpower/draw attention away from the presentation if it is too big/not placed correctly.
- May not always be useful in a small venue/audience as it can create a 'crowded' atmosphere.
- Only focuses on visual aspects as it cannot always be combined with sound/audio.

Impact of data projector/PowerPoint

Positives/Advantages

- 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.
- Variation of colour/background/sound immediately captures 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.

AND/OR

Negatives/Disadvantages

- Unprofessional handling of the data projector/PowerPoint presentation material.
- May lead to irritation/may result in the audience losing interest.
- Less effective to people with visual impairments.
- Simply reading off the slides makes a presentation boring/meaningless.
- Unable to show slides without electricity/data projector.

Impact of transparencies/ Overhead projectors

Positives/Advantages

- 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 if computer/electronic equipment fail or are not available.
- Effective transparencies/projections should be clear and visible, e.g. large print, few words/lines.
- 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.

AND/OR

Negatives/Disadvantages

- Transparencies that are not well ordered/ organised, may convey an unprofessional image.
- It can be easily replaced by a PowerPoint presentation.
- Not easy to combine with sound/audio.
- Used most effectively when lights are dimmed/switched off which make it difficult for the audience to make their own notes.

Impact of hand-outs/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 to promote the services of the business.
- Useful information for improving the next presentation may be obtained, when the audience completes feedback questionnaires after the presentation.
- It is easy to update hand-outs with recent information or developments.
- Notes may be compared with electronic slides to validate the accuracy.

AND/OR

Negatives/Disadvantages

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