



1914
founded in

BELARUSIAN STATE PEDAGOGICAL UNIVERSITY
NAMED AFTER MAXIM TANK



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1947
founded in

The business presentation in physical culture and sport

Lavrenov Alexandre

Annotation The work is devoted to issues related to elaboration of the business presentation in physical culture and sports. The sense and the interaction of the terms used in the topic are discussed. Classification and current software for creating presentations are discussed. The structure of presentation is analyzed. A number of basic rules and methods of preparation and carrying out of presentations are given.

Contents



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- 1. The sense and the interaction of the terms used in the topic**
- 2. Classification and current software for creating presentations**
- 3. Structure of presentation**
- 4. Basic rules and methods of preparation and carrying out of presentations**



1. The sense and the interaction of the terms used in the topic

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Marketing



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- **Marketing** is the study and management of exchange relationships.
- The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Public relations



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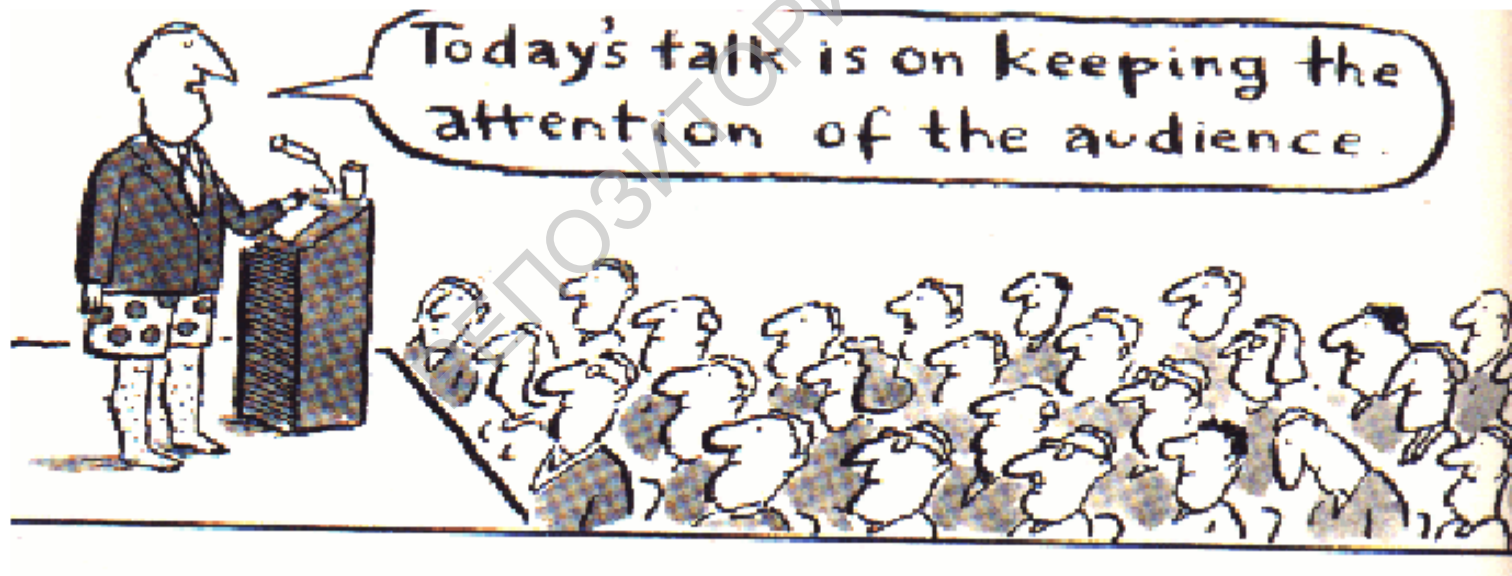
- **Public relations (PR)** is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public.
- The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or political decisions.

Presentation



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The problem?



Presentation



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- **The presentation** is one of marketing and PR of tools.
- A **presentation** is the process of presenting a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, or build good will. The term can also be used for a formal or ritualized introduction or offering, as with the presentation of a debutante.
- The presentation **purpose** — to convey to audience full information on a presentation object in a convenient form.

A business



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- A **business** (also known as an **enterprise**, a **company** or a **firm**) is an organizational entity involved in the provision of goods and services to consumers.
- **Businesses** as a form of economic activity are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange for other goods, services, or money.
- The word "**business**" can refer to a particular organization or to an entire market sector or to the sum of all economic activity.

What is a business presentation?



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What is a business presentation?



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- A **business presentation** is a formal tutorial or introduction of business practices or products.
- A **business presentation** is typically carried out using audio/visual presentation material, such as projectors and statistical documents created with presentation software, or more rudimentary materials such as flip charts and whiteboards.



Types of business presentations

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The two most common types of business presentations are

- **Sales presentations** are conducted by suppliers in front of a potential client or customer, with the express purpose of pitching their product or service.
- **Intra-organization presentations** are conducted by one or more members of an organization to their coworkers, and are often for the purpose of introducing new policies or operations.

Physical Culture and Sport - PCS



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- **Physical culture** is the development of the body by exercise.
- **Sport** (UK) or **sports** (US) are all usually forms of competitive physical activity or games which, through casual or organised participation, aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators.

Business in PCS



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- **PCS** are now formed an independent branch of the national economy, the main product of which is the social and cultural services that provide organized forms of exercise and sports various purposes, as well as activities for their maintenance, is intended to include the network of sports and sports facilities and the organization of service of their visitors in the classroom, organization and provision of sports competitions and entertainment activities, vocational training, research, trade, rental and repair of sports equipment, sports insurance services "

Types of physical and sports services



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- Organized forms of exercise and sports activities in the form of a time limit, sports and health sections, sports teams and clubs.
- The sports spectacle.
- Develop methodologies and methodological complexes of sports and recreation activities, programs of physical education and training systems of athletes.



Scheme of the market for PCS services

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Subjects (Suppliers) PCS services

organized forms of exercise and sports:

- PC lessons
- sport sections; sports and recreation groups
- teams of game sport
- personal lessons
- training sessions

sporting events:

- competitions in sports
- sports events

software and methodological products:

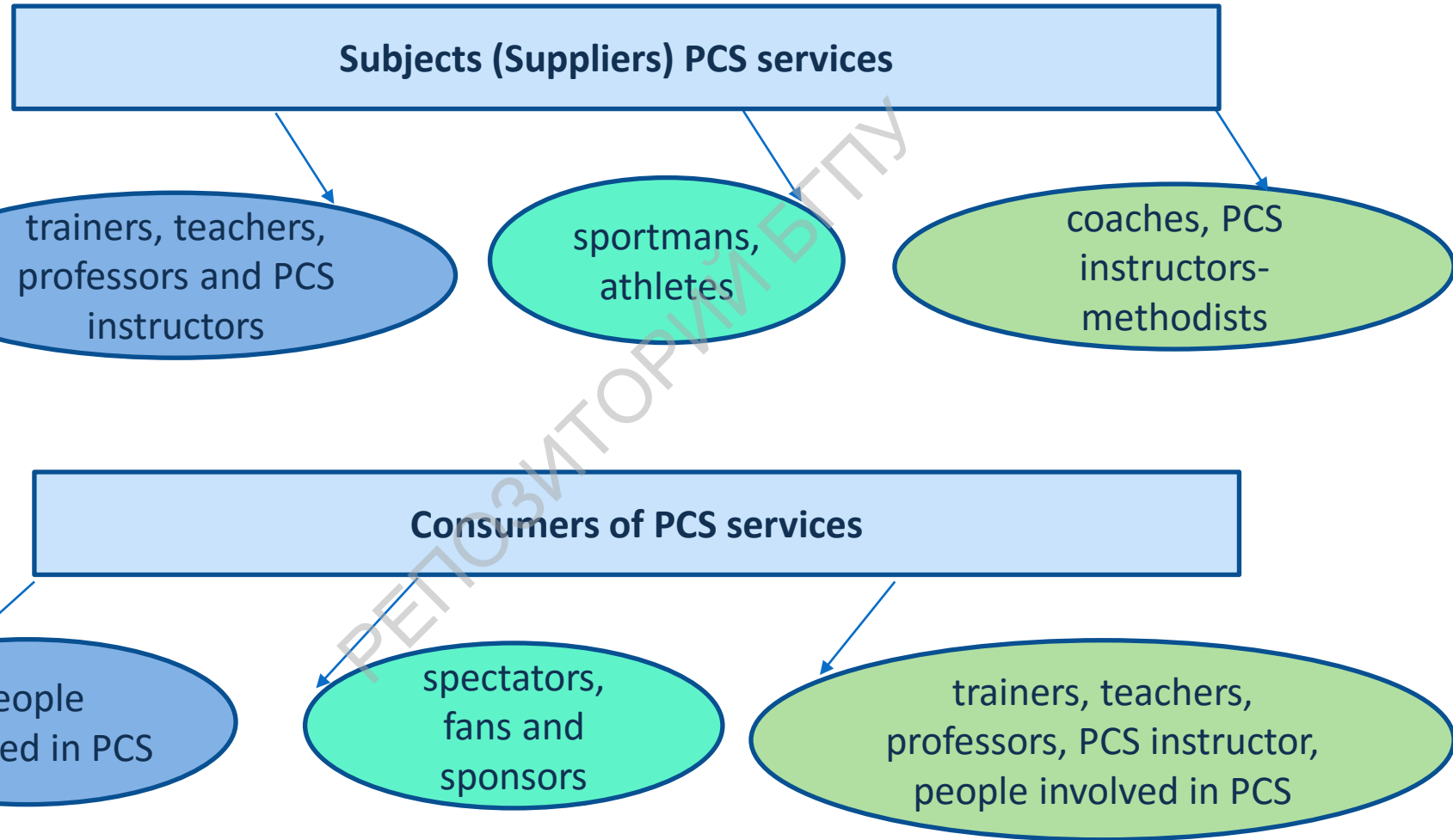
- training method by physical exercise and sports
- methodical training complexes
- program for physical education and fitness
- athletes training system

Consumers of PCS services



Scheme of the market for PCS services

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Vocabularies



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WORD	MEANING
audience	Group of listeners or spectators
body language	Communication through facial expressions, body movements, etc.
chart	Sheet of information in the form of a table, graph, or diagram.
diagram	Graphic representation of a situation e.g. the results of an action.
flip chart	Pad of large paper sheets on a stand for presenting information.
graph	Diagram showing the relation between variable quantities.
guidelines	Advice or instructions given in order to guide or direct an action.
handout	Written information (report etc.) given to people at a presentation.
key point	Essential or main point.
microphone	Electrical instrument used to amplify the speaker's voice.
O.H.T.	Overhead transparency : sheet of film with an image or printed information for overhead projector.

Vocabularies



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objective	What one wants to achieve; aim
outline	Brief description or presentation.
overhead projector	Device that projects an O.H.T. onto a screen.
overview	Short presentation of the main points.
pointer	Rod or stick used to indicate things on a map, screen, etc.
screen	Flat, reflective blank surface on which films, slides, etc. are projected.
signposting language	Phrases used to help focus the audience's attention on different parts of a presentation.
slide	Small photographic transparency.
summarize	Make a summary of the essential points; sum up.
topic	Subject of a discussion or talk.
transparency	Image or information printed on transparent plastic or film.
visual aids	Aids such as charts, slides, etc. used at a presentation.
whiteboard	Flat white board on which to write or draw with markers.



2. Classification and current software for creating presentations

What is a presentation?



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What is a presentation?

A presentation in the context of public speaking can be described as an activity where a presenter presents his/her ideas, explains a process, provides information, or raises questions regarding a subject for public debate. There can be many definitions of a presentation, however, it can be basically narrowed down to the aforementioned.





Presentation definitions

An activity in which someone shows, describes, or explains something to a group of people.

Source: Presentation Definition by [Merriam-Webster's Learner's Dictionary](#)

A speech or talk in which a new product, idea, or piece of work is shown and explained to an audience.

Source: Presentation Definition by [Oxford Dictionary](#)

A talk giving information about something.

Source: Presentation Definition by [Cambridge Dictionary](#)





Different Types of Presentations

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Presentations can be presented for different purposes. Before presenting a presentation, it is necessary that you have a clear idea regarding the purpose of the presentation. Below is an overview of some of the 5 most common types of presentations:

- Informative
- Persuasive
- Instructional
- Arousing
- Decision Making





Different Types of Presentations

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Informative

- You might need to create an informative presentation to explain important details tied to a topic before an audience. This type of presentation might be brief, with essential information. Such a presentation is usually based on facts and avoids too many complicated details and assumptions.
- ⋮ **Examples:** Class lectures, research findings, technical information, results from experiments, etc.

Persuasive

- A persuasive presentation is geared towards convincing the audience to believe a specific point of view. Such a presentation might conclude with a call to action.
- **Examples:** Product demos, sales pitch, investor pitch, presentations on social issues, debates, etc.

Arousing

- This type of presentation is meant to make the audience think about a certain topic. This can be to appeal to the intellect and emotions of the audience to point them towards a certain point of view or to start a social debate.
- **Examples:** Religious speech, presentation about a taboo, motivational presentation, etc.



Different Types of Presentations

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Instructional

- Such a presentation might be to provide an audience with instructions, such as regarding a process, or the use of a product. Such presentations are usually longer, as they require demonstrations and detailed explanation of each aspect of the topic.
- **Examples:** Tutorials for using a software, device or machine, employee orientation presentations, explanation of a course syllabus, etc.

Decision Making

- Some presentations are conducted with the sole aim of providing facts and figures to help the audience reach a decision. This might include a business presentation about say, market share, profits, project revenue and market competition; so that the board members might be able to decide a future course of action for the company.
- **Examples:** Business meetings, presentation about legislation and laws, a SWOT analysis presentation, etc.

Effective communication



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What do you want to achieve?

- Educate and inform
- Inspire/interest and persuade
- Entertain
- Must grab and hold attention



Reinforce with Visualization

WE ABSORB INFORMATION

1% THROUGH TASTE

1½% THROUGH TOUCH

3½% THROUGH SMELL

11% THROUGH HEARING

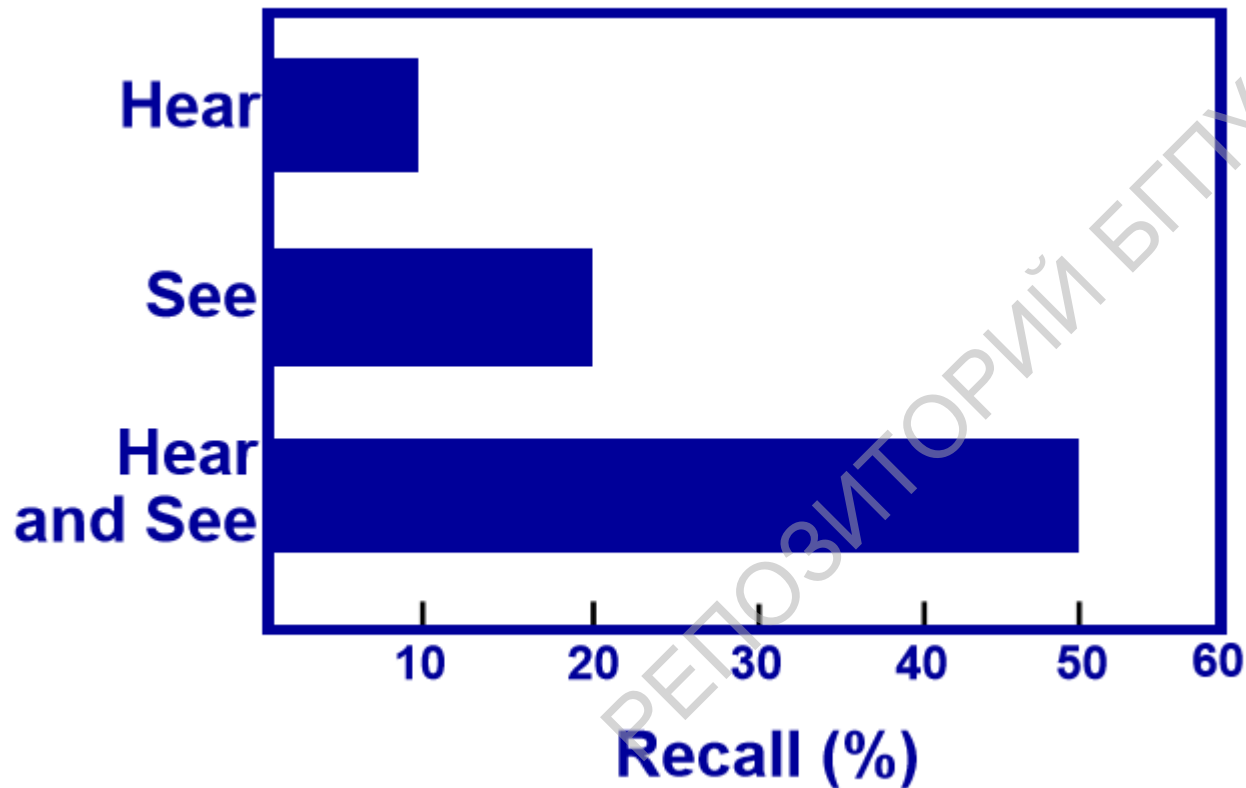
83% THROUGH SIGHT



**Audience retain
more if hear and see**



Reinforce with Visualization



**Audience retain
more if hear and see**



Different means of presenting presentations

How a presentation is presented can be roughly divided into **3 main categories**, i.e. oral, visual only oral and visual.

✚ 1. Oral Only

This might simply include a presenter speaking directly to the audience, without any visual aid. This type of presentation can be difficult, since it can be hard to grab audience attention without any visual aid. If you are looking to give an oral presentation, you must have very good presentation skills and a compelling story to tell your audience. In fact, your audience is likely to be more interested in your presentation if you can present your ideas, concepts and explanations like a story.

While it might seem unlikely that someone would resort to an audio only presentation, however, this too can be quite an effective method for creating a sense of mystery of making your audience pay more attention to the content of your presentation. Such a presentation might be presented in the form of a story, read out or played via an audio device.



Different means of presenting presentations

➤ 2. Visual Only

This might include a set of images or a video playing out before an audience. Such a presentation might include slides or a video clip with text that the audience requires to read to understand the visuals, a silent animation with a symbolic message, a set of images played like a slideshow, and the like.





Different means of presenting presentations

✚ 3. Visual & Oral

This is the most common method of presenting a presentation. Whether it is a presenter directly or remotely presenting a presentation, or a video presentation playing out before an audience, the use of both visual and an oral explanation is usually the most effective method for presenting a presentation. Such a presentation may also include background music, and audio effects to make the presentation more compelling.

Other than presentation software, and the use of devices like projectors, monitors and TV screens, visual and oral presentations might also include photographs, whiteboards, and handouts.

Commonly used presentation software



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Here are a few commonly used apps, platforms and methods used by presenters for making presentations.

➤ Slide Decks

Nowadays, most people simply relate the word 'presentation' with a slide deck, typically created in PowerPoint. This includes various slides, each with bits of information. These slides are presented one by one, usually starting with a title slide, introduction of the topic, main content, followed by a conclusion. According to some estimates, 30 million PowerPoint presentations are created on a daily basis.

Slide Decks



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- [PowerPoint](#), [Keynote](#), [Prezi](#), and [Google Slides](#) are a few of the most famous presentation platforms for designing and presenting slide decks.



Video Presentations



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- Presentations can also have other forms, such as [video presentations](#). These can include slides converted from [PowerPoint to video format](#), video clips created using web apps like [PowToon](#), YouTube videos, as well as elaborate videos produced using sophisticated video editing and production software.





Interactive Presentations

- This type of presentation might include the ability of the audience to interact with the presenter or presentation in some way. For example, the audience might be given the chance to view the slide deck and react to certain parts of the presentation using apps, polls, quizzes, etc. Hence, these type of presentations might include mechanisms where a presenter is able to switch between content using interactive buttons, with some sort of user interaction.
- Some platforms for making interactive presentations include; Articulate, Mindomo, Office Mix, etc. Also see out post about interactive audience response systems.
- Beyond the digital sense, interactive presentations might include something as simple as a class lecture with student participation, or a presentation where the audience is actively engaged to work with the presenter in some way.

Interactive Presentations



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Webinars & Online Presentations



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- Online presentations and webinars usually include Live presentations presented using various internet based platforms. While many people also share their presentations online for universal viewing, using services like SlideShare, [SlideOnline](#) and AuthorStream, usually, the word online presentations is used for Live presentations presented remotely using the Internet. These may or may not include visual aid, however, usually presenters opt for PowerPoint slides presented via a number of remote meeting and [conferencing apps](#) like Skype, Google Hangouts, [Zoom](#), [Join.me](#), TeamViewer, and the like.

Webinars & Online Presentations



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Handouts



- Other than apps, some presenters might choose to go old school and use paper handouts, with an oral speech or discussion to present a presentation. This method is most likely to be used by teachers, such as when handing out an assignment where students might have to make use of the handouts to draw conclusions.
- It is also worth mentioning here that some presenters like giving their audience handouts for their PowerPoint presentations so the audience can follow their slides more conveniently. These handouts might be distributed in the form of printed or digital handouts. You can learn more about the latter from our posts about [digital handouts](#).

Handouts



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Whiteboards and Interactive Whiteboards



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- ✎ This too is a method most likely to be used by educators to teach students using either a real whiteboard or a digital one. The presenter might use a marker to draw diagrams, or write down points and explanations on the whiteboard to explain the topic.
- ✎ There are also interactive whiteboards and apps which can aid audience participation and interactivity. Some examples include; Deekit, RealTime Board, and digital whiteboard devices.
- ✎ The image below shows an interactive whiteboard by Smart Tech. This range of boards developed by Smart tech are called Smart Boards.

Whiteboards and Interactive Whiteboards



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Live Demonstration

- ✦ This method is most likely to be used for a sales presentation to show the utility of a product. Such presentations are common during promotional events organized by different companies, and governments (to promote businesses); such as Expo events. Live demos have also been one of the most commonly used methods for selling products by door to door salesmen.





3. Structure of presentation

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The Structure



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- Opening – Tell them what you are going to tell them
- Body – Tell them
- Summary – Tell them what you told them

Structure - opening



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Structure - opening

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- Need a strong beginning
- Few seconds to convince audience:
 - I will not waste your time
 - I am well organized
 - I know who you are
 - I know my subject



Structure - opening

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- Introduce problem to be addressed and context
- State purpose, scope and main message
- Give outline of presentation



Structure – main body



- Make a story board
- Break up with each section making a key point
- Present incrementally, concisely and in logical order
- Illustrate with clear examples and visual aids



Structure – main body

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KISS is an acronym for "**Keep it simple, stupid**" as a design principle noted by the U.S. Navy in 1960. The KISS principle states that most systems work best if they are kept **simple** rather than made complicated; therefore simplicity should be a key goal in design and unnecessary complexity should be avoided.

Keep it Simple, Silly
keep it short and simple
keep it simple and straightforward
keep it small and simple



KEEP IT SIMPLE STUPID



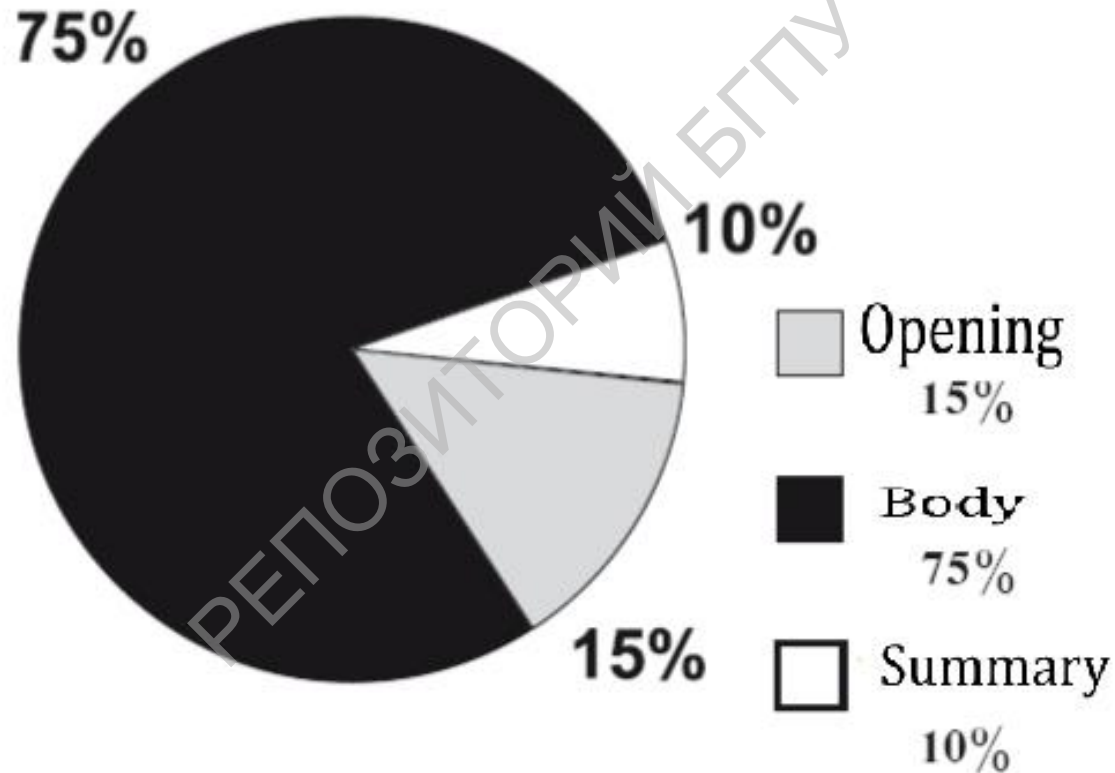
Structure - closing

- Must have a clear end to talk
- Brief and simple summary of main points
- Reinforce the main message
- Put in context of the “big picture”

The time distribution in the standard presentation



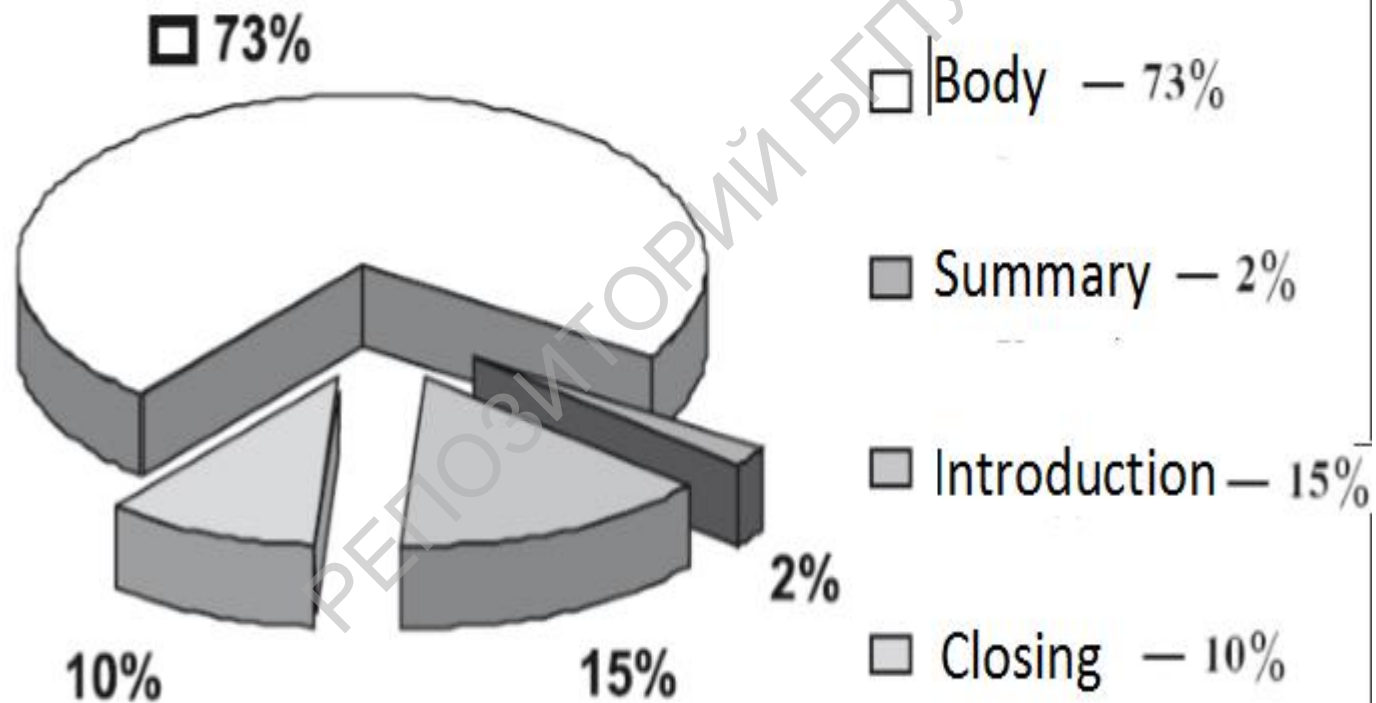
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The time distribution in inverse presentation

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4. Basic rules and methods of preparation and carrying out of presentations



Fear of public speaking



- Public Speaking
- Heights
- Insects
- Financial Problems
- Deep Water
- Sickness
- Death
- Flying
- Loneliness
- Dogs

Planning



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- Purpose - why and what?
- Audience – who and where?



Planning



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- Know your subject
- Develop a theme
- List the key concepts and points to convey
- Begin to think about ways of illustrating the key points
- Max of 1 slide per minute, 4 key points in 45 minute presentation



Visual Aids

- Slides
 - ❑ Header – headline for main point
 - ❑ Body - one point, keep it simple - don't overcrowd with bullets and details
- Slides - tell story with pictures
 - ❑ Illustrate with images and animations to explain difficult points and generate interest



Visual Aids

- Slides - fonts and colours
 - ❑ Choose legible type and size (8H rule)

Arial and 32 pt

Edwardian and 32 pt

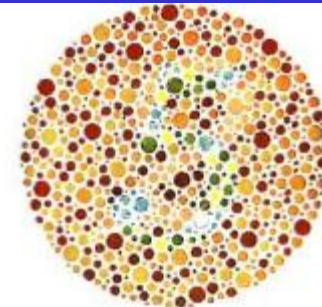
Arial and 28 pt

Edwardian and 28 pt

Arial and 20 pt

Edwardian and 20 pt

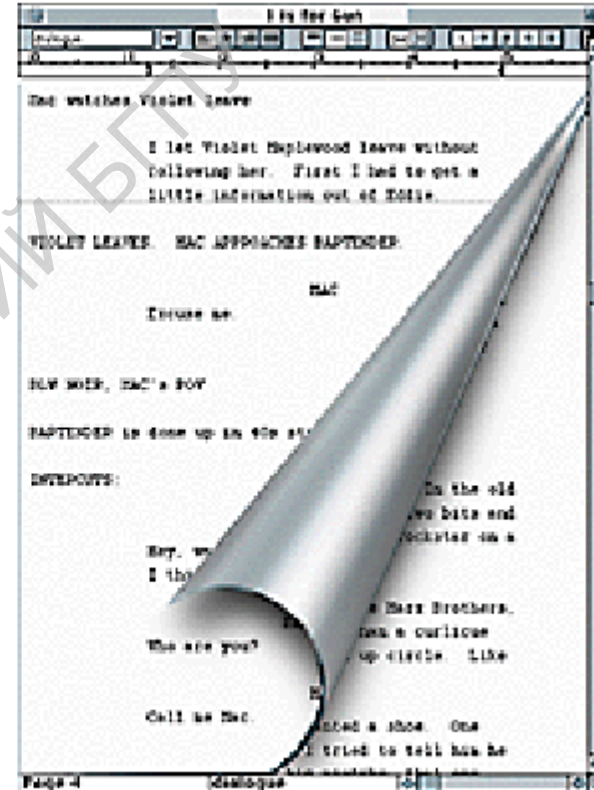
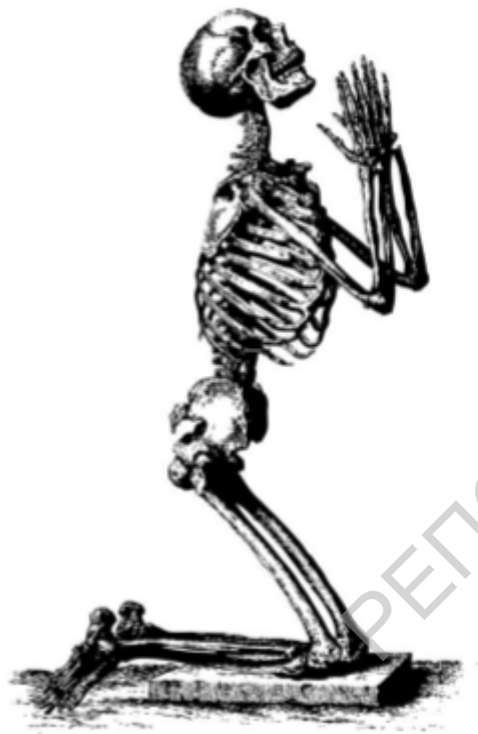
❑ Colour



Practice and Delivery



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Talk, don't read!

You have several choices for how you deliver your speech

Memorizing the Speech

- + allows eye contact**
- difficult for long speeches**
- room for precision errors**
- no room for improvising**

Reading From a Text

- + ensures precision**
- does not sound natural**
- no room for improvising**
- hinders eye contact**

Winging It

- + sounds natural**
- has much room for error**

Speaking From Slides

- + insures organization**
- + allows eye contact**
- + allows improvising**
- some room for error**

Don't lose audience



- Keep audience informed about what you are doing and why?



- Summarize points you would like them to go away with



Dealing with nervousness

- All accomplished public speakers feel nervous before talks – adrenalin helps!
- Be well-prepared:
 - Rehearse with friends
 - Make sure presentation is well structured
 - Arrive and set up early
- During presentation:
 - Memorize opening
 - Smile, breath deeply, slow down and pause



How to give a bad talk

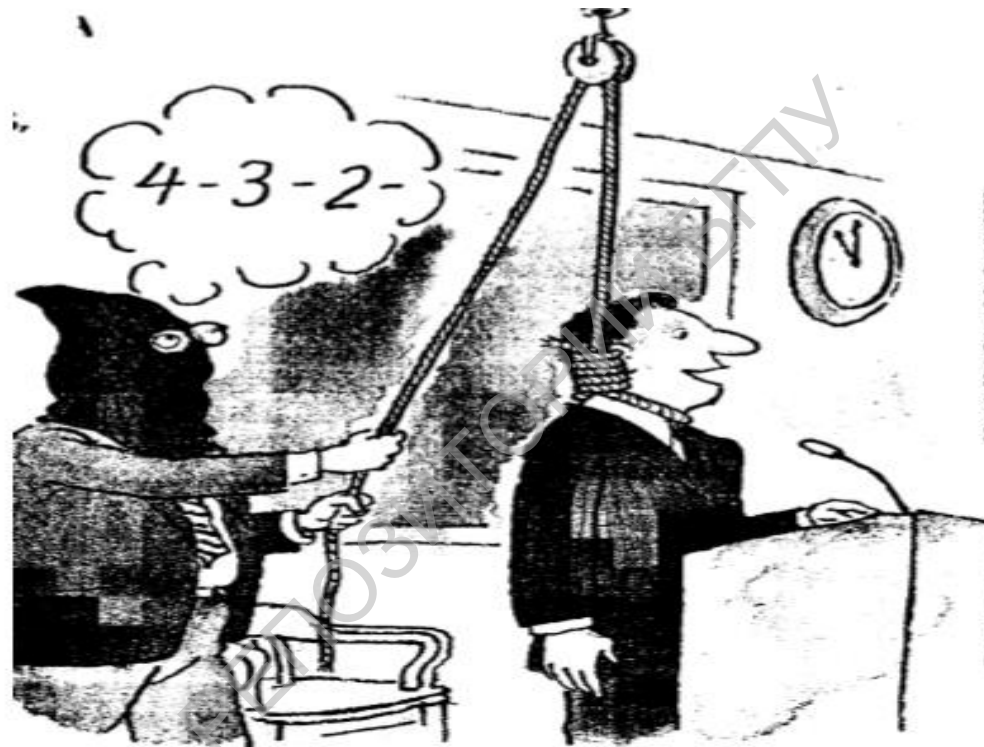
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- Thou shalt not be neat
- Thou shalt not waste space
- Thou shalt not covet brevity
- Thou shalt cover thy naked slides
- Thou shalt not write large
- Thou shalt not use color
- Thou shalt not illustrate
- Thou shalt not make eye contact
- Thou shalt not skip slides in a long talk
- Thou shalt not practice

Always finish with summary



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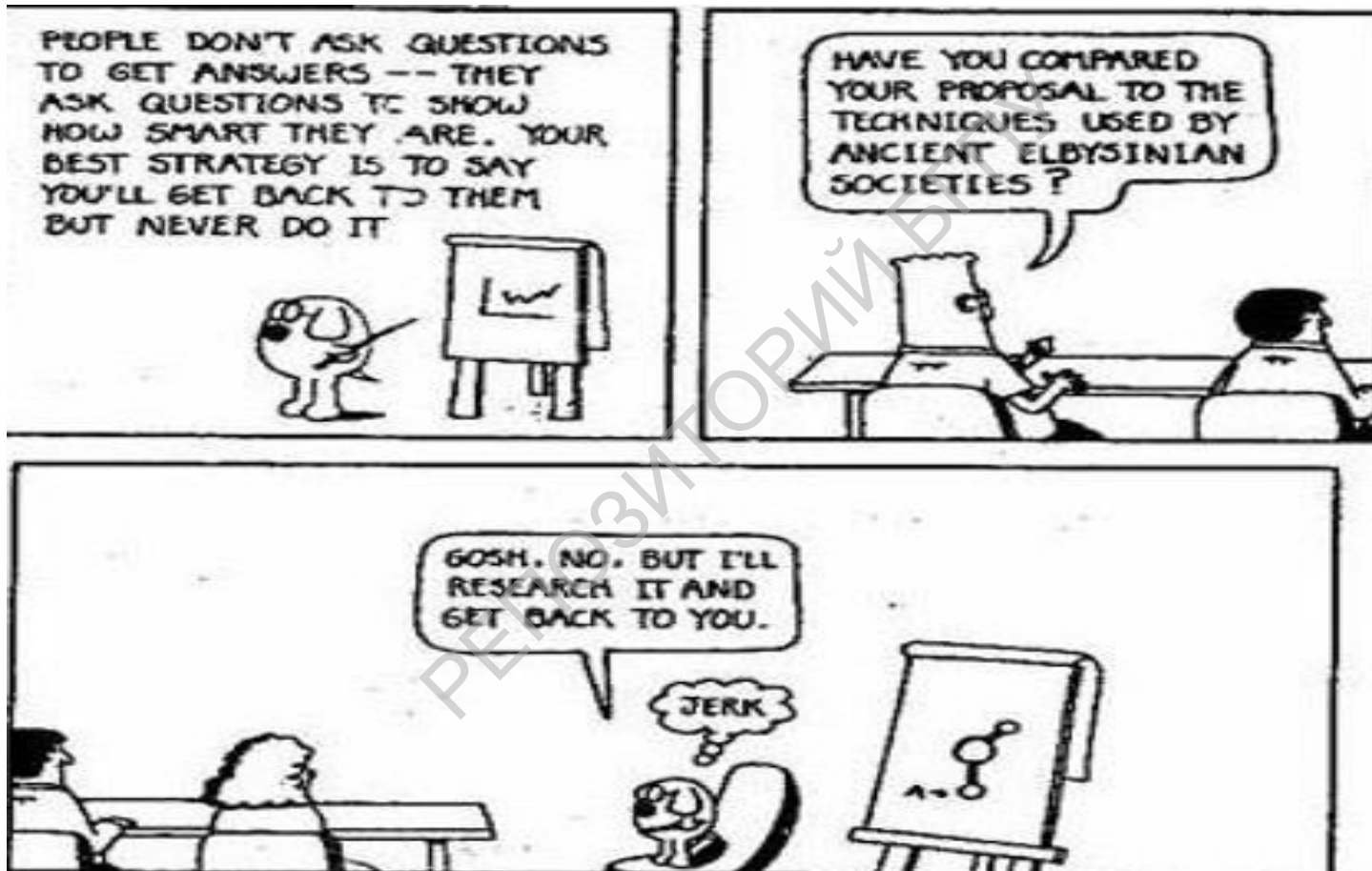


*It's a capital crime to exceed
your allotted time*

Questions



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Summary



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- Before you start preparing your talk
 - Know your audience and select the message
- Structure and preparation of slides
 - Select key points
 - Organize content
 - Keep story simple
 - Use visual aids
- Rehearse, rehearse, rehearse
- Giving the talk
 - Grab and hold audience's attention

Summary



Steps / rules of presentation

- ✓ Introduction
- ✓ Preparation
- ✓ Equipment
- ✓ Delivery
- ✓ Language
- ✓ The Presentation
- ✓ Review
- ✓ Question Session

Summary



“It usually takes more than three weeks to prepare a good impromptu speech”

Mark Twain





QUESTIONS?

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