

What is Agenda, Pre- Work, and Content?

When you start a presentation the first thing that you require is an Agenda:

Why am I going to meet that person? What is the purpose of the meeting? You also need to know who the person is - at the top level or someone at the ground level. The person at the top level gives you five minutes – you have to make a short presentation. How many slides do you need for a ten minute presentation?

There is no thumb rule. People can speak for thirty minutes on one slide. The best timing could be three minutes per slide. Note that the slide should not be dumped with everything. There has to be something that you will talk about. While talking you should try to make eye contact with the person to whom you are talking. Another thing that you need is market research.

I have created a hypothetical NGO called Shiksha. What is the age group of the children? How many children are there in the age group of one to three? How many children need the toys? On an average how many toys are needed by one child? It can be 100 toys or it can be 5 toys.

That is market data and will come through formal or informal sources. In a presentation always mention the source of information, unless you are the source. Acknowledgment is necessary. It's not my IP it's not my property.

The agenda has to be audience specific. It changes every day. This is pre work that needs to be done. Then the content. There has to be a story in every presentation that you make, you have to start with something. I am going to a fund raising person and I need funds. First you have done your research that the person you plan to meet has money. Second you need to tell that person what you will do for them? We started the NGO 3 years ago, this is where we are today, this is how we have grown, this is what our donor profile has been - you are building a story.

At the end of the story you say how do I raise funds, how can I help you, you need to have a message. Depending on the audience you need to determine the speed of your talk. Talk slow so that people can understand.

If the entire chart is filled up it looks very bad. Keep the chart empty. At the top you have got a head, which is a title bar and at the bottom: together it should not be more than 15 percent. We make the slide or a master slide. Next is to time it. Decide the timings for each slide. It can take two minutes or two hours. Depends on the interaction that we will have.

People crack jokes during presentations do it if you know how to. It depends on to whom you are talking. If it is a high level dignitary, a not-so-good joke does not look good. Use visuals, if you use videos that would be fabulous. When you conclude a presentation, a thank you note and a question and answer note come. Summarise.

Break up your points. Otherwise the audience will read all the points and not pay attention to you if you put all the points in one go. For a good presentation do not put a lot of animations and have one bullet appear at a time.