



Young Enterprise Scotland is a Charity Registered in Scotland – SCO18180
www.lothianyes.com

HINTS AND TIPS ON CREATING A GREAT AWARDS NIGHT PRESENTATION

1 Remember you have 4 minutes!

To make the most of this you should decide on who will do what – where you will stand on the stage – how you will do a handover (see links below) - who will start (and how) and who will wrap up (leave them wanting more...)

You need to decide how many of you will come up to the stage (4 maximum) and what role each of them will play

2 Decide what you want your audience to get from listening to you

Do you want them to be impressed? Inspired? Persuaded (that you were great - or that you have a great product – or both?) Entertained?

3 Whatever you decide you need to then think about your content

- Do you want them to hear your story - from start to finish? (how will you make that interesting?)
- Maybe you would like to focus on what you learned as a team from the experience?
- You might want to give an example of how you put something right that was going wrong by working together.
- There will have been some funny/inspiring/frustrating elements - share a couple?

4 Presentation Structure – Beginning, middle and end

Introduction

It is vital that you engage your audience right from the outset and a clear introduction will help you do that.

You could start with a question “Did you know...?”

Or a bold statement “ Our business idea was the best of all time....”

You might issue a challenge to your audience “How would you like to ...?”

Sometimes a statistic can get them thinking “ 80% of what I say here you won’t remember”

Then explain what you are going to be speaking about in your allotted time slot

“ in the next 4 minutes we will take you on a whistle-stop tour of our YES journey...” or “ in this presentation we have asked each of our directors to share their experiences ...”

Body

Your audience will appreciate it if you break what you are saying into chunks so that they can follow easily. Think about breaking the body of the presentation into 3 parts. eg

Point 1 why we decided to participate in YES – persuaded/found out about it/peer pressure

Point 2 how we decided on our product/service – brainstorming/negotiating/planning

Point 3 outcome - sales/learned about personal skills/teamworking

You will see that each point itself has been broken into 3 parts

Each point should build on and/or support the others. They should also flow into each other so pay some attention to how you might link them with a short summary of each point leading you into the next one.

1 – 2 So ... despite taking a bit of time to get started we were raring to go ...

2 – 3 and looking back on that we have had a great outcome

Conclusion

This is where you sum up what you want the audience to remember. Make sure it ties in with the reasons you identified for speaking to them in the first place.

What is your parting message?

What was the point did you want to make?

Do you want to inspire/persuade them to do something? Tell them what that is.

If the aim was to educate or inform how do you summarise what they should take away with them?

If you want to influence them what is the next step?

And if the aim was to entertain - finish with a joke!

No matter what you do remember to finish powerfully so that they go away still thinking about your presentation.

3 Illustrate with stories with words

It's not just children who like to listen to stories – we all do. If you can think of a relevant and appropriate story or anecdote include this. You could even tell a short story in the introduction eg “ during the first meeting of the group in the Biology classroom I found myself thinking – what have I let myself in for...” or “ our first sales opportunity was at the parents night in October -imagine hundreds of captive parents all in one place – how could we fail” The more you paint the picture the more likely the audience will remember the details

4 Include your own body in the presentation

Delivery of what you have to say will be enhanced by relevant gestures and body language. You need to be animated to keep your audience engaged! Now this is really important if you want to ..

5 Using notes

.... if you really feel that you cannot make the presentation without your notes remember the impact they will have on your “performance” . If you put them on a podium and stand behind that podium to read them how much of you and your body language will your audience see? Instead put them somewhere at the side that you can refer to them from if you really must. Or have faith in yourself and learn what you are going to say (you write your own bit – don't leave it to someone else – that way you will really sound like you mean what you are saying).

And....it is really really boring for an audience to listen to people reading their notes word for word – we don't speak like we write so use prompt words not whole sentences!