
UNIT 15 CREATING BUSINESS PRESENTATION

Structure

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- 15.1 Introduction
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- 15.3 Making Business Presentation
- 15.4 Making Research Proposal Presentation
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15.0 OBJECTIVES

After going through this unit, you should be able to:

- identify different elements for presentation;
- use animation in business presentation;
- use images and clip arts in business presentation;
- use video/movie in business presentation;
- understand how to make business presentation;
- understand how to make research proposal presentation; and
- understand how to make project presentation.

15.1 INTRODUCTION

PowerPoint is a very useful software/tool for making presentations. It provides opportunity to the presentation developer/ user to incorporate various elements in the presentation so that it can be made effective and more appealing. It is necessary to understand that PowerPoint is just a tool/ facilitator to make good presentation. As a user you have to have your plan and content to make a good presentation. So far you have learned different features of PowerPoint in previous units of this block. Now it is the time to extract the knowledge of PowerPoint and sum it up for making presentations of your requirements. In this unit, we will discuss about preparation for making PowerPoint presentation for various purposes such as, making presentation for demonstration of a topic in class(class presentation), making presentation to demonstrate about a product (business presentation), making presentation of seminar/workshop(academic presentation) etc.

15.2 MAKING PRESENTATION WITH FEATURES OF POWERPOINT

When we are asked to speak on some topic for ten to fifteen minutes, the first thing comes in our mind is what to speak and what not to speak. This is the point from where preparation of presentation starts. We may start thinking that what kind of components will be used in the presentation. Whether presentation will be in simple text or images, graph, tables will be used for making effective. Also, we explore the requirements of audios and videos for making presentation effective. One of the important points to note is that, while planning for making a presentation it is better to have knowledge on topic. If you do not have proper knowledge of the topic, it is very difficult for you to make presentation on that topic. Knowledge of the topic will help you in identifying different components for making presentation. When you plan to make presentation, first thing you have to make sure that what the available resources to be used in presentation. For example, if you have to make a power point presentation for showing performance of students of your batch in various courses in final examination then you need to have all the relevant information pertaining to this topic. This problem is simple for you, because you are aware about the problem as you know what the courses are in your current semester. How many students are there in your batch, also specific details about each student available in your batch? Also, you are aware about evaluation criteria and passing requirements of various courses. Hence making presentation this topic should not be difficult for you.

Once you are having knowledge of topic, you need to focus on features of PowerPoint may be used in making of your presentation. Some of the important points are given below which you need to consider and identify the suitable points and components useful for making of your presentation. Subsequently we will briefly discuss about these points:

- 1) **Choose between a blank presentation and a template:** When you start a new PowerPoint file, you can either create a blank presentation or a template. Blank presentations allow you to apply your own style, but this can be a time-consuming process. Templates can give your presentation a uniform style. You can access templates from the File tab. Click New and then browse the available templates.

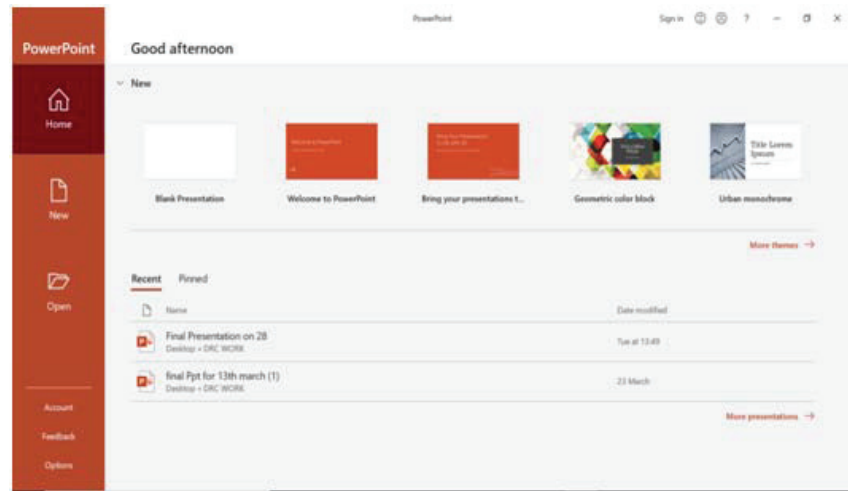


Fig. 15.1: Blank Slide

- 2) **Title of Presentation:** When you make presentation the very first thing you have to decide is the title of presentation. Your title is the first thing that your audience will see. It should be easy to read and give a basic overview about the topic of the presentation. First slide should be used to keep title of presentation, name of presenter and affiliation (organization to which presenter is associated) of the presenter. You should keep font size of title appropriately and it should be large enough to be easily visible. Similarly, color of the text also should be appropriately chosen in such a way that it is soothing to eyes and readable.

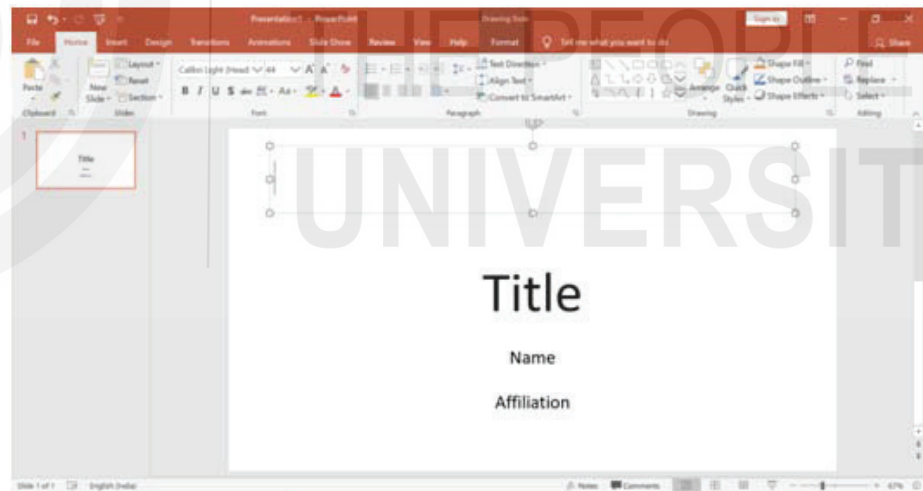


Fig. 15.2: Title Slide

- 3) **Add new slides for content:** Press Ctrl + M for a new slide. A blank slide will be added after the slide you are currently on. The slide will contain a title box and a text box. You can choose to use these or insert your own objects using the Insert tab. When adding a text box, you can click and drag to make it whatever size you'd like. You can then adjust this later by grabbing one of the corners with your cursor and then clicking and dragging again. You can click on any text box and start typing to begin adding text to your presentation.

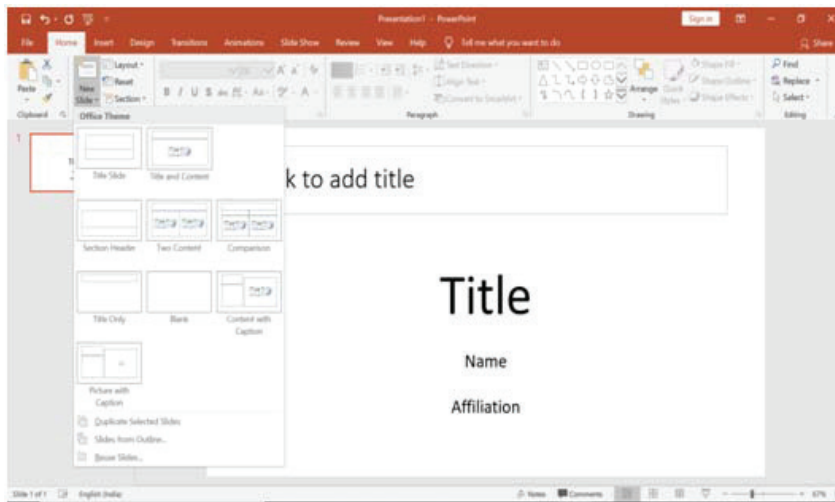


Fig. 15.3: New Slide

- 4) **Add contents of presentation:** Second slide should have contents to be covered in presentation. While writing contents proper numbering should be done for the topics and sub-topics. Also, you may use bullets wherever you feel appropriate.

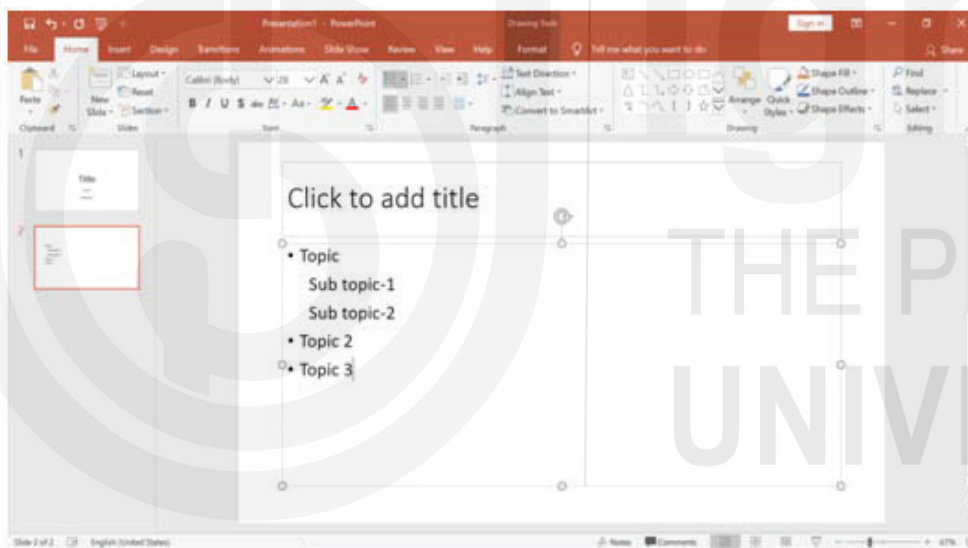


Fig. 15.4: Add content to the presentation

- 5) **Format the slide's text:** The text of the presentation can be changed as per the requirements for this by following steps:
- Select the text that you want to change
 - Click the Home tab and review your text formatting options in the "Font" section of the toolbar.
 - To change the font of the selected text, click on the current font's name and then click on your preferred font.
 - To change the size of the text, click the numbered drop-down box and then click a larger or smaller number based on whether you want to enlarge or shrink the text.

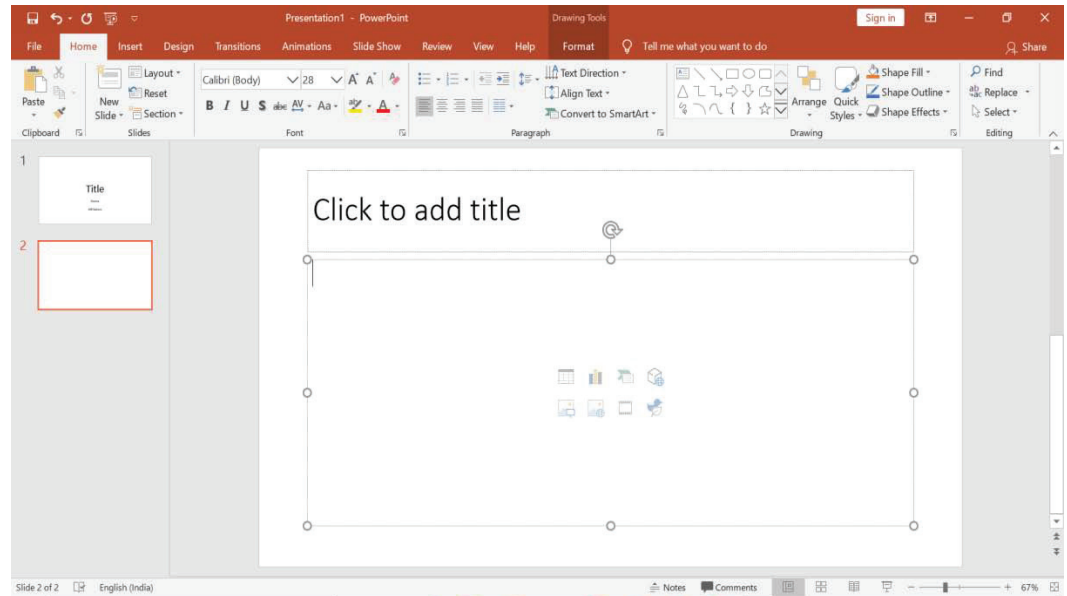


Fig. 15.5: Text Formatting

When we make presentation, font size should be used appropriately for different purposes. For example, headings and sub heading should have larger font size compare to the contents on the slide. Similarly, if you have tables and images on your slide, use appropriate font size for their levels. For example, if you are making a presentation for business meeting discussion among 10-15 people, the size of the font may be relatively small. When your presentation will be used for delivering a lecture in front of large number of audiences may be more than 50 or even more than that. You have to keep font size in such a way that your presentation content is visible to the last person in the audience. You can also change the color, bolding, italicization, underlining, and so on from here.

- 6) **Add transitions between slides:** Once you have some content in your slides, you can start adding some effects to help make it a bit more interesting for your audience. Transitions can be added to the slides by following steps given below:
 - Select a slide and click the Transitions tab a list of the most common transitions as shown in the figure will appear.
 - When you pick a transition, it will affect how that slide appears.
 - You will be able to see a preview in the slide editing window when you click each transition.

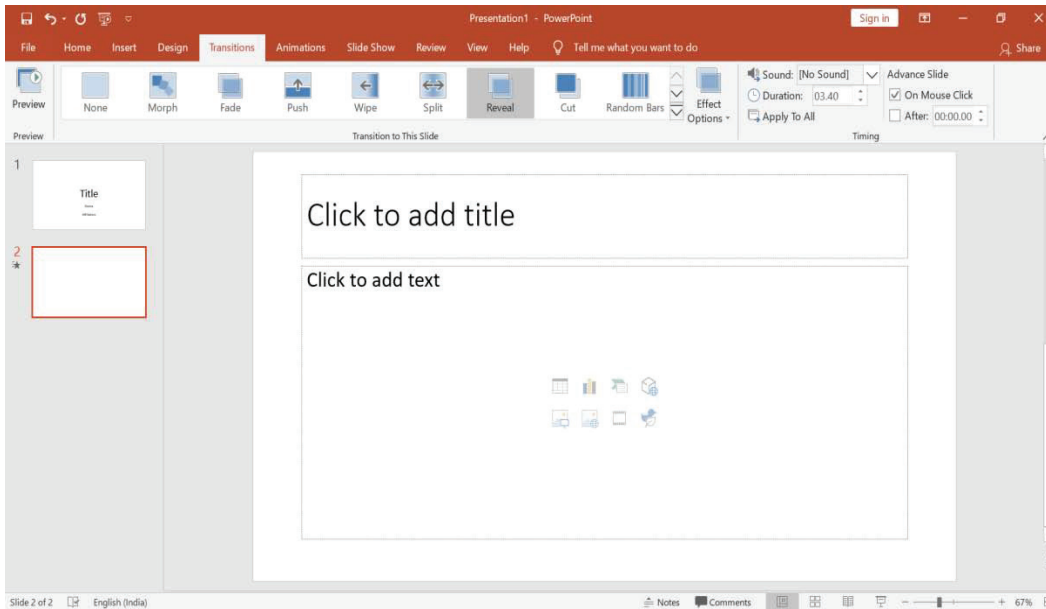


Fig. 15.6: Add Transitions

7) **Add Shapes/ Smart Arts/Chart:** Various shapes, models, graphs and charts can be added in the presentation as per the requirement. Charts button are used to insert easy-to-read charts that will help the audience understand your data. Once you choose your Chart type, Excel will open, allowing you to enter in your data or copy it from an existing spreadsheet. Whereas, shapes button are to insert pre-made shapes or draw your own. You can use the shapes to outline important text or create arrows and other visual indicators. To add shapes or charts do the following:

- Click on the insert of the toolbar, and in that go to the illustration.
- In illustration select from the available shapes, smart art, 3D models, charts of your choice.

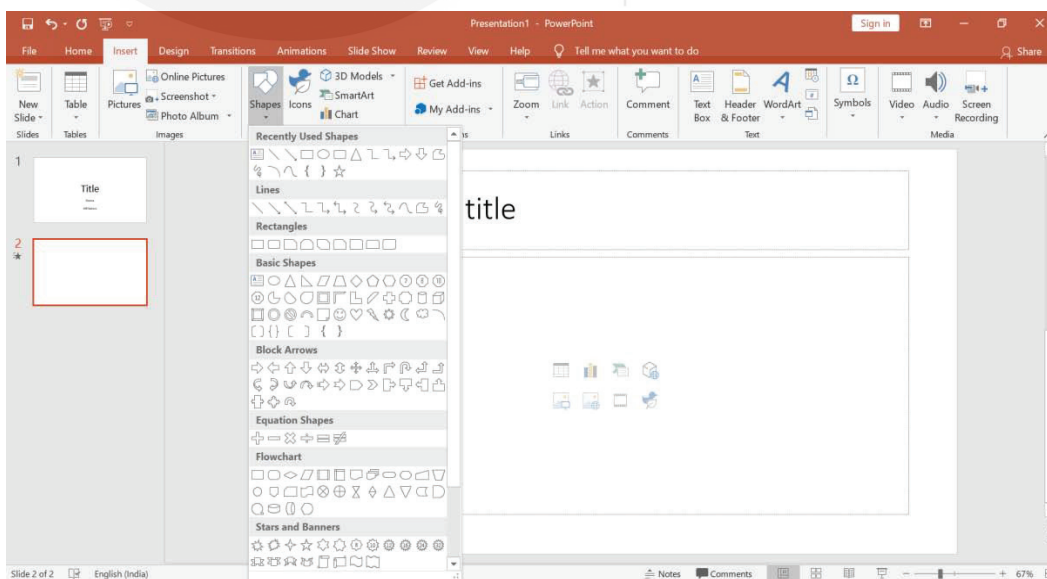


Fig. 15.7: Add Shapes/ Smart Art/ Chart

8) **Add images:** We can add pictures, diagrams, and other visual aids in the presentations, these help the audience to grasp the ideas quickly. Images break up the monotony of text and help keep the audience from tuning out. To add images in the presentation, follow the steps given below:

- Click the Insert tab, and go to images option, here given a large number of options when it comes to inserting objects.
- Click the picture button to insert a picture from a file on your computer.
- You can click the photo album button to insert an entire album of photos into the slide as well.

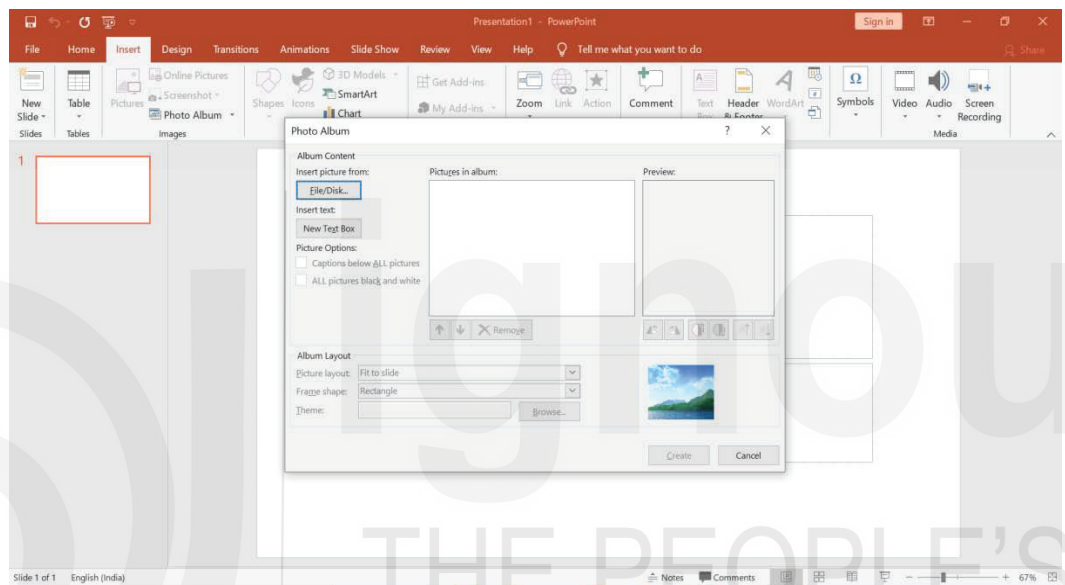


Fig. 15.8: Add Image

9) **Add backgrounds:** Plain white is boring; to make the presentation more lively and innovative backgrounds can be added to it. Adding an appropriate background gives visual flair to the presentation. Follow to step given below to add the background:

- Right-click on a blank section of your slide and select "Format Background",
- or
- Click the Design tab and the click the arrow icon next to "Background" on the far right.
- Choose your fill type. You can choose a solid color, a gradient fill, a picture background, or a pattern fill. Selecting each choice will display several options for it, such as fill color, picture location, gradient settings, and more.
- By default, the background will only be applied to your active slide. Click the "Apply to All" button to apply your background choices to every slide.

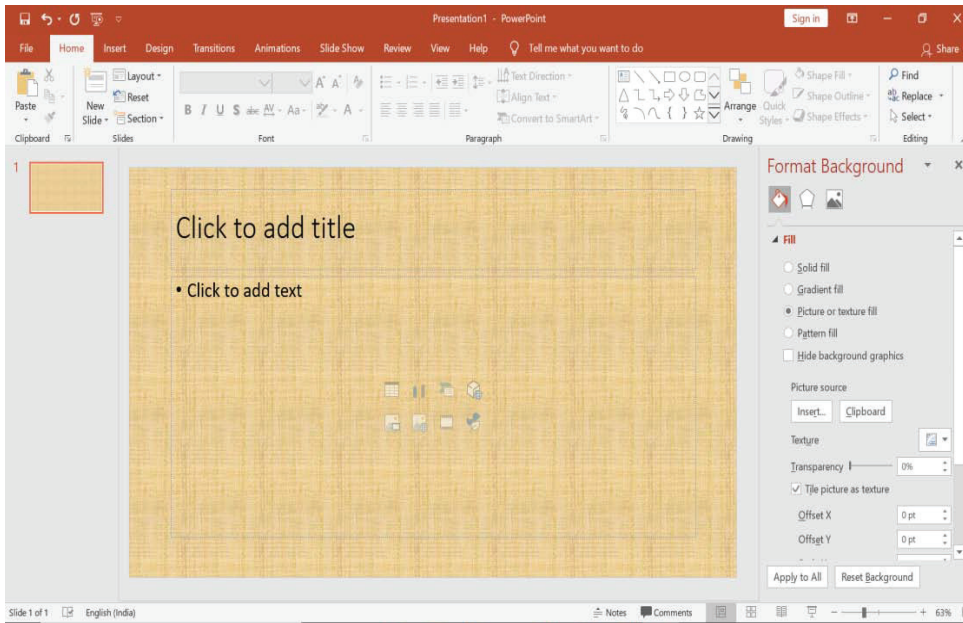


Fig. 15.9: Add Background

10) **Add PowerPoint animations:** PowerPoint has an incredibly robust animations engine designed to power your creativity. Animations are movements that you can apply to individual objects on your slide. You can add animations to multiple objects at one time by selecting them all first and then applying the animation to them. To add a PowerPoint animation to an element of your slide, simply:

- Select the element
- Go to the Animations tab in the Ribbon
- Click on the drop-down arrow to view your options
- Select the animation you want

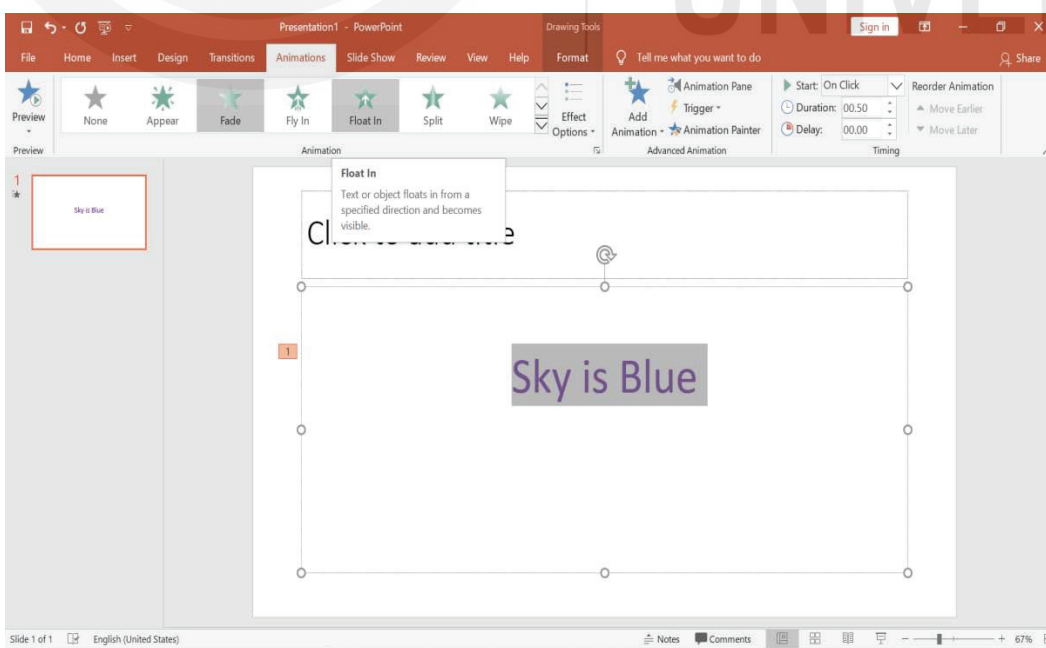


Fig. 15.10: Add Animations

There are three ways to preview a PowerPoint animation:

- Click on the Preview button in the Animations tab
- Click on the little star next to the slide
- Play the slide in Slide Show Mode

11) **Add links:** You can add links to your slides that will allow you to quickly access websites or email addresses. To add a link,

- Place the cursor in a text box and then right click
- A dialogue box will appear, then select Hyperlink option, while clicking on hyperlink a box as shown in the figure will appear, select the object you want to link and click “ok”.
- You can choose to link to a file on your computer, a webpage, an email address, or even another slide in your presentation.

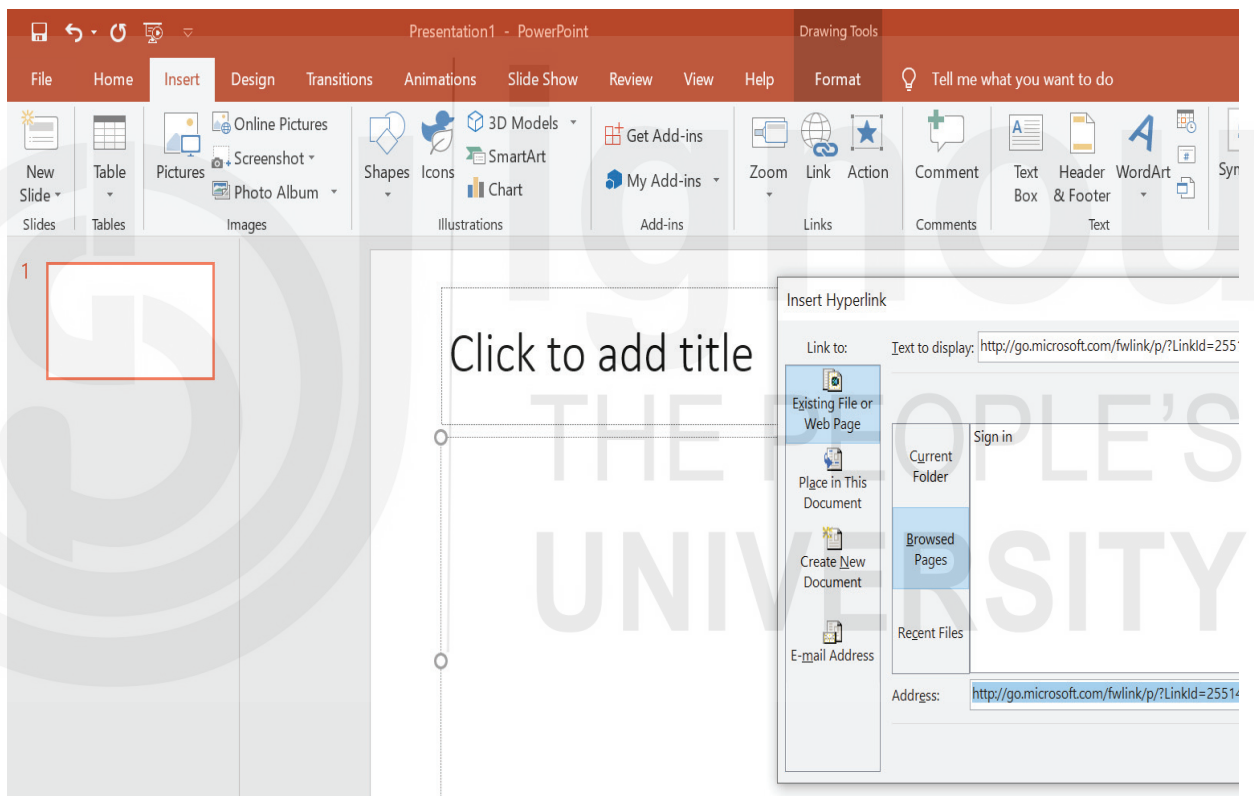


Fig. 15.11: Add links

12) **Add speaker notes:** Slides are best when you don't cram in too much information. You can put helpful facts and notes in the speaker notes, and refer to them as you present. To open the notes pane, at the bottom of the window,

- Click notes button in PowerPoint given below.
- Click inside the Notes pane below the slide, and begin typing your notes.

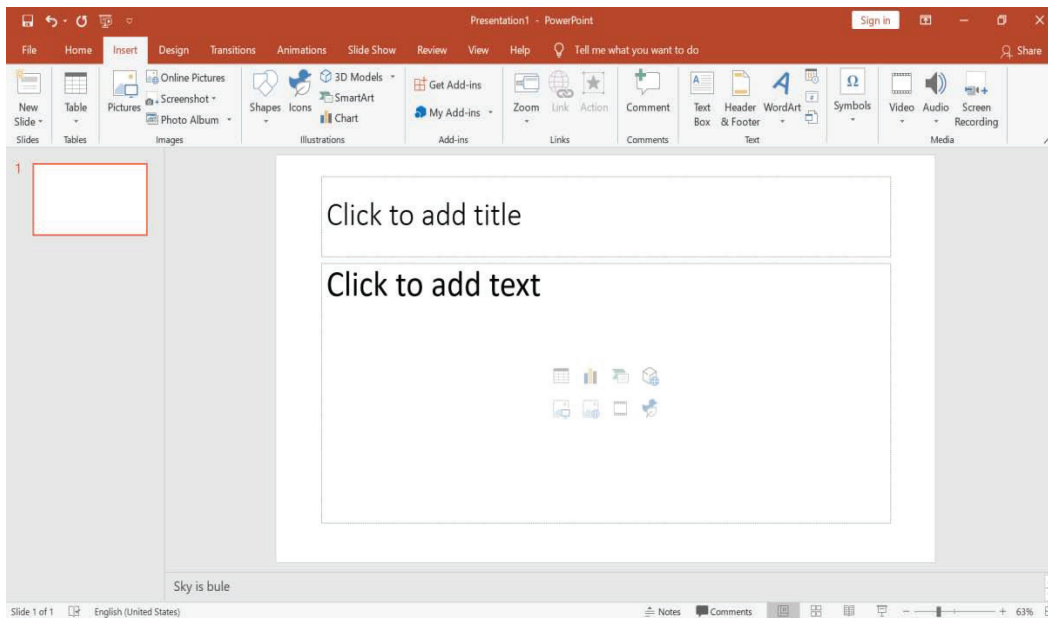


Fig. 15.12: Add speaker notes

13) **Add video:** You can add video files to your slides. This can be useful for reports or any other video file that may relate to your presentation. The video file will play when the slide appears.

- Click the Video button in the Insert tab.
- You will be able to select between online videos and videos on PC as per the requirement select your choice and add video to the presentation.

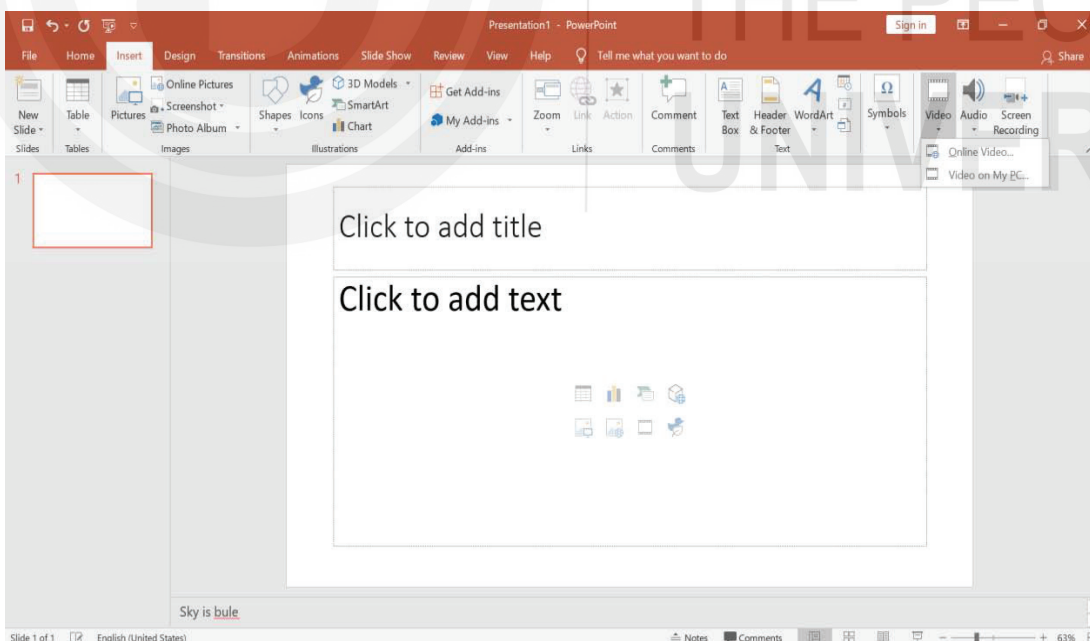


Fig. 15.13: Add Video

14) **Navigate your presentation:** You can use the frame on the left side of the window to quickly scroll through your slides. Clicking any of them will open that slide so that you can edit it. You can click the Outline tab

to see an outline tree of your presentation. Each slide will be labeled by the slide title.

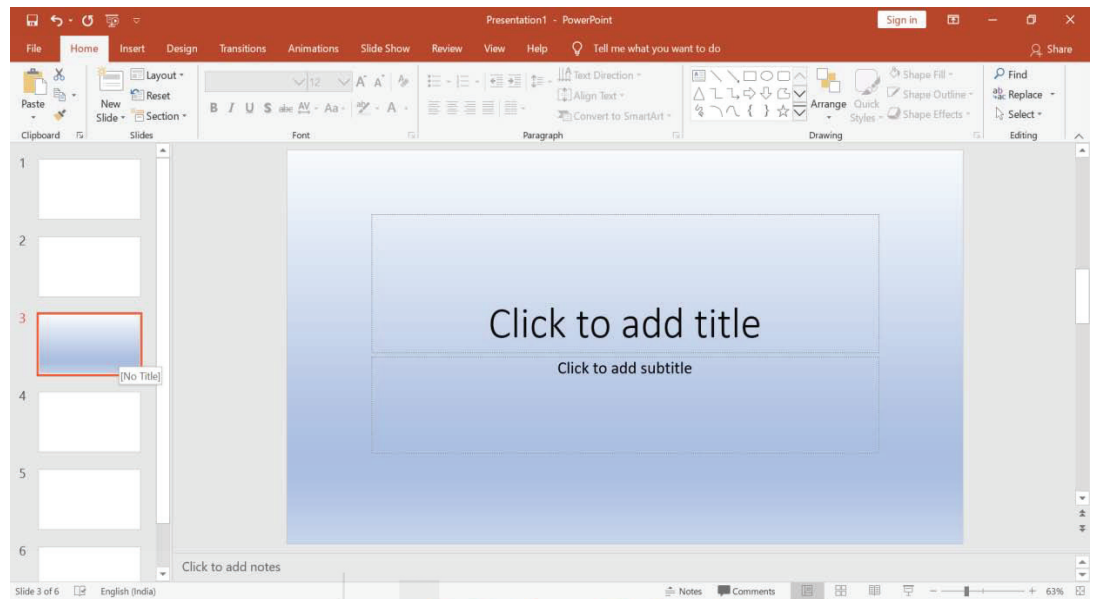


Fig. 15.14: Navigate Presentation

- 15) **Preview your presentation:** You can get a basic feel for the flow of your presentation at this point by pressing F5 to start the slide show. Click the mouse to advance the slides. Use the preview slide show to get an idea of how long the presentation is and how well information flows from one slide to the next.

15.3 MAKING BUSINESS PRESENTATION

Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences. These presentations are usually carried out via using either audio or video presentation material such as, statistical documents, projectors, flip charts, whiteboards etc. Firms usually make presentations into sales, training and internal communication programs, using the power of words and images to engage their audience and retain attention. The most common examples of the business presentations are intra-organization and sales presentations. Generally, the suppliers conduct the sales presentations in front of a potential customer with the aim of pitching their services, whereas the intra organization presentations are conducted by members of a company in front of their coworkers with the purpose to introduce new operations or policies.

Importance of Business Presentations:

Business presentations are often utilized by the business as a way to sell its idea or product for motivating the audience to accept their offering. An effective business presentation helps the business to obtain market and

competitive information that in a way helps them to improve their business performances. Presentations can be used to inform executives and managers about the key markets and competitive strategies this can help the management in developing strategies and marketing plans for different markets as the needs. Managers can also learn more about competitive marketing strategies. Business presentations are important because they enable executives to share details on a company's performance. Performance information can include details on company sales and profits, market share and earnings per share etc. Presenting sales information allows managers to develop strategies to improve sales.

There are many factors that determine the effectiveness of a business presentation. Some of them are stated below:

- **Connecting:** A business presentation must be connecting; it should be interactive to hold a memorable bonding experience between the audience and the presenter to deliver the overall message.
- **Informative:** A business presentation must convey a good piece of information to the audience and must be eye-opening and enlightening.
- **Inspiring:** A business presentation must be able to grab the attention of the audience by focusing on the important points.
- **Appealing:** The overall impact of a business presentation is also affected by using visual or physical props. Some of the factors that mostly appeal the audience are screen projectors, handouts, slides and body language of the presenter.

Types of Business Presentations:

Business presentations basically are of four types as stated below:

- 1) **Group Presentations:** Group presentations are informational in structure; they seek to convince the audience to accept new strategies and programs. These presentations effectively communicate the findings of a team. These are often used at large corporate meetings where a senior executive presents the overall corporate direction followed by a series of staff members who present detailed strategies.
- 2) **Presentation Aids:** Nowadays, the computer programs such as Flash and PowerPoint are used by the presenters for enhancing their presentation. PowerPoint presentations are simple, cheap and easy to edit and are an effective visual tool. Flash presentations, while more expensive, can help the audience to experience the presentation via video excerpts.
- 3) **Persuasive Presentations:** Persuasive presentations seek to convince the audience to support a certain viewpoint. Generally, it outlines an organization goal or problem and then follows it by the statements for

detailing the present state of affairs. The presentation will lead the audience to that solution favored by the presenter using facts as well as examples from similar business situations. For example, presentation to introduce a new product or service or expand plant or equipment.

- 4) **Informative Presentations:** An informative business presentation plays a vital role in the advancement of any organization and focuses on educating the audience. It consists of marketing plan summaries and status report. Such presentations generally begin with an overall mission statement or goal, followed by specifics and action plans.

15.4 MAKING RESEARCH PROPOSAL PRESENTATION

A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how it will be done, and why it is important to undertake. The goal of a proposal presentation is to offer the presenter and opportunity to present his research ideas to other and receiver feedback and suggestions from them. Generally, a research proposal should contain all the key elements involved in the research process and include sufficient information for the readers to evaluate the proposed study. The proposal should have sufficient information to convince your readers that you have an important research idea, that you have good grasp of the relevant literature and the major issues, and that your methodology is sound.

Components of a research proposal:

A research proposal is consist of following elements:

- 1) **Title of the Research:** In the first slide of the presentations the title of the research under study should be mentioned. It should be concise, informative and catchy enough to indicate the independent and dependent variables. A good title provides the "key words" for the classification and indexing of the research.
- 2) **Abstract:** After the title slide, the Abstract should be mentioned on the next slide. Abstract is a brief summary of approximately 200-300 words about the research. It should summarize all the central elements such as rationale, objectives, methods, populations, time frame, and expected outcomes of the study in precise.
- 3) **Introduction:** After abstract, next slide should state the introduction of the research. The introduction provides the readers with the background information. It should clearly state the topic area, research question and significance knowledge of the research.

- 4) **Review of Literature:** The next slide mentions the review of literature. In this section, we mention the most relevant and important studies which are already known about the topic. A strong literature review convinces the reader that proposal has a solid foundation in existing knowledge or theory and demonstrates exactly how the research will contribute to conversations in the field. Reviews of the literature are not summaries, they are arguments that there is a gap that needs filling that convince the reader that research will fill these gaps or address some important limitation or deficiency.
- 5) **Objectives:** After giving a comprehensive review of literature, in the next slide the objectives of the research proposed should state clearly. Research objectives are the goals to be achieved by conducting the research. Objectives should be logical, coherent, feasible and realistic considering local conditions. Objectives are known as the specific steps that you will take to achieve your aim. The aim is the “WHAT” of the research, and the objective is the “HOW”.
- 6) **Hypothesis:** After objectives, the next slide should state the hypothesis of the study. A hypothesis is defined as a tentative prediction or explanation of the relationship between two or more variables. It is a tentative idea or assumption, that is proposed for the sake of argument so that it can be tested to see if it is true or not.
- 7) **Methodology:** The next step in making of the research proposal is to state methodology. The methodology explains the procedures that will be used to achieve the objectives of the research. It should cover the approach to the question, research design, research subjects, sampling procedure, data needs, analytic techniques etc.
- 8) **Bibliography/References:** After methodology, the next slide should state the references of the various studies, reports and data reported in the proposal. Generally, references are written in Vancouver style and should be written consecutively throughout the body of the text in the order in which they are first mentioned.
- 9) **Annexes:** The last slide of the presentation should enclose the appendix for the study. It includes various documents such as, interview protocols, sample of informed consent forms, cover letters sent to appropriate stakeholders, official letters for permission to conduct research, original scales or questionnaires etc.

15.5 MAKING PROJECT PRESENTATION

Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to the evaluators. The presentations are complemented by the project documents and product demo. The presenter gives the presentation to inform, persuade, inspire, motivate, or to build good will or to present a new idea to the audience. Evaluator can clear up doubts by asking questions on the spot. While most evaluators are supposed to read project documentation, yet there is no guarantee that they will read it cover-to-cover. So, they prefer to attend the presentation first and read the report later. In such a case, the presentation creates the first impression of project in the mind of the evaluator. In some cases, the whole evaluation is based solely on the presentation which is surely a key determinant of the proposed project.

Steps in Preparing a Project Presentation

Planning a project presentation can be an overwhelming experience if done right. An effective project presentation involves following steps as explained below:

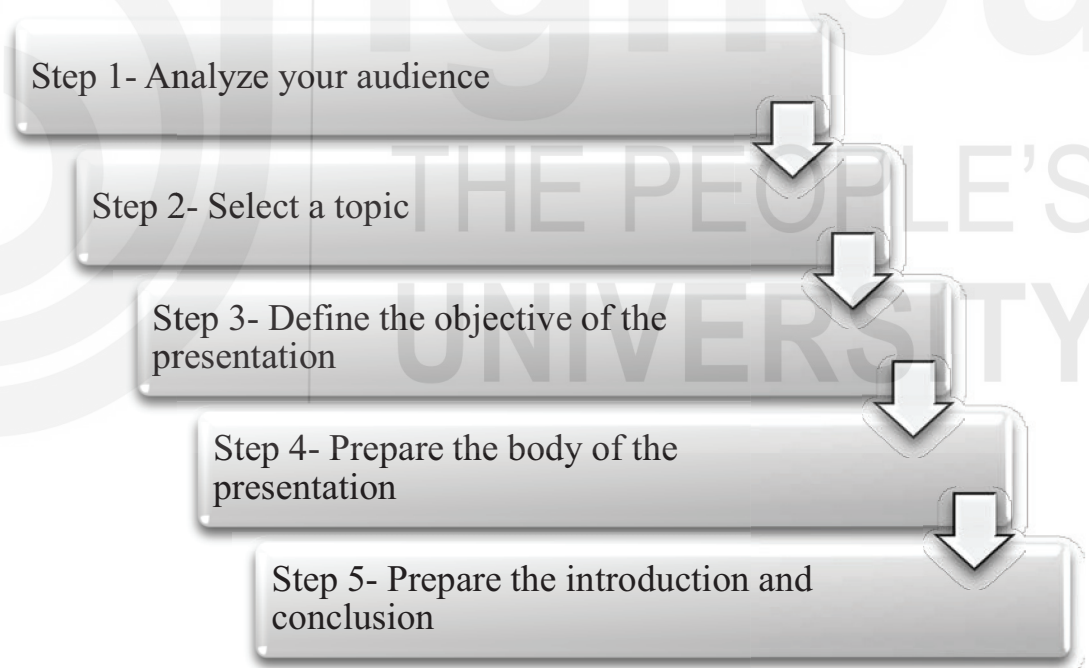


Fig. 15.15: Steps in Preparing a Project Presentation

- 1) Step 1: Analyze your audience:** The very first step of making a project presentation is to analyze the audience to whom the presentation will be addressed and learn more about them. Presenter must obtain some information on the backgrounds, values, and interests of the audience to get an idea about their expectations from the presentation.

- 2) **Step 2: Select a topic:** After analyzing the audience, the presenter must select the topic that is of his interest and also is of interest to the audience. It will be much easier to deliver a presentation that the audience finds relevant, and more enjoyable to research a topic that is of interest of the presenter.
- 3) **Step 3: Define the objective of the presentation:** Once the topic of the project has been selected; next step is to write the objective of the presentation in a single concise statement. The objective must specify what the presenter wants to deliver to the audience. Objectives are based on the level of content on the amount of time the presenter have and the background knowledge of the audience. Objectives guide the presenter to keep him focused and provide guidance to develop the presentation.
- 4) **Step 4: Prepare the body of the presentation:** After defining the objectives of the presentation, next task is to determine how much information can be presented in the allotted time. The body of presentation is where the presenter can present his ideas. To presents ideas the presenter should use various facts and figures, relate personal experience and provide vivid description. The present must keep in mind the knowledge about the audience to prepare the presentation with the right level of detail.
- 5) **Step 5: Prepare the introduction and conclusion:** Once all the prerequisites to the presentation are complete, the presenter should decide on how to begin and end the talk. The introduction must be catchy enough to attract the attention of the audience, and build their attention. Introduction must be relevant to the listeners' goals, values, and needs and should clearly articulate the purpose of the presentation. Conclusion of the presentation must summarize the important points and reinforce the main ideas communicated.

Check Your Progress A

- 1) How to add speakers notes in a PowerPoint presentation?

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- 2) How to add a new slide in the PowerPoint presentation?

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3) What is a persuasive presentation?

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4) What is a research proposal?

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5) What do you understand by review of literature?

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15.6 LET US SUM UP

PowerPoint is very useful software/tool for making presentation. It provides opportunity to the presentation developer/ user to incorporate various elements in the presentation so that it can be made effective and more appealing. Knowledge of the topic will help you in identifying different components for making presentation. When you plan to make presentation, first thing you have to make sure that what the available resources to be used in presentation.

Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences. Business presentations are often utilized by the business as a way to sell its idea or product for motivating the audience to accept their offering. An effective business presentation helps the business to obtain market and competitive information that in a way helps them to improve their business performances. Business presentations basically are of four types group presentation, presentation aid, persuasive presentation, informative presentation.

A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how

it will be done, and why it is important to undertake. The goal of a proposal presentation is to offer the presenter and opportunity to present his research ideas to other and receiver feedback and suggestions from them. A research proposal presentation must include important heads such as title of the research, abstract, review of literature, objectives of the study, research methodology, bibliographic references, annexes etc.

Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to the evaluators. The presentation is complemented by the project documents and product demo. The presenter gives the presentation to inform, persuade, inspire, motivate, or to build good will or to present a new idea to the audience. Project presentations include five steps as analyzing audience, selecting a topic, defining the objective of the presentation, preparing the body of the presentation, preparing the introduction and conclusion respectively.

15.7 KEY WORDS

Clip Arts: Clip Art is a collection of media files (images, videos, audio, and animation files) that Microsoft includes with the PowerPoint application.

Research Proposal: A research proposal is a document proposing a research project. It outlines the entire research project and describes what is intended to investigate, how it will be done, and why it is important to undertake.

Abstract: Abstract is a brief summary of approximately 200-300 words about the research. It should summarize all the central elements such rationale, objectives, methods, populations, time frame, and expected outcomes of the study in precise.

Review of Literature: Reviews of the literature are arguments that there is a gap that needs filling that convince the reader that research will fill these gaps or address some important limitation or deficiency.

Hypothesis: A hypothesis is defined as a tentative prediction or explanation of the relationship between two or more variables. It is tentative idea or assumption, that is proposed for the sake of argument so that it can be tested to see if it is true or not.

Business Presentation: Business presentation is defined as any formal information about the business, products or practices to inform, educate, motivate and persuade internal and external audiences.

Presentation Aids: Computer programs such as Flash and PowerPoint used by the presenters for enhancing their presentation are known as presentation aids.

Project Presentation: Project presentations are made for explaining the project undertaken either to explain the product or to explain the process to

the evaluators. The presentation is complemented by the project documents and product demo.

15.8 TERMINAL QUESTIONS

- 1) How the PowerPoint presentations are made? State the components in making PowerPoint presentations.
- 2) What do you understand by a business presentation? Explain various types of business presentation.
- 3) What is the importance of a business presentation? State the various factors determining the effectiveness of business presentations.
- 4) State the various components of the research proposal.
- 5) Explain the various steps involved in project presentation.

Note: These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for yours practice.