

# How to structure a Presentation









What do I want people to do  
as a result of this meeting?



# The 3 key elements of presenting



Content

Structure

Delivery

# The 3 key elements of presenting

Content = 7%

Structure = 30%

Delivery = 63%



# Why bother if it's only 30%

Structures the argument

Helps you present

Manages audience expectations

Credibility

Helps audience remember

Helps audience sell it on

	Title	
	Objective	
Point 1	Point 2	Point 3
<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>
Point 1 summary	Point 2 summary	Point 3 summary
	Conclusion	



**why?**





	Title	
	1. Objective	
Point 1	Point 2	Point 3
<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>
Point 1 summary	Point 2 summary	Point 3 summary
	Conclusion	

# Always reach a conclusion

Your conclusion uses your arguments to  
REINFORCE YOUR OBJECTIVE



# Conclusion

(Because of **this**,

**this** and

**this**)

we believe

**that** should be the way forward

Start	Title	
	1.Objective	
Point 1	Point 2	Point 3
<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>
Point 1 summary	Point 2 summary	Point 3 summary
Handover	2.Conclusion	Finish



Start	3.Title	
	1.Objective	
Point 1	Point 2	Point 3
<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>
Point 1 summary	Point 2 summary	Point 3 summary
Handover	2.Conclusion	Finish

What sort of title could you  
have?

A decorative border with a leopard print pattern is visible on the left and bottom edges of the slide.

“The media landscape 1996”

“NPD in the furniture market 7.7.07”

“An analysis of consumer trends”

“Strategic and executional guidelines for  
Telecommunications”

“Introduction to the shampoo market”



Are you asleep yet?



# No right answers

“The media landscape 1996”

A decorative border with a leopard print pattern is visible on the left and bottom edges of the slide.

“The media landscape 1996”

“It’s all about beer and breasts”



“NPD in the furniture market 17.12.07”

“NPD in the furniture market 17.12.07”

“Terence Conran eat your heart out”

“An analysis of consumer trends”



“An analysis of consumer trends”

“Glitter counts”

A decorative border with a leopard print pattern is visible on the left and bottom edges of the slide.

“Strategic and executional guidelines for  
Telecommunications”

“Strategic and executional guidelines for  
Telecommunications”

“Mission Possible”

“Introduction to Brand X”



A decorative border with a leopard print pattern is visible on the left and bottom edges of the slide.

“Introduction to Brand X”

“The importance of being relevant”

Can you start to see a theme forming?

Learning is forever







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**It must be on brief**



## Better Briefs



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**We'll be brief**



# The meat of the argument

1. Point one
2. Point two
3. Point three



# The Power of 3

**“Veni, Vidi, Vici”** (I came, I saw, I conquered)  
– Julius Caesar

**“Friends, Romans, Countrymen** lend me your ears” – William Shakespeare

“Our priorities are **Education, Education, Education**” – Tony Blair

A Mars a day helps you **work, rest and play** –  
Ad strapline

**Stop, look and listen** – Public safety  
announcement

Best Arguments

For



Against

	Title	
	Objective	
Point 1	Point 2	Point 3
<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>	<ul style="list-style-type: none"><li>• Substantiation</li><li>• Substantiation</li><li>• Substantiation</li></ul>
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# Homework

Talent or confidence, which is more important and why?