

TOP 5 TIPS FOR AN INTERACTIVE

PRESENTATION

1

Plan from the audience's perspective

Think about your audience's interests and needs. Remember, the aim is to give the impression that your presentation has been planned according to your audience's specific interests.

2

Get the audience immediately involved

Use an icebreaker to pick up the parents and get them in the mood for the topic. Some examples:

- Flipcharts - use questions, pens and sticky dots to check the mood and expectations of parents.
- Mini-interviews - give parents time to get to know each other. Show questions to be answered with the neighbour, e.g.: How do we use media at home, what are the media and rules in our house?
- (Media) quiz - ask for the audience's knowledge in a small quiz. Use answer cards or digital formats like mentimeter.
- Group picture - ask the group general questions which they answer with a show of hands e.g. Who does online gaming?

3

Use storytelling

Storytelling is the most universal way to captivate your audience's attention, no matter where they are from or what they do for a living. Stories are much more engaging and memorable than lists of facts and figures. A popular storytelling technique is when you present the status quo and then reveal an improved path to that end goal.

4

Strong body language (position, posture and gesture)

You can make things more interesting for your audience by using your body language to enhance what you're saying. If you stand hidden behind an overhead projector or stand too far away from your audience, they will not develop a bond with you and this will limit the effectiveness of your presentation.

5

Maintain eye contact

Eye contact can serve to make your address much more personal and thus more effective. If eye contact is avoided, the presenter can appear to be nervous and unconvincing.