

How to do good (and avoid bad) presentations

Dr.-Ing. Frank Flemisch

with pictures from the book



Deutsches Zentrum
für Luft- und Raumfahrt e.V.
in der Helmholtz-Gemeinschaft

“Gekonnt vortragen und präsentieren” by Hartmann, Funk & Arnold

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Institut für Verkehrsführung und Fahrzeugsteuerung > Technologien aus Luft- und Raumfahrt für Straße und Schiene



Long before the presentation

Weeks and days before:

Prepare the presentation

Train the presentation

Hours and minutes before:

Clothes

Prepare scene, body, and soul (and deal with Stage Fright)

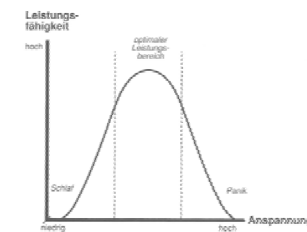
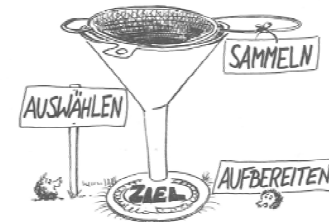
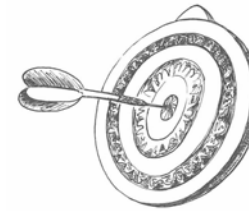
In the presentation

Body Language

Managing attention and time

After the presentation

Over the next years





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In the presentation

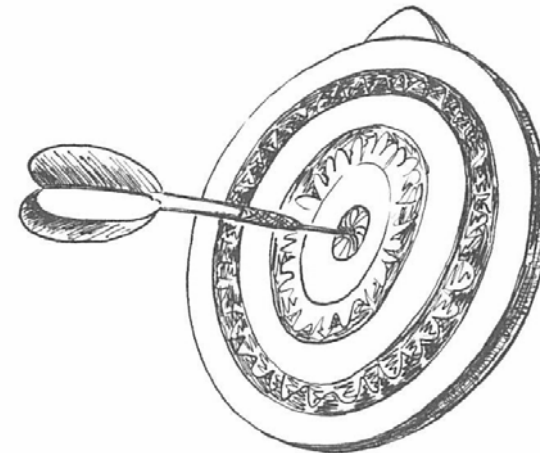
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Find ideas that could interest you and the audience, and bring them closer to reality





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- The audience is customer
- Less→More, More→Less
- Width→Depth
- 1-3 minutes per slide
- Text Min. 24pt
- Graphics, please!





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Prepared → Spontaneous
Learn By heart? 1st and last
4 eyes/ears principle

Hours and minutes before:

Clothes

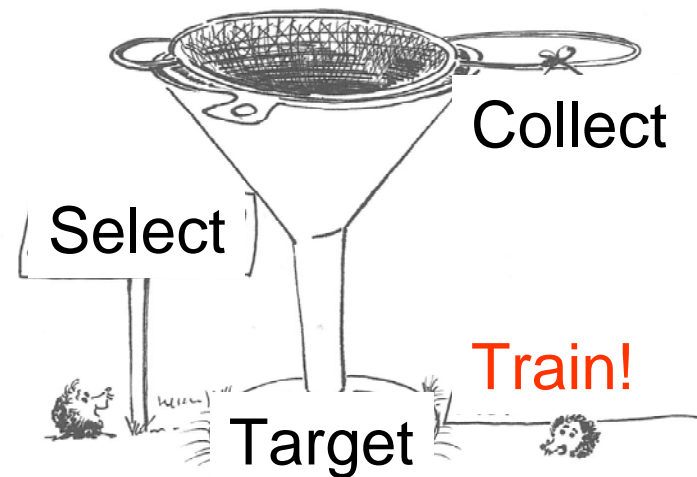
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**Dress up conservatively
(→ dress down)
Decipher the code**





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Test audio & visuals

Rest, eat lightly and **water**

Warm up

Stage Fright is your friend





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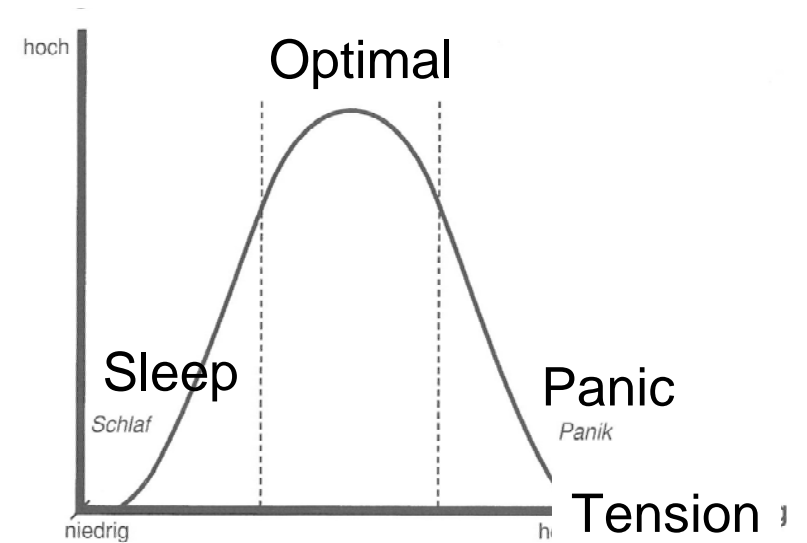
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Performance





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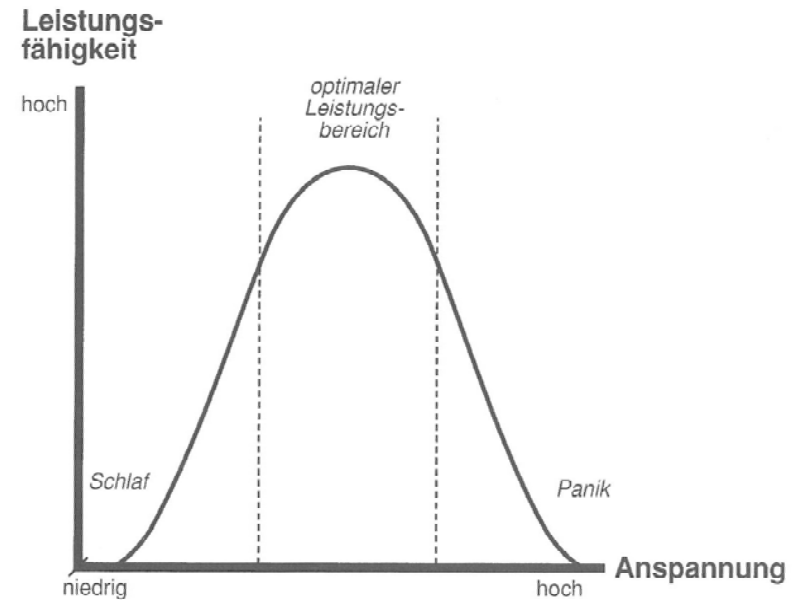
In the presentation

Body Language

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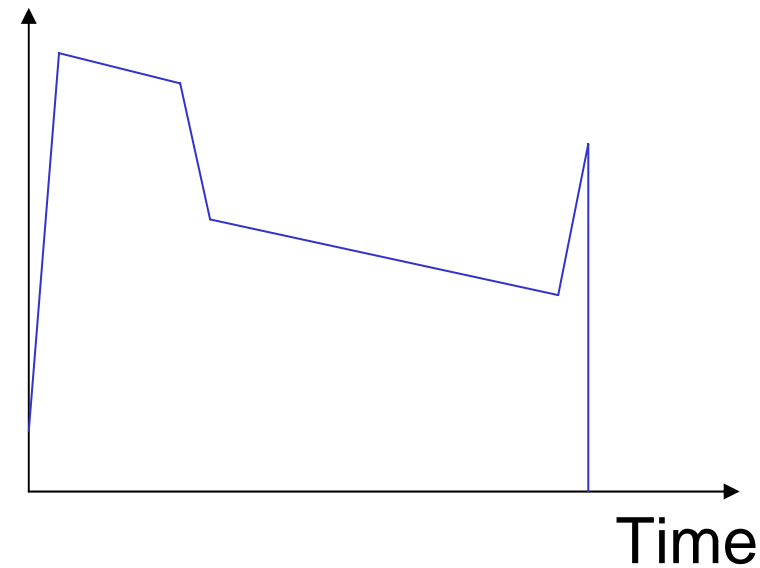
Managing time and attention

After the presentation

Over the next years



Attention



Deutsches Zentrum
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Institut für Verkehrsführung und Fahrzeugsteuerung > Technologien aus Luft- und Raumfahrt für Straße und Schiene

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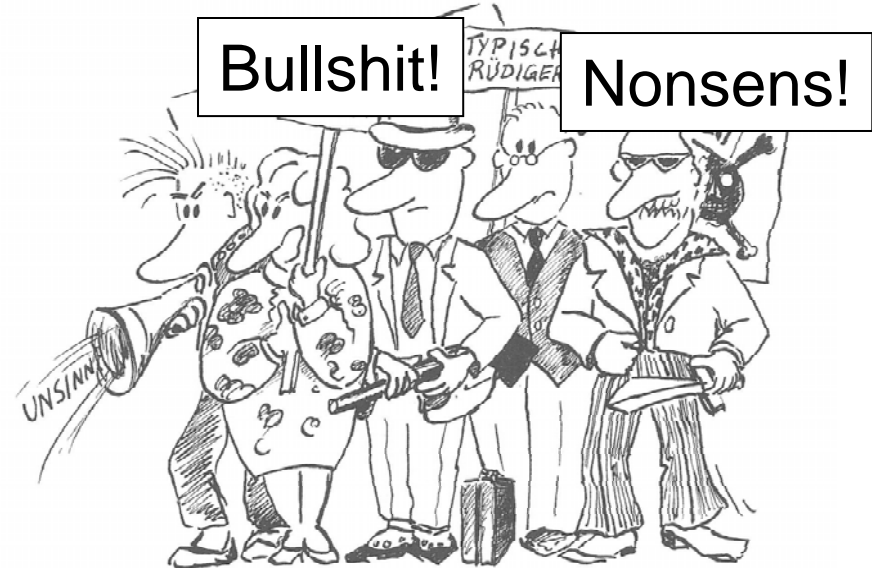
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Love (and use) your critics

Use the momentum

Enjoy!





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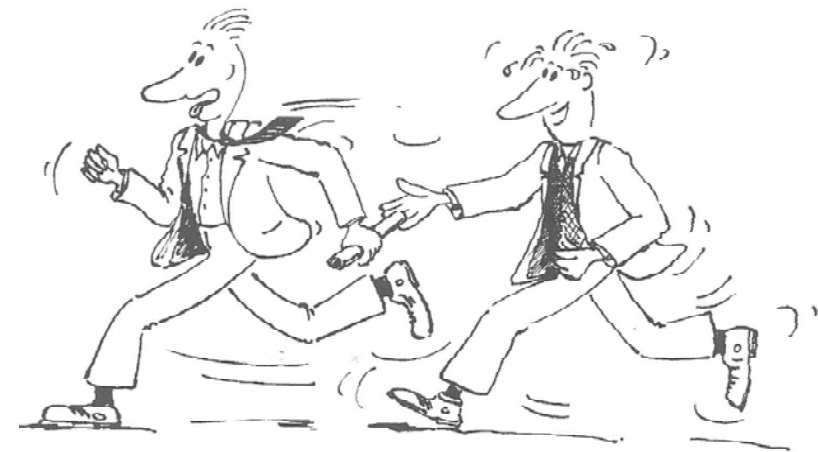
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Over the next years: How about...



Improving like an athlete?

Developing a portfolio?

Founding a speakers club?





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Over the next years: How about..

