

EASA Regulatory Training for Trainers Instructional Guidance Presentation Techniques

Sofema Aviation Services (SAS) www.sassofia.com takes a look at the best practices and tips for effective presentation of information as an aviation instructor

Best Practice for Effective Engagement

- Know your audience: Understand the knowledge level and experience of your audience, and tailor your presentation accordingly.
- Adapt your language and content to meet their needs and ensure they can comprehend the information effectively.
- Incorporate visual aids, such as slides, images, videos, and diagrams, to enhance understanding and engagement.
- Visuals can help clarify complex concepts and make your presentation more memorable.
- Create a logical flow for your presentation, organizing your content into sections or topics.
- Start with an introduction, cover the main points, and conclude with a summary or key takeaways.
 - This structure will help your audience follow along and retain information.
- Avoid jargon and complex terminology as much as possible.
- Use simple and clear language to convey your message effectively. Break down complex concepts into smaller, understandable parts and provide relevant examples to illustrate your points.
- Encourage interaction (This involvement fosters active learning and helps participants stay focused and retain information better.)
- Engage your audience by

- Asking questions,
 - Encouraging discussions,
 - Incorporating activities.
- Provide practical examples and case studies
 - Relate theoretical concepts to real-world scenarios by sharing practical examples and case studies. (This approach helps students understand how the information applies to aviation operations and enhances their ability to apply the knowledge in practice.)
- Use storytelling techniques - All presentations are a type of theatre. Tell stories and anecdotes to help illustrate points. It all helps to make your presentation more effective and memorable.
 - Incorporate storytelling techniques to make your presentation more engaging. Stories can:
 - Capture attention
 - Evoke emotions
 - Help learners connect with the subject matter on a deeper level.

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Cautions to pay attention to during your presentation

- Avoid overwhelming your audience with excessive information or cramming too much content into a single session.
- Keep your presentation concise and focus on the most important and relevant information.

Note - While visual aids are valuable, don't rely solely on slides or other multimedia elements.

- Make sure you are the primary focus of the presentation, and use visuals as supporting tools rather than the main source of information.
- Avoid Reading From Slides or Notes (Reading directly from slides or notes can be monotonous and disengaging.)
- Use your slides as prompts and speak naturally, maintaining eye contact with your audience. (This approach creates a more dynamic and interactive experience.)

- Periodically check for comprehension during your presentation by asking questions, to gauge understanding and reinforce learning.
- Pace your presentation appropriately, allowing sufficient time for participants to absorb the information.
- Avoid rushing through important points or speaking too quickly.
- Take pauses when needed to emphasize key concepts and allow time for questions and discussions.

Careful Note Presentations that lack energy and enthusiasm can quickly become boring.

- Show your passion for the subject matter, use vocal variety, and maintain an animated and engaging delivery style.
- Your enthusiasm will help captivate your audience and keep them attentive.

*****The best presentations are supported by well-designed slides*****

Note Concerning Slide Designing - Most designs are essentially in the background and in fact it is only when something is actually wrong with a slide design that you actually notice it is a problem – means there is a wide tolerance of acceptance.

- Break up the content and promote interactivity
- Use videos and/or visual content where possible

Presentation Preparation

Important Note - The best preparation is to have the content available before you start populating the slides. In this way you are able to focus on the key elements and messages which you want to get across.

- Use contrasting colours the use of different size text and pictures can all provide visual “weight”

- A presentation typically provides a lot of information in a short period of time, challenging the capacity of the attention of the students, so we need to focus on how to bring out the essential points by considering exactly what we wish to stand out within the presentation.
 - Careful with too much animation
 - Be prepared
 - Monitor Attention Span

Structure & Layout

- The challenge is to consider the most important message that we need to get across – this should form part of our primary content. Sometimes we wish to drive home a point or conclusion or to emphasize a call to action.
 - An effective presentation technique is to focus on the “old adage” that less is more!
 - Minimizing the content which is present on a single slide ideally wherever possible no more than 3 paragraphs should be on each slide – do not make the font size over large – font size 22 is comfortable for most purposes.
- Use visual aids – by using pictures in your presentations instead of words you can double the chances of meeting your objectives.
- Keep it short and sweet (There is another old adage that said – “No one ever complained of a presentation being too short.” Nothing kills a presentation more than going on too long.)
- For most people a shorter presentation is better, keep your presentation to under 22 minutes if you can. Break up longer presentations into manageable parts.
- Use the rule of three
 - A simple technique is that people tend to only remember three things.
 - Work out what the three messages that you want your audience to take away and structure your presentation around them.
 - If possible use a maximum of three points on a slide.
- Repetition can often provide an emphasis to promote your key message.
- Choice of Fonts - In general good fonts are almost invisible and bad fonts are noticed immediately (If something is difficult to read, it requires too much “negative” attention which detracts from real objective.
- Choose a easy to read font (we use Arial) Helvetica or Verdana is also a possible alternative body font around 20 – 22 and Heading around 28 – 32

- Get to the point as fast as you can... but not too fast

Be Clear and Concise in your Presentation

Present your talk as a Story - use LOTS – Language of the senses & Ensure Balance, Structure and Connected visuals

- Using Language of the senses
- When telling a story the secret of getting the audience to remember, is to use LOTS
- When telling a story, share with the audience what you see, smell, feel, taste, and hear. When you trigger a sense in someone, you bring them into the story with you.
- Striking the Balance – Between Bullet lists and sentence in details – remember we often need to get across a heavy message or content related to regulatory obligations so we have to ensure the viability of the message we need to get across.
 - Nevertheless we do need to keep the text as short as possible – consistent with our objectives

The use of Images

A presentation wouldn't be complete without the use of images.

- The subtle use of images provides for one of the easiest ways to visually support our presentation. Try to keep relevant visuals, it is not always possible but should always be the goal.
- Be careful with bullet points – don't put your speaker notes up on the screen (Bullet points may spoil your presentation)

Caution - Some people use bullet points as a form of speaker notes.

- Video yourself
 - Set up a video camera and video yourself presenting.
 - You will see all sorts of mistakes that you are making, from how you are standing, if you are jangling keys, to how well your presentation is structured.

- Know what slide is coming next
 - You should always know when presenting which slide is coming up next. It sounds very powerful when you say “On the next slide [Click] you will see...”, rather than a period of confusion when the next slide appears.
- Have a back-up plan
 - Murphy’s law - Technology not working, power cuts, projector blowing a bulb, spilling coffee on your front, not enough power leads, no loudspeakers, presentation displays strangely on the laptop – all of these are things that can happen.
 - Have a back-up plan. When you have back-ups – you seldom need to use them.
- Check out the presentation room
 - Arrive early and check out the presentation room. If you can make sure that you see your slides loaded onto the PC and working on the screen. Work out where you will need to stand.
- Multimedia can provide an improved interactive experience for the student, to help them immerse in the subject in a way that the presentation alone cannot do.

Another possibility is to use the Slide Transition feature however to be warned that this can be distracting at best and very irritating for the viewer at its worst. So to keep it for special purposes which typically will be 5% or less of the overall presentation experience.

Next Steps

Please visit www.sassofia.com and www.sofemaonline.com – to register for a program enroll through the website or email team@sassofia.com with any questions, comments or observations.