

# **Training Manual on The Art of Presentation: Tools & Techniques (1<sup>st</sup> Batch)**

**Training Period: 27-29 April 2025**

**Complied and Edited by**

**Dr. Md. Mosharraf Uddin Molla,**

Course Director & Director (Add. Charge), AIC

**Dr. Susmita Das**

Course Co-ordinator & Principal Documentation Officer, AIC

**Dr. Mst. Sufara Akhter Banu**

Senior Scientific Editor, AIC

**Mohammad Nazmul Islam**

Graphics Designer, AIC



**Bangladesh Agricultural Research Council**

**Published by**

Agricultural Information Centre, BARC  
Farmgate, Dhaka-1215, Bangladesh

**Published:** April 2025

**Citation:** Molla, M. M. U., Das, S., Banu, M. S. A. and Islam, M. N.  
2025. The Art of Presentation: Tools & Techniques (1<sup>st</sup>  
Batch). Bangladesh Agricultural Research Council. 47 pp.

**Cover Design:** Mohammad Nazmul Islam  
Graphics Designer, AIC, BARC

**Funded by:** APCU-BARC, PARTNER, BARC

**Training on**  
**“The Art of Presentation: Tools & Techniques” (1<sup>st</sup> Batch)**  
**Date: 27-29 April 2025**  
**Organized by: Agricultural Information Centre, BARC**  
**Venue: Conference-2, BARC, Dhaka**

**Program Schedule**  
**Course Director: Dr. Md. Mosharraf Uddin Molla, Director, AIC**  
**Course Co-ordinator: Dr. Susmita Das, PDO, AIC**

Day	Time	Topic	Resource Speaker
<b>Day-1</b> <b>27 April</b> <b>2025</b> <b>(Sunday)</b> <b>Theme:</b> <b>Foundations</b> <b>of Effective</b> <b>Presentation</b>	Inaugural Session		
	09:00-09:30 hrs	Registration	
	09:30 -09:35hrs	Recitation from the Holy Quran	
	09:35-09:40hrs	Welcome address	
	09:40-09:50hrs	Address by the Chief Guest	
	09:50-10:00 hrs	Address by Chairperson	
	10:00-10:30 hrs	Tea Break and Photo Session	
	10:30-11.00hrs	Pre-Evaluation Test	
	11:00-12:00 hrs	Importance of the Training on: The Art of Presentation; Tools & Techniques	Dr. Nazmun Nahar Karim, EC BARC
	12:00-01:00 hrs	Structure of Research Data Presentation in Social Science	Dr. Md. Mosharraf Uddin Molla Member Director, AERS and Director, AIC, BARC
	<b>01:00 02:00 hrs</b>	<b>Prayer and Lunch Break</b>	
	02:00-03:00 hrs	Continued	
03.00-04.00 hrs	Making a presentation with a strong impact: Planning, structuring, crafting and delivering	Moin Us Salam Consultant PARTNER Project	
04.00-05:00hrs	(Continued with Tea Break)		
<b>Day-2</b> <b>28 April</b> <b>2025</b> <b>(Monday)</b> <b>Theme:</b> <b>Presentatio</b> <b>n Tools and</b> <b>Techniques</b>	09:30-10:30 hrs	Captivating Your Audience: Interactive Engagement Strategies	Dr. Susmita Das, PDO, AIC, BARC
	10:30-11.30 hrs	Delivering with Impact: Key Skills for Effective Presentations	
	<b>11.30-11.45hrs</b>	<b>Tea Break</b>	
	11.45-12.45hrs	Data for Everyone: Crafting Simple Presentations for Non-Technical Audiences	Dr. Abdus Salam, PSO, AERS & DPD, PARTNER, Project
	<b>12.45-02.00 hrs</b>	<b>Prayer and Lunch Break</b>	
	02.00-03.00hrs	Continued	

<b>Day</b>	<b>Time</b>	<b>Topic</b>	<b>Resource Speaker</b>
	03.00-04.00hrs	The Art of High-Impact Presentations: Advanced Techniques	Dr. Md. Anwarul Islam Professor, Department of Information Science and Library Management, University of Dhaka
	04.00-05.00hrs	Originality in Presentations: Navigating Plagiarism and Proper Citation (Continued with Tea Break)	Dr. Md. Anwarul Islam Professor, Department of Information Science and Library Management, University of Dhaka
<b>Day-3 29 April 2025 (Tuesday) Theme: Advance Technique and Audience Engagement</b>	09:30-10:30 hrs	Creating Engaging Presentations: The Power of Visual Aids and Tools	MD Saiful Alam Chowdhury, PhD Associate Professor, Department of Mass Communication & Journalism, University of Dhaka
	10:30-11.30 hrs	Practical: Making Your Presentation	MD Saiful Alam Chowdhury, PhD Associate Professor, Department of Mass Communication & Journalism, University of Dhaka
	<b>11.30-11.45 hrs</b>	<b>Tea Break</b>	
	11.45-12.45hrs	Practical: Present the Groupwork and Managing Nervousness and Anxiety	This session builds upon the previous session. It is an extension of the previous session.
	<b>12.45-02.00 hrs</b>	<b>Prayer and Lunch Break</b>	
	02.00-2.30 hrs	Post-Evaluation Test	
	02.30-05.00hrs	<b>Certificate Awarding and Closing Ceremony</b>	

# Contents

<b>Sl. No.</b>	<b>Name of the Topic</b>	<b>Page No.</b>
1	Importance of the Training on: The Art of Presentation; Tools & Techniques	06-08
2	Structure of Research Data Presentation in Social Science	09-16
3	Making a presentation with a strong impact: Planning, structuring, crafting and delivering	17-20
4	Delivering with Impact: Key Skills for Effective Presentations	21-23
5	Data for Everyone: Crafting Simple Presentations for Non-Technical Audiences	24-27
6	Data for Everyone: Crafting Simple Presentations for Non-Technical Audiences	28-32
7	The Art of High-Impact Presentations: Advanced Techniques	33-37
8	Originality in Presentations: Navigating Plagiarism and Proper Citation	38-42
9	Creating Engaging Presentations: The Power of Visual Aids and Tools	43-44
10	Practical: Making Your Presentation	45-47

# The Importance of the Art of Presentation Training Program

**Dr. Nazmun Nahar Karim**

Executive Chairman

Bangladesh Agricultural Research Council, Farmgate , Dhaka

## Introduction

In today's fast-paced, communication-driven world, the ability to present ideas clearly, confidently, and persuasively is no longer a luxury—it is a necessity. Whether you're pitching a proposal, leading a meeting, delivering a keynote, or sharing research, how you present your message can significantly influence its effectiveness and reception. The Art of Presentation training program is designed to empower individuals with the essential tools, techniques, and mindset required for impactful communication. This program goes beyond traditional public speaking. It offers a strategic framework for crafting meaningful messages, connecting with audiences authentically, and delivering ideas with a compelling presence that drives real results.

Participants will learn how to prepare with intention, speak with authenticity, and adapt their delivery style based on audience dynamics and context. In an era where ideas move markets and messages shape perceptions, mastering the art of presentation is key to leadership, influence, and professional success.

## Program Objectives

The primary aim of The Art of Presentation training program is to develop well-rounded communicators who can adapt their presentation style across varied settings—be it boardrooms, classrooms, conferences, or virtual platforms.

### Specific objectives include:

- a. Enhancing verbal and non-verbal communication techniques
- b. Strengthening audience engagement strategies
- c. Mastering visual storytelling and professional slide design
- d. Building confidence, stage presence, and vocal control
- e. Managing Q&A sessions with poise and professionalism
- f. Aligning content with audience expectations and contextual nuances
- g. Improving adaptability for both in-person and digital presentations

## Why Presentation Skills Matter

Investing in presentation training is investing in one of the most powerful tools for professional and personal success. Strong presentation skills not only elevate your communication but also enhance your credibility, confidence, and capacity to lead.

## **Professional Growth**

Individuals who can articulate their ideas effectively are more likely to stand out, earn leadership roles, and influence decisions. Clear communicators often rise faster in their careers.

## **Audience Engagement**

Engaging presentations capture attention, create emotional resonance, and inspire action. The ability to connect with an audience—whether in person or online—is a crucial leadership trait.

## **Clarity and Precision**

Effective presenters know how to break down complex concepts into understandable messages, resulting in better knowledge transfer and higher retention.

## **Persuasion and Influence**

Presentation is not just about informing—it's about persuading. Whether you're convincing stakeholders, selling a vision, or motivating a team, great presentation skills are your secret weapon.

## **Key Components of the Training:**

The training is structured around five foundational pillars of impactful presentation.

### **Content Design:**

Learning to structure messages logically and narratively to form a compelling arc, from attention-grabbing openings to memorable conclusions.

### **Delivery Techniques:**

Mastering vocal dynamics, body language, posture, facial expressions, movement, and timing for confident, effective delivery.

### **Audience Analysis:**

Understanding your audience's needs, expectations, and communication styles to tailor your content and tone appropriately.

### **Visual Communication:**

Designing professional slides, infographics, and multimedia elements that enhance—not distract from—your message.

### **Feedback Integration:**

Embracing critique, learning to adapt in real-time, and effectively navigating challenging Q&A sessions.

## **Training Methodology – An Immersive Learning Experience**

The program uses an experiential and interactive approach, allowing participants to practice in realistic scenarios and receive actionable feedback.

### **Interactive Workshops:**

Live coaching and practical sessions with direct feedback from facilitators.

### **Video Recording & Playback:**

Participants record presentations to observe and refine body language, tone, and delivery style.

### **Peer Review:**

Collaborative critique sessions to provide diverse perspectives and insights.

### **Role Play & Simulations:**

Real-world scenarios such as investor pitches, team meetings, or keynote addresses.

### **Evaluation Framework:**

A structured rubric to assess progress and measure improvement before and after the training.

## **Conclusion**

The Art of Presentation training program is more than a communication course—it's a transformative journey. In an age where attention is scarce and clarity is power, those who master the art of compelling presentation hold a distinct advantage. This program helps individuals go beyond simply conveying information. It equips them to captivate, connect, and catalyze change. Whether you're a rising professional or an experienced leader, refining your presentation skills is an investment in your voice, your message, and your impact.

# Structure in Research Data Presentation in Social Science

**Dr. Md. Mosharraf Uddin Molla**

Member Director

Agricultural Economics & Rural Sociology (AERS) Division

Bangladesh Agricultural Research Council (BARC)

## What is data presentation?

- i) Data presentation is the art of transforming raw data into a visual format that's easy to understand and interpret.
- ii) It's like turning numbers and statistics into a captivating story that your audience can quickly grasp.
- iii) When done right, data presentation can be a game-changer, enabling you to convey complex information effectively.

## Why are data presentations important?

- i) **Clarity:** Data presentations make complex information clear and concise
- ii) **Engagement:** Visuals, such as charts and graphs, grab your audience's attention
- iii) **Comprehension:** Visual data is easier to understand than long, numerical reports
- iv) **Decision-making:** Well-presented data aids informed decision-making
- v) **Impact:** It leaves a lasting impression on your audience.

## Types of data presentation

- a) Textual presentation
- b) Tabular presentation
- c) Graphical presentation
  - i) Bar charts
  - ii) Pie charts
  - iii) Line graphs
  - iv) Scatter plots

**N.B. Consider your data carefully, align your purpose, and paint a vivid picture that resonates with your audience.**

## Types of data presentation

### a) Textual presentation

Textual presentation harnesses the power of words and sentences to elucidate and contextualize your data. For example, there are 50 students in a class, among them, 30 are boys and 20 are girls.

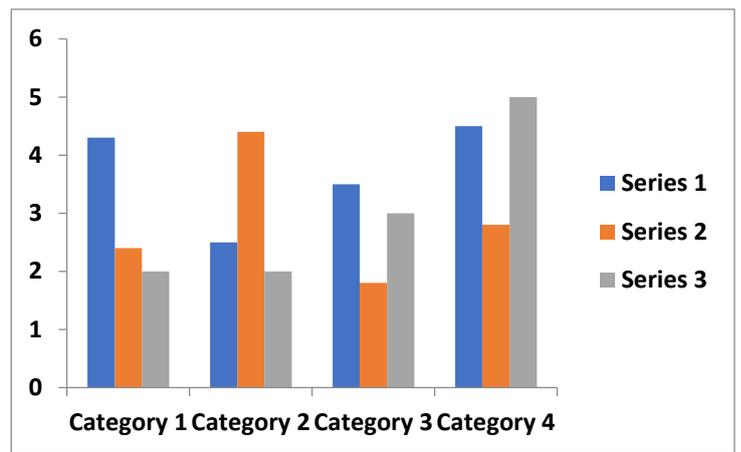
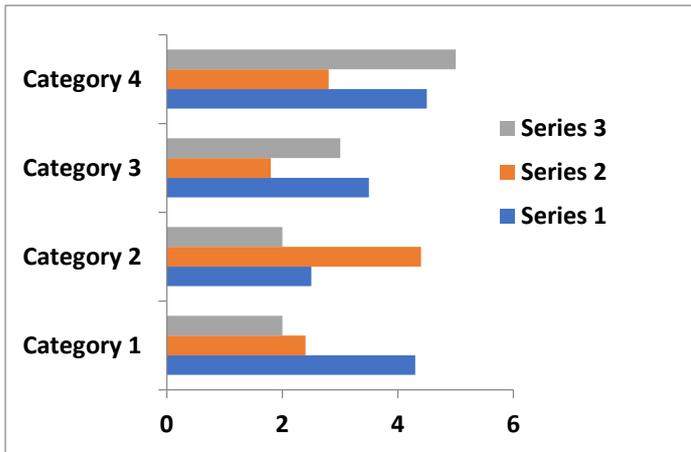
### b) Tabular presentation

Tabular presentation employs tables to arrange and structure your data systematically. Anything tabular is arranged in a table, with rows and columns.

### c) Graphical presentation

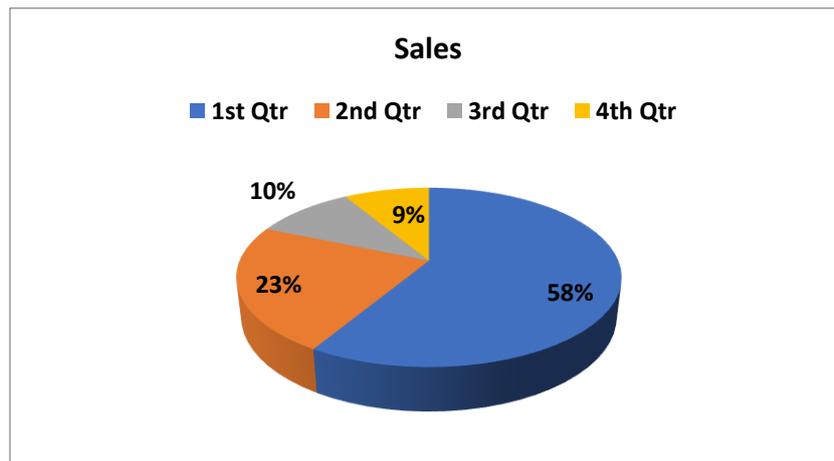
#### i) Bar charts/Column

They are ideal for comparing different categories of data.



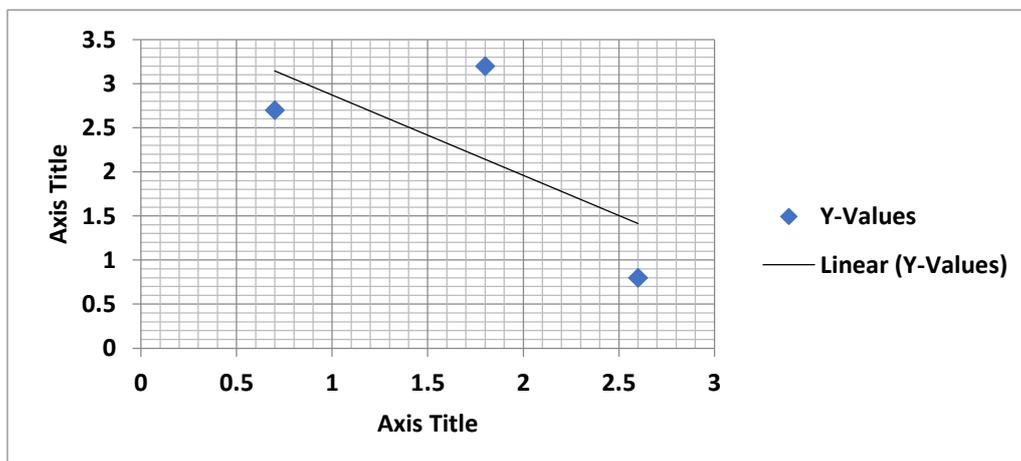
#### ii) Pie charts

It excels at illustrating the relative proportions of different data categories.



#### iv) Scatter plots

They are the tool of choice when exploring the relationship between two variables. Scatter plots help identify correlations, outliers, and patterns within data pairs.



## What to include in data presentation?

When creating your data presentation, remember these key components:

- i) **Data points:** Clearly state the data points you're presenting.
- ii) **Comparison:** Highlight comparisons and trends in your data.
- iii) **Graphical methods:** Choose the right chart or graph for your data.
- iv) **Info-graphics:** Use visuals like info-graphics to make information more digestible.
- v) **Numerical values:** Include numerical values to support your visuals.
- vi) **Qualitative information:** Explain the significance of the data.
- vii) **Source citation:** Always cite your data sources.

## How to structure an effective data presentation?

- a) **Know your audience**
- b) **Have a clear message**
- c) **Tell a compelling story**
- d) **Leverage visuals**
- e) **Be clear and concise**
- f) **Practice your delivery**

## A basic structure for an effective data presentation

- Initiate your presentation by introducing both yourself and the topic at hand.
- Clearly articulate your main message or the fundamental concept you intend to communicate.
- Moving on to the body of your presentation, organize your data in a coherent and easily understandable sequence.
- Employ visuals generously to explain your points and weave a narrative that enhances the overall story.
- Ensure that the arrangement of your data aligns with and reinforces your central message.
- Conclude by leaving your audience with a distinct and memorable takeaway, ensuring that your presentation has a lasting impact.

## Additional tips for enhancing your data presentation

- i) **Consistent design:** Maintain a uniform design throughout your presentation. This not only enhances visual appeal but also aids in seamless comprehension.
- ii) **High-quality visuals:** Ensure that your visuals are of high quality, easy to read, and directly relevant to your topic.
- iii) **Concise text:** Avoid overwhelming your slides with excessive text. Focus on the most critical points, using visuals to support and elaborate.
- iv) **Anticipate questions:** Think ahead about the questions your audience might pose. Be prepared with well-thought-out answers to foster productive discussions.

## Do's and don'ts on a data presentation

### Do's:

- i) **Use visuals:** Incorporate charts and graphs to enhance understanding.
- ii) **Keep it simple:** Avoid clutter and complexity.

- iii) **Highlight key points:** Emphasize crucial data.
- iv) **Engage the audience:** Encourage questions and discussions.
- v) **Practice:** Rehearse your presentation.

### Do's and don'ts on a data presentation

#### Don'ts:

- i) **Overload with data:** Less is often more; don't overwhelm your audience.
- ii) **Fit unrelated data:** Stay on topic; don't include irrelevant information.
- iii) **Neglect the audience:** Ensure your presentation suits your audience's level of expertise.
- iv) **Read word-for-word:** Avoid reading directly from slides.
- v) **Lose focus:** Stick to your presentation's purpose.

## Info-graphic Presentation (Examples)

### Gross national income (GNI) per capita\*



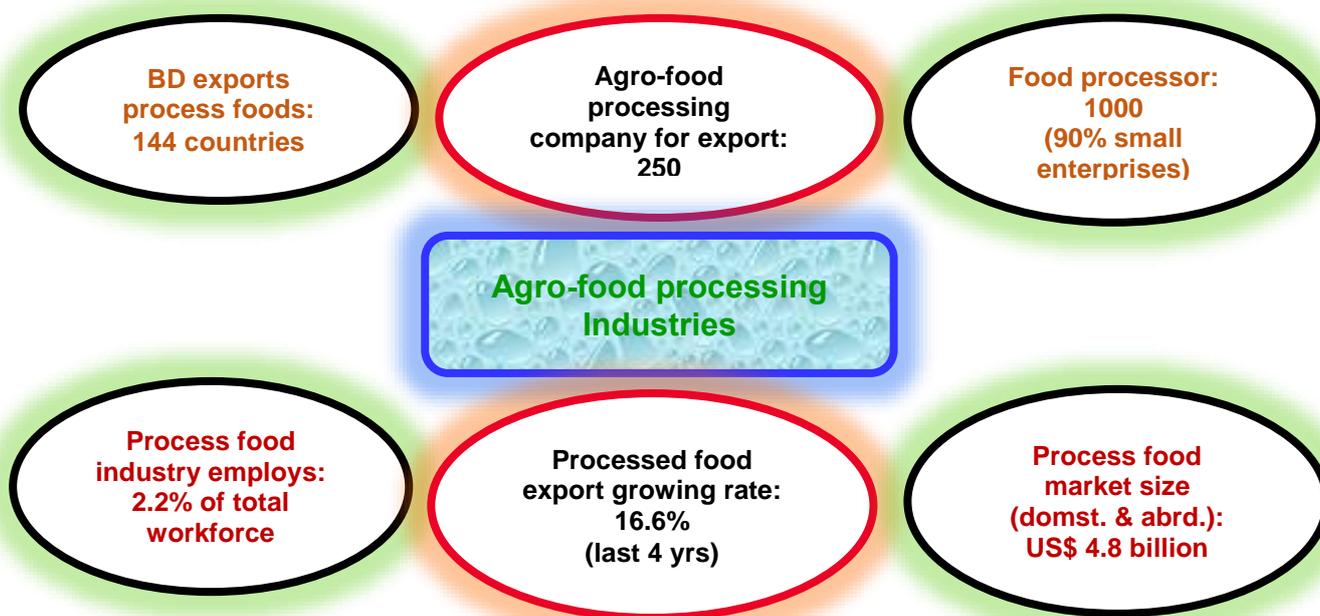
### Human assets index (HAI)\*



### Economic and environmental vulnerability index (EVI)\*



## Economic outlook



## Agro-food Processing Industries Outlook



The local dairy industry is meeting around **65%** of the total local milk demand of **15.2 million** metric tons.



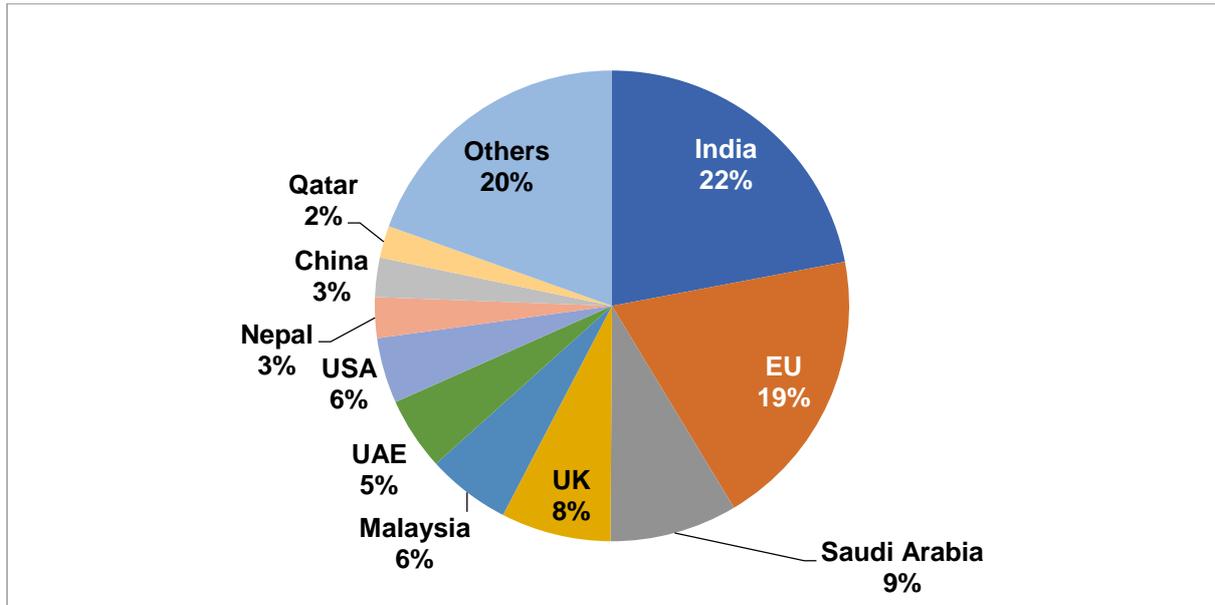
The production of food commodities is expected to grow at an average rate of **8.5%** p.a. during 2020-2025.

Source: BIDA, 2024



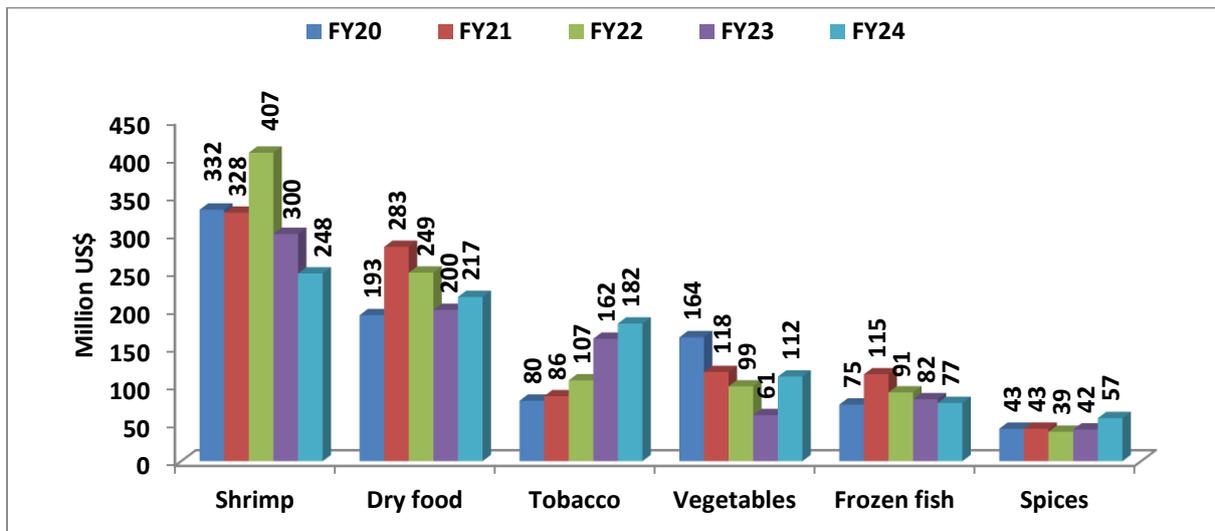
Source: BIDA, 2024

## Agril. export share by destination (FY20 to FY22)



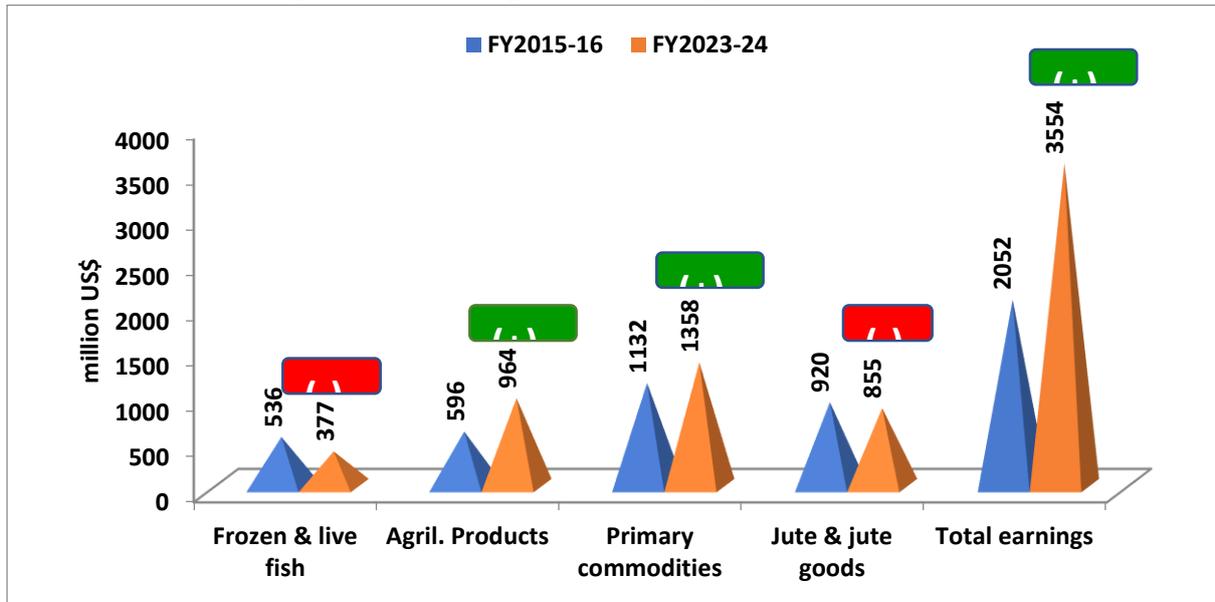
Source: Razzaque, 2023

## Top performing agril. product exports items



Source: BIDA & EPB, 2024

## Agricultural exports earnings (million US\$)



Source: EPB, 2024

## Bangladesh agriculture in global ranking



Source: MoA, 2022-23



Top producer of Hilsa



3<sup>rd</sup> Open water captured fish



4<sup>th</sup> Tilapia



5<sup>th</sup> Aquaculture



4<sup>th</sup> Mutton

Source: FAO, 2022

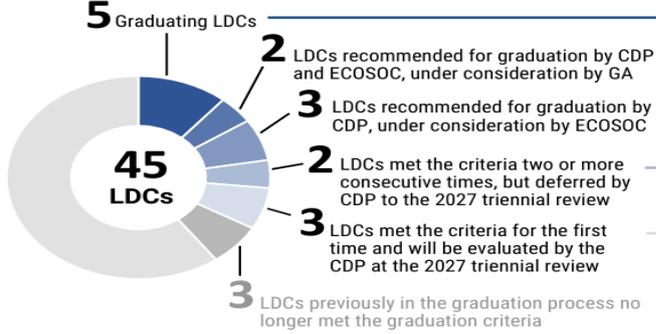
# The LDC category after the 2024 triennial review



## 7 Countries have graduated from the LDC category:

- Botswana (1994)
- Cabo Verde (2007)
- Maldives (2011)
- Samoa (2014)
- Equatorial Guinea (2017)
- Vanuatu (2020)
- Bhutan (2023)

## 15 LDCs are in the graduation process



	Income	HAI	EVI
Bangladesh (2026)	☑	☑	☑
Lao PDR (2026)	☑	☑	☑
Nepal (2026)	☒	☑	☑
São Tomé and Príncipe (2024)	☑	☑	☒
Solomon Islands (2027)	☑	☑	☒
Cambodia	☑	☑	☑
Senegal	☑	☑	☒
Djibouti	☑	☑	☒
Kiribati	☑	☑	☒
Tuvalu	☑	☑	☒
Comoros	☑	☑	☒
Myanmar	☑	☑	☑
Rwanda	☒	☑	☑
Uganda	☒	☑	☑
United Republic of Tanzania	☒	☑	☑

2024 graduation thresholds	Income:	\$1306 or above
	HAI:	66 or above
	EVI:	32 or below

Source: CDP Secretariat, website: <http://cdp.un.org>

# **Making a presentation with a strong impact: Planning, structuring, crafting and delivering**

## **Moin Us Salam**

Former Professor

Department of Agronomy, Bangladesh Agricultural University (BAU); Mymensingh-2202, Bangladesh

Principal Research Officer

Department of Agriculture and Food Western Australia (DAFWA), 3 Baron-Hay Ct, South Perth, WA 6151, Australia

## **Currently**

Consultant (Human Resources Development)

Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and Resilience in Bangladesh (PARTNER), APCU-BARC

New Airport Road, Farmgate, Dhaka-1215, Bangladesh

Adjunct Professor

Gazipur Agricultural University (GAU), Salna-1703, Gazipur, Bangladesh

## **1. Introduction**

Research is systematic and organized search conducted to find something out (i.e., answers) related to a specific problem, concern, or issue. It is systematic because its process is broken up into clear steps that lead to conclusions. It is organized because there is a planned structure or method used to reach the conclusion. The person who performs research is called researcher.

Every researcher wishes to produce quality research. Acceptability of the findings is the main criterion of judging quality of research. Acceptability is a function of ‘authenticity’; whereas, authenticity is a function of ‘reliability’ and ‘presentability’.

Presentation of a research findings comes in various forms. The scope of this short article is to highlight how an ‘oral’ presentation can be made effective and impactful. Henceforth, the term ‘presentation’ denotes for ‘oral presentation’.

## **2. Making a presentation with a strong impact**

A presentation is a means of communication. It is the act of presenting information or ideas to a group of people in a structured and deliberate manner. Audience is the key stakeholder of a presentation session. Making a presentation resonate with an audience creates the strongest impact. Among others, four key components can make this happen, which can be materialized in two broad stages in the presentation process. Presentation process refers to the systematic way information is conveyed from a presenter (or speaker) to an audience, typically in a formal setting. It encompasses several stages, from planning and preparing the content to practicing and finally presenting to the audience. The broad stages of the presentation process are: (i) Planning and structuring the presentation, and (ii) Crafting and delivering the presentation.

## **2.1 The first stage of a presentation process: Planning and structuring**

The body of a presentation is a squeezed (or summary) of a large volume of research findings; academically of a MS or PhD thesis, professionally of a (larger or smaller) project report. It is to deliver within a set timeframe to a specific group of stakeholders, commonly known as audience. An effective presentation requires substantial *planning* to create impact.

### **2.1.1 Planning a presentation**

Planning includes analyzing the audience; the dimension of the subsequent steps depends of this analysis. This analysis helps to tailor the presentation to the demographics, sizes, needs, interests, and expectations of the target audience. It is to keep in mind that the same topic of presentation will have different outlooks in structure, craft and delivery for audience types - policymaker, senior management, fellow researchers, scientific body, farmers, students and media personalities.

### **2.1.2 Structuring a presentation**

Once the planning is done, we clearly know our audience-type and their characteristics. We are now ready to enter into structing the presentation.

- At the onset of this process, the first point to clearly outline what the presentation aims to achieve. Try writing the objective of the presentation in a single concise statement. The objective needs to specify exactly what the presenter wants his / her audience to learn from the presentation.
- In the next step, skeleton of the presentation is to be prepared.
  - The context
  - The main body of the talk
  - Conclusion
- A common structure is the introduction-body-conclusion format, where the presenter introduces the topic and purpose, presents the main points and supporting evidence, and summarizes key takeaways and call to action. However, one can also use other structures, such as the problem-solution-benefit format, the storytelling format, or the question-and-answer format, depending on their purpose and audience. Whatever structure is chosen, it is to make sure it is consistent and clear throughout the presentation.
- In the third step, put flesh on the skeleton – not too bulky, not vey thin. This is a huge task; nobody likes to chop information from his / her bulk stock (findings).
- It is to be remember that the structure should be logical.

## **2.2 The second stage of a presentation process: Crafting and delivering**

Once the structure is drafted, the presenter needs to think about crafting the presentation and deliver to the set audience.

### **2.2.1 Crafting the presentation**

Crafting a presentation is the process of designing and preparing a presentation to effectively communicate information to an audience. Presentation should be a journey for the audience, one that is both informative and transformative. It is about taking complex information and

making it accessible, relatable, and, most importantly, actionable. It is to be remembered that the goal is not just to inform, but to inspire action and change.

One of the most effective ways to enhance the presented content is to use visual aids, such as slides, images, charts, graphs, diagrams, videos, or animations. Visual aids can help one illustrate your points, explain complex concepts, show data, create interest, and evoke emotions. However, the presenter should use visual aids wisely and sparingly. Not to overload the slides with too much text, colors, or effects. Not to use visual aids that are irrelevant, low-quality, or hard to read. Not to rely on visual aids to replace the content or delivery. Visual aids should complement and support your content, not distract or confuse your audience.

### **2.2.2 Delivering the presentation**

Delivering a presentation effectively involves preparation, clear communication, and engagement with the audience. Presentation should be delivered in as simpler as possible. One has to engage the audience throughout the presentation. Engagement can help capture and maintain the audience's attention, interest, and participation. It can also help to get feedback, check understanding, and create rapport. There are many ways to engage the audience, such as asking questions, conducting polls, sharing stories, using humor, inviting comments, or demonstrating activities. However, one should use engagement strategies that are appropriate and relevant for your purpose, audience, and content. It is to remember not to engage the audience for the sake of engagement, but to enhance the message and achieve the set objectives.

Here are few points that could be considered.

- Dressing appropriately: Dress appropriately for the presentation, based on the context, disciplinary protocols, formality of the occasion and the type of audience. Do not wear inappropriate clothing, jewelry, hats or footwear that distract.
- Early arrival: Arrive early for the presentation, and not to arrive just in time or late.
- Meeting the moderator: If there is a presentation moderator who will introduce the presenter, meet that person well in advance of the presentation so they know you (presenter) are in the room on time and that you will be ready.
- Deciding on how to handle audience questions: Decide how you (as a presenter) will handle questions during the presentation, and either request the audience to wait until you are finished with your presentation or make sure you will have time to answer the question in the middle of your presentation.
- Memorizing the presentation: Including most important numbers or statistics, is a great way to prepare for delivering information to an audience. This way, the presenter can look the audience directly in the eyes while speaking and quickly reacting to any questions that they may have.
- Working on the body language: Body language tells the audience a lot about how the presenter is feeling.
- Practicing: Spending a substantial amount of time practicing presentation can help feel more confident when delivering it in front of an audience.
- Speaking clearly: Articulate words concisely and avoid technical jargon. Speaking at a moderate pace, allowing the audience to absorb information.
- Project the Voice: Ensure everyone in the audience can hear you (as a presenter) comfortably.

- Pausing and breathing: Using pauses to emphasize key points and allowing the audience to process information. Practicing breathing techniques to manage nervousness.
- Responding to the audience: Adapting and interacting in real-time.
- Vocal delivery and body language: Enthusiasm and passion.
- Humor and wit: Appropriate and relevant humor.
- Storytelling and narrative: Creating relatable characters.
- Recovering from mistakes: Maintaining composure under pressure.
- Leaving a Lasting Impression: Ending with a memorable closing statement or image.
- Have a plan if the technology fails: The presenter should decide how s/he will continue the presentation if the presentation technology fails or freezes in the middle of the presentation.

### **3. Conclusion**

Presentation is an art, art of communication. It involves lot of thinking and practice, which make perfection of the presentation. Good luck!

# Captivating Your Audience: Interactive Engagement Strategies

**Susmita Das, PhD**

Principal Documentation Officer

Bangladesh Agricultural Research Council

Farmgate, Dhaka 1215, Bangladesh

Official Email: [s.das@barc.gov.bd](mailto:s.das@barc.gov.bd) | Personal Email: [susmitabarc@gmail.com](mailto:susmitabarc@gmail.com)

Scopus Author ID: 35213205400 | ORCID: 0000-0001-6644-3793

Google Scholar: [https://scholar.google.com/citations?hl=en&user=Ay-\\_75cAAAAJ](https://scholar.google.com/citations?hl=en&user=Ay-_75cAAAAJ)

## Introduction

Delivering a presentation isn't just about sharing information—it's about making sure your audience understands, remembers, and is inspired to act. One of the most powerful tools in achieving this is interactive engagement (Gallo, 2014; Mayer, 2009). But first, you must start with one key principle: Keep Your Audience in Mind.

### 1. Understand Your Audience

Before you begin crafting your presentation, it's crucial to understand your audience. Ask yourself a few key questions: What does my audience already know? What new insights do I need to share? What are they expecting to hear, and what will truly capture their interest? Consider what valuable knowledge you can offer them and, most importantly, what strategies will help keep them engaged throughout. Taking the time to reflect on these points ensures your content is relevant, meaningful, and impactful for those you're speaking to (Duarte, 2010; Gallo, 2014). By tailoring your content to the specific needs and expectations of your audience, you ensure relevance—and relevance is the foundation of engagement.

### 2. The KISS Principle

The KISS Principle—Keep It Straight and Simple—is a golden rule when designing presentation slides. Simplicity enhances clarity and keeps your audience focused (Reynolds, 2011). Instead of lengthy sentences, use only keywords to convey your message. Stick to clean, readable fonts such as Arial or Times New Roman, and opt for soft, professional color schemes that don't distract from your content. Organize information with bullet points rather than full paragraphs, and avoid using punctuation on slides—your voice and delivery should provide the necessary context and emphasis (Kosslyn, 2007).

### 3. Don't Read from the Screen

Your slides are meant to be visual aids, not a script to read from. To truly engage your audience, maintain eye contact and speak freely, using your slides as a guide rather than relying on them word-for-word (Gallo, 2014; Atkinson, 2011). Instead of overloading your slides with text, use the Notes section in PowerPoint for any prompts you may need. Remember, if your head is down or turned toward the screen, you're missing the opportunity to connect. Keep your face toward your audience and let your energy and expression drive the impact of your message.

#### **4. Shift the Focus—Control the Attention**

To keep your audience truly engaged, it's important to know when and how to shift their focus. If you notice they're paying more attention to the screen than to you, take control by temporarily blacking out the screen with the B key or turning it white with the W key (Reynolds, 2011). Pressing the same key again will return the slide, but the brief pause is often enough to recenter attention on the speaker—you. In addition to managing focus, knowing smart navigation tricks in PowerPoint can help you maintain flow and professionalism. For instance, jumping directly to a specific slide using the slide number plus Enter avoids unnecessary scrolling and keeps the momentum going (Atkinson, 2011).

#### **5. Navigate Smartly**

Avoid the trap of overcrowding your slides with text. When slides become too text-heavy, the audience starts reading instead of listening—and since people can't do both effectively at the same time, the impact of your message is lost (Mayer, 2009). Keep your slides minimal, allowing your voice to do the storytelling. Every design choice should be intentional: maintain consistency by avoiding copy-pasting from different sources, use a clean template, include your organization's logo, and use clear headers and framed visuals to support your points. Avoid overloading slides with unnecessary graphics or excessive elements that might distract (Reynolds, 2011).

#### **6. Avoid the "Wall of Text" Trap**

Font choice and size also play a key role in readability. Ensure your text can be seen clearly from the back of the room—use 28–32 pt for body text and 36–44 pt for titles. Stick to simple, professional fonts like Arial or Times New Roman, and avoid using ALL CAPS or overly decorative fonts that are hard to read (Kosslyn, 2007).

#### **Conclusion**

Engaging your audience isn't just about what you say—it's about how you deliver it. A successful presentation combines clear design, confident delivery, and meaningful connection (Gallo, 2014; Duarte, 2010). Your slides should support your message, not overpower it. When in doubt, keep things simple, speak from the heart, and focus on making a genuine connection. In the end, being present, prepared, and personal is the most powerful way to captivate your audience (Reynolds, 2011). The goal isn't just to inform—it's to inspire, connect, and leave a lasting impression.

## References

Atkinson, C. (2011). *Beyond bullet points* (3rd ed.). Microsoft Press.

Duarte, N. (2010). *Resonate: Present visual stories that transform audiences*. Wiley.

Gallo, C. (2014). *Talk like TED: The 9 public-speaking secrets of the world's top minds*. St. Martin's Press.

Kosslyn, S. M. (2007). *Clear and to the point: 8 psychological principles for compelling PowerPoint presentations*. Oxford University Press.

Mayer, R. E. (2009). *Multimedia learning* (2nd ed.). Cambridge University Press.

Reynolds, G. (2011). *Presentation Zen: Simple ideas on presentation design and delivery* (2nd ed.). New Riders.

TED. (n.d.). TED Talks. <https://www.ted.com>

Reynolds, G. (n.d.). Presentation Zen blog. <http://www.presentationzen.com/>

# Delivering with Impact: Key Skills for Effective Presentations

**Susmita Das, PhD**

Principal Documentation Officer

Bangladesh Agricultural Research Council, Farmgate, Dhaka 1215, Bangladesh

Official Email: [s.das@barc.gov.bd](mailto:s.das@barc.gov.bd) | Personal Email: [susmitabarc@gmail.com](mailto:susmitabarc@gmail.com)

Scopus Author ID: 35213205400 | ORCID: 0000-0001-6644-3793

Google Scholar: [https://scholar.google.com/citations?hl=en&user=Ay-\\_75cAAAAJ](https://scholar.google.com/citations?hl=en&user=Ay-_75cAAAAJ)

## Introduction

Effective communication is not only about what you say, but how you say it. Even the most well-prepared content can lose impact if it is delivered poorly. Developing strong delivery skills and mastering engaging techniques ensures your message resonates, influences, and connects with your audience (Gallo, 2014). Whether you are presenting a technical report, giving a keynote, or leading a training session, these skills are essential to keep your audience attentive, interested, and involved (Reynolds, 2012).

---

## I. Core Delivery Skills

### 1. Voice Modulation

Your voice is your most powerful tool in delivery. A monotonous tone can lull even the most interested audience to sleep. Use variation in pitch, pace, and volume to emphasize key points, convey enthusiasm, and maintain energy throughout your talk (Lucas, 2020).

- Pitch: Use a higher pitch to express enthusiasm or ask questions; lower it to sound authoritative.
- Pace: Slow down when explaining complex ideas; speed up slightly to build excitement.
- Volume: Adjust based on room size and emphasis—don't shout, but ensure you're clearly heard.

### 2. Clarity and Articulation

Speak clearly, avoid mumbling, and pronounce your words distinctly. Especially in technical or formal contexts, clear articulation helps avoid misunderstandings (Zarefsky, 2013).

- Avoid filler words like “uh,” “um,” “you know,” or “like.”
- Practice tongue twisters or reading aloud to improve clarity.

### 3. Body Language

Non-verbal communication often speaks louder than words. Be conscious of your posture, gestures, and facial expressions (Mehrabian, 1972).

- Stand confidently—avoid slouching or fidgeting.
- Use gestures naturally to emphasize points.
- Maintain eye contact with different sections of the audience to build rapport.
- Smile appropriately—it makes you more approachable and keeps the atmosphere positive.

### 4. Movement and Positioning

Avoid being glued to the podium or pacing nervously. Use the stage space intentionally (Gallo, 2014).

- Move closer to the audience when emphasizing key points.
  - Stand still when delivering complex or serious information.
  - Walk across the stage to indicate transitions between topics.
- 

## **II. Techniques to Engage the Audience**

### **1. Start with a Hook**

The first 30 seconds can set the tone for the entire presentation. Capture attention with a thought-provoking question, surprising statistic, short story, or bold visual (Duarte, 2010).

### **2. Ask Questions**

Engage the audience by involving them. Rhetorical and direct questions encourage participation and maintain attention (Reynolds, 2012).

### **3. Use Visual Aids Wisely**

Visuals enhance understanding but should not dominate the session. Keep slides simple and use visuals to reinforce key messages (Duarte, 2010).

- Avoid reading directly from the screen—explain or elaborate on what's shown.

### **4. Tell Stories**

People remember stories more than data. Storytelling builds emotional connection and improves retention (Guber, 2007).

- Use personal experiences to build trust and authenticity.
- Frame technical information within a narrative for better retention.

### **5. Use Humor (When Appropriate)**

A light joke can relieve tension and create a relaxed atmosphere. Humor must be relevant, inclusive, and appropriate (Lucas, 2020).

### **6. Encourage Participation**

Interactive techniques like tasks, group discussions, and real-time quizzes transform passive listeners into active learners (Brookfield & Preskill, 2012).

### **7. Adapt Based on Audience Feedback**

Observing facial expressions and body language helps assess engagement. Flexibility in delivery shows responsiveness and builds rapport (Gallo, 2014).

---

## **III. Managing Nerves and Building Confidence**

## **1. Prepare Thoroughly**

Confidence comes from preparation. Rehearsing and anticipating questions boosts confidence (Lucas, 2020).

## **2. Use Notes Sparingly**

Notes are helpful, but overreliance can disrupt eye contact and natural delivery (Zarefsky, 2013).

## **3. Practice Breathing Techniques**

Breathing exercises reduce anxiety and steady your voice (HBR, 2016). Deep breathing before a presentation helps ground you and calm nerves.

---

## **IV. Closing with Impact**

The end of your presentation should leave a lasting impression.

- Summarize your key points concisely.
  - Reinforce your message with a strong call to action or final thought.
  - Thank the audience genuinely and invite questions or discussion (Reynolds, 2012).
- 

## **Conclusion**

Excellent delivery skills and engaging techniques are not just natural talents—they can be learned, practiced, and mastered. Whether you're presenting in a boardroom or a classroom, combining strong communication techniques with audience engagement strategies ensures your message is delivered with clarity, confidence, and charisma (Gallo, 2014). In the end, your ability to connect, inspire, and inform is what sets a great presenter apart from a good one.

## References

- Brookfield, S. D., & Preskill, S. (2012). *Discussion as a way of teaching: Tools and techniques for democratic classrooms* (2nd ed.). Jossey-Bass.
- Duarte, N. (2010). *Resonate: Present visual stories that transform audiences*. Wiley.
- Gallo, C. (2014). *Talk like TED: The 9 public-speaking secrets of the world's top minds*. St. Martin's Press.
- Guber, P. (2007). *Tell to win: Connect, persuade, and triumph with the hidden power of story*. Crown Business.
- Harvard Business Review. (2016). *Managing stress before a presentation*. Harvard Business Publishing. <https://hbr.org>
- Lucas, S. E. (2020). *The art of public speaking* (13th ed.). McGraw-Hill Education.
- Mehrabian, A. (1972). *Nonverbal communication*. Aldine-Atherton.
- Reynolds, G. (2012). *Presentation Zen: Simple ideas on presentation design and delivery* (2nd ed.). New Riders.
- Zarefsky, D. (2013). *Public speaking: Strategies for success* (6th ed.). Pearson.

# Data for everyone: crafting simple presentation for non-technical audiences

**Dr. Md. Abdus Salam**

DPD(HRD), APCU-BARC, PARTNER

And

Principal Scientific Officer, Agricultural Economics and Rural Sociology Division, BARC

Email: [asalam\\_36@yahoo.com](mailto:asalam_36@yahoo.com)

Mobile no.: 01716309251

## 1. What is data:

Data, in its simplest form, is a collection of facts, numbers, words, or observations that can be used to learn about something. It can be raw or processed, and it's the foundation for gathering information and drawing conclusions.

## 2. Raw or Processed:

Data can exist in its original, unprocessed state (e.g., a sensor reading) or after being manipulated and organized for analysis.

## 3. Data can be classified as:

- Qualitative: Describes qualities or characteristics (e.g., colors, textures).
- Quantitative: Expresses numerical information (e.g., height, weight).

### ❖ Qualitative Data:

Nominal Data: Data that is categorized without any inherent order or ranking, such as colors or types of vehicles.

Ordinal Data: Data that can be ranked or ordered, but the difference between the categories might not be equal, such as survey responses (strongly agree, agree, neutral, disagree, strongly disagree)

### ❖ Quantitative Data:

Discrete Data: Data that can only take on a limited number of distinct values, often whole numbers, such as the number of students in a class or the number of cars passing a point.

Continuous Data: Data that can take on any value within a given range, such as height, weight, or temperature

### ❖ Other type of data:

- Cross-section data
- Time series data
- Panel data
- Pooled data

### ❖ Collection method of data:

- Document reviews
- Interviews
- Focus groups
- Surveys

#### ❖ Sample survey

#### ❖ Census

- Observation or testing.

❖ **Sources:**

- Primary source
- Secondary sources

❖ **Importance:**

Data is crucial for decision-making, analyzing data helps organizations and individuals make informed choices.

**Research:** Data is the foundation for scientific studies and investigations.

**Understanding trends:** Data analysis can reveal patterns and insights.

❖ **Data vs. Information:**

While often used interchangeably, "data" refers to the raw facts, while "information" is the processed data that has been interpreted and put into context.

Data is everywhere, but not everyone understands it. As a data analyst, to present the findings and insights to non-technical audiences, such as farmers, traders, or stakeholders. To communicate data effectively without losing their attention or confusing audience, prepare and deliver a data presentation that is clear, engaging, and persuasive.

#### **4. Planning and Preparation**

- **Know Your Audience:** Research your audience's background, interests, and level of understanding of the topic to tailor your message.
- **Define Your Purpose:** Determine whether your goal is to inform, persuade, entertain, or motivate, and structure your presentation accordingly.
- **Structure Your Content:**
  - ✓ **Introduction:** Grab attention with a relevant story, quote, or question. Clearly outline the purpose and main points.
  - ✓ **Body:** Organize content logically. Use the "Rule of Three" for key points (three main ideas tend to be more memorable).

To effectively present data to a non-technical audience, understand who you're speaking to and what they care about. Use simple language and avoid jargon, focusing on critical insights. Visual aids like charts can make your data accessible. Telling a story around your data helps it stick in people's minds

##### **1. Know your audience**

Before starting the preparation of data presentation, need to know who you are talking to and what they care about.

Questions:

- What is their background, level of expertise, and expectations?
- What are their main goals, challenges, and questions?
- How will your data help them solve a problem or make a decision?

Knowing audience will help the presenter tailor the message, tone, and style to purpose, needs and interests. It will also help you avoid using jargon, acronyms, or technical terms that they may not understand or appreciate.

- **Choose the right format:** Depending on audience, purpose, and context will focus on presentation of data in different formats, such as slides, reports, dashboards, or

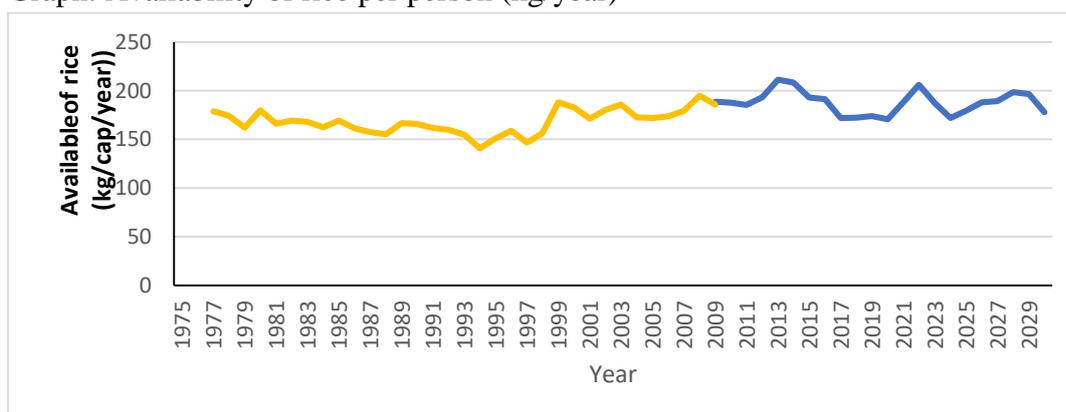
infographics. Each format has its own advantages and limitations, so it needs to choose the one that best suits data and message.

- Simplify data: One of the biggest challenges when presenting data to non-technical audiences is to ensure that it is neither overwhelming nor boring. To achieve this, simplify the data and focus on the most important and relevant information that supports message and goals what the audience desire. To do these techniques such as filtering out noise or outliers, aggregating data into meaningful categories or segments, summarizing with descriptive statistics, and visualizing with charts, graphs, maps, or icons. This will help you show the patterns, relationships, or comparisons of your data in a way that will be understandable to audience.

**Table 7** Monthly budget allocations for consumers’ items by the marginalized group

Expenses items	Expenditure (average USD/month)
Non–rice food expenditure	60.0
Rice expenditure	22.8
Fuel expenditure	8.0
House rent expenditure	8.5
Education expenditure	5.0
Miscellaneous expenditure	24.4
Total expenditure	116.9

Graph: Availability of rice per person (kg/year)



## 2. Explain your data

Simplifying your data is not enough. You need to explain it in a way that makes it meaningful and relevant to your audience. Show them not only what the data is, but also what it means, why it matters, and how it relates to their goals or problems. To do this, you can provide context and background information that helps your audience understand the origin, scope, and purpose

of your data. Additionally, use storytelling and narrative techniques to help your audience follow the logic, structure, and flow of your data presentation. You can also use analogies and metaphors that relate your data to familiar or concrete concepts or scenarios. Lastly, use examples and scenarios to help your audience visualize or imagine the implications or applications of your data.

### **3. Be attentive to audience throughout presentation**

Going along with knowing your audience, as presenter, be observant of body language and the overall tone of the room. Possible to quickly learn when it's time to move on and where when you need to spend more time on certain information. Whenever sharing technical know-how with a non-technical audience, the goal is to be conversational. Even explaining the technology dozens of times and know the subject matter inside and out.

### **4. Incorporate storytelling when sharing technical information**

Having a lot of data or information to share, take time to allow your audience to wrap their heads around subject, avoiding the urge to cram every detail on a slide and just reading it aloud.

### **5. Use visuals to explain technical information and processes**

However, when goal is to simplify technical information, visualizing your concepts can be a much more effective communication medium. Why? Visual content is easier to learn and more frequently recalled than concepts learned by reading or just being told. This phenomenon is called the picture superiority effect.



### **6. Avoid technical jargon when possible**

The tech world has more than its fair share of technical jargon. Although it may be second nature for you to throw out acronyms like Google Cloud and DBMS, certain terminology may confuse or disengage the less technically savvy members of your audience. Take some time to make sure your audience understands the context of the situation.

### **7. Focus on impact when explaining technical concepts**

Remember, information that might be fascinating to you might not be fascinating (or relevant) to audience. When discussing technology, it's more helpful to highlight what makes it a worthwhile investment rather

8. **Encourage questions:** Last but not least, encourage questions throughout your presentation.

### **9. Engage your audience**

Finally, to engage your audience and keep their attention and interest throughout your data presentation, you need to show them that you care about them and their feedback, as well as open the door for dialogue and collaboration. To do this, you can use humor and emotion to

help your audience connect with your data on a personal or emotional level. Additionally, you can use questions and polls to encourage participation and interaction.

**Conclusion:** Summarize key points about data presentation and provide a call to action or final thought to leave with the audience.

# The Art of High Impact Presentation: Advanced Techniques

**Md. Anwarul Islam, PhD**

Professor, Dept. of Information Science and Library Management

University of Dhaka, Dhaka-1000

[anwar@du.ac.bd](mailto:anwar@du.ac.bd) ORCID: [0000-0003-0950-585X](https://orcid.org/0000-0003-0950-585X)

& Advisor, South Asia Chapter

[Association for Information Science and Technology \(ASIS&T\)](#)

“A good presentation is more than just making it look pretty; it's about communicating your message effectively and creating a lasting impression”

## Background

In today's world, where people's attention is limited due to dealing with so many devices and activities in the digital world. Having this busy schedule, a clear and memorable presentation can help people to remember. Basic presentation skills help you organize your thoughts and speak clearly. But high-impact presentations go further — they can influence, persuade, and even inspire change. To create this kind of impact, presenters use tools from psychology, storytelling, visual design, and performance. It's not just about what you say, but how you say it and how well the audience understands and remembers your message. These techniques are used by top speakers, leaders, teachers, and professionals who know that a great presentation can lead to decisions, action, and strong connections. The simpler and clearer the message, the more powerful the presentation. Skilled presenters always ask themselves, “What's the one thing I want my audience to remember?” It's important to always think from the audience's perspective. In a world overloaded with information, clarity and focus matter more than trying to say everything. Only well-structured, emotionally engaging messages truly make an impact.

## How to Give High Impact Presentations?

Imagine if one presentation could change minds, spark action, or open unexpected doors — because it can. Great presentations don't just share information; they create experiences. In today's fast-paced world, attention is fleeting, so it's crucial to deliver your message with clarity, purpose, and impact. The most effective way to do that is through storytelling — guiding your audience through a journey with a clear beginning, middle, and end. Every word must serve a purpose, with no clutter or distractions. Visuals should enhance your message, not compete with it. Better still, invite your audience to engage — ask questions, run polls, use real-time feedback tools — so they're not just listening, but participating. And when it's time to close, leave them with more than just information — give them a next step, something to apply, act on, or explore further. That's how your presentation goes from being remembered to

making a real difference. There are some issues that help you to prepare high impact presentation. These are;

### ***Use short phrases***

Spoken language works best when delivered in snackable bites, using short, simple words and phrases.

### ***Include many more personal pronouns***

You will find that personal pronouns are more compelling when you use them in your presentations. When you use I, We, Us and You, it means that you are speaking directly to your audience. You'll find this technique works well. And you'll find your words easier to say.

### ***Introduce more and longer pauses***

Say this phrase out loud — with long pauses. You might be surprised by how long you can actually pause without it feeling awkward. In fact, pauses are a powerful tool in any presentation. They give your audience time to absorb what you've said and reflect on it. At the same time, they give you a moment to think and prepare your next point. Well-timed pauses also add weight to your words and make you appear more confident and in control. Learning how to use silence effectively can turn a good presentation into a great one.

### ***Use rhetorical tools***

Use rhetorical tools" means using specific techniques in speech or writing to persuade, emphasize a point, or engage the audience more effectively. These tools come from the art of rhetoric, which is the study of effective communication. Repeating a word or phrase for emphasis. For example, 'We will fight for justice. We will fight for truth. We will fight for what's right'.

### ***Connect with your audience within 10 seconds***

Never start your talk with "Hello, my name is... I am here today to talk to you about..."

Instead, give a high impact start to your presentation and grab their attention immediately. Use one of the many tried and tested ways to hook your audience and lead them straight into your subject.

- ✓ Tell a personal story – Make your message relatable and engaging.
- ✓ Ask a rhetorical question – Encourage audience participation and curiosity.
- ✓ Use a strong quote – Inspire and set the tone.
- ✓ Share a surprising fact or statistic – Capture interest with impactful data.
- ✓ Describe a scenario – Help the audience visualise a situation.
- ✓ Do something unexpected – Break expectations to create a memorable moment.

### ***Avoid meta talk***

The biggest presentation secret to presenting with impact is not a secret at all. In a conversation you would never say: “In this sentence you will hear that I am saying.....” or “In my next paragraph I will outline my argument.” This would be “meta-talk”: talk about talking, and it sounds very odd! That’s the presentation secret. So why do we see so many presenters start their presentation with: “In this presentation I will show you....” or “I will take you through this presentation....” That sort of meta-talk is annoying because it distances you from your audience. You distance yourself at exactly the time when you need to connect.

### **High Impact Presentations (Do’s)**

- ✓ Make sure your presentations are as visual as possible, especially if you’re going to be presenting them in person.
- ✓ Always stick to standard legible typographies, like sans serif, so that reading your work is simple and easy.
- ✓ Use one slide for each key idea.
- ✓ Avoid bullet points
- ✓ Use less charts and graphs

### **High Impact Presentations (Don’t)**

- ✓ Don’t take too long to explain what your talk is about — get to the point quickly.
- ✓ Avoid speaking in an overly dramatic or unnatural way.
- ✓ Don’t talk too much about yourself or brag — it can sound fake.
- ✓ Don’t keep mentioning your book or quoting yourself — it can seem like self-promotion.
- ✓ Don’t overload your slides with too much text or use too many fonts — it makes them hard to read.
- ✓ Avoid using difficult technical words without explaining them — your audience might not understand.
- ✓ Don’t spend too much time talking about your organization’s history — focus on your main message.
- ✓ Always rehearse — otherwise, you might go over time or lose your flow.
- ✓ Don’t memorize your speech word-for-word — it can sound boring and stiff.
- ✓ Make eye contact — it helps you connect with your audience.

### **Here are some tips for high impact presentation**

- ✚ Maintain eye contact while presenting and smile
- ✚ Use of gestures and facial expressions
- ✚ Avoid distractions
- ✚ Be prepared: Practice makes perfect
- ✚ Be confident

- ✚ Effective beginning/end
- ✚ Speak freely
- ✚ Avoid filler words
- ✚ Bring along something to share
- ✚ Use different types of media
- ✚ Use effective pauses
- ✚ Speak the language of the audience
- ✚ Engage with the audience
- ✚ Don't fight the stage fright & take deep breaths
- ✚ Choose the right angle on standing during a presentation
- ✚ Create something with the whiteboard during the lecture

## References

- Christianson, M., & Payne, S. (2012). Helping students develop skills for better presentations: Using the 20x20 format for presentation training. 語学研究, 26, 1-15.
- Lex, J., & Repanshek, Z. (2013). Effective presentation skills. Practical Teaching in Emergency Medicine, 295-306.
- Weiker, H., & Weiker, T. (2015, June). High impact presentations. In Medical Physics (Vol. 42, No. 6, pp. 3571-3571). STE 1 NO 1, 2 huntington quadrangle, melville, ny 11747-4502 usa: amer assoc physicists medicine amer inst physics.

# Originality in Presentations: Navigating Plagiarism and Proper Citation

**Md. Anwarul Islam, PhD**

Professor, Dept. of Information Science and Library Management

University of Dhaka, Dhaka-1000

[anwar@du.ac.bd](mailto:anwar@du.ac.bd) ORCID: [0000-0003-0950-585X](https://orcid.org/0000-0003-0950-585X)

& Advisor, South Asia Chapter

[Association for Information Science and Technology \(ASIS&T\)](#)

## Why does originality matter in presentation?

Original content strengthens an organization's image and captures audience interest by showcasing authenticity and creativity. In presentations, originality reflects a presenter's true understanding, builds trust, and keeps the audience engaged. It also shows respect for others' work and helps avoid plagiarism. Using proper citations, respecting copyrights, and applying ethical practices ensures both originality and integrity. There are many tools and techniques can be used for avoiding plagiarism, and use information ethically. Proper citations, maintaining copyright, following creative common guidelines and the other ways a presenter can ensure the originality and ethical obligations.

This not only gives credit to the original authors but also strengthens the credibility of the presentation. Respecting copyright laws and following Creative Commons guidelines are also essential to ensure that materials like images, videos, or music are used legally. Additionally, using plagiarism detection tools can help identify unintentional copying before a presentation is shared. By being careful and intentional about these practices, presenters can maintain originality and uphold ethical standards in both academic and professional settings.

## Understanding plagiarism

Plagiarism involves presenting someone else's language, ideas, thoughts, or expressions as if they were your own. Essentially, it means using another person's work without proper acknowledgment. In academic writing, plagiarism occurs when words, concepts, or information from a source are used without appropriate citation. This can take various forms in practice.

“Presenting work or ideas from another source as your own, with or without consent of the original author, by incorporating it into your work without full acknowledgement. All published and unpublished material, whether in manuscript, printed or electronic form, is covered under this definition, as is the use of material generated wholly or in part through use of artificial intelligence (save when use of AI for assessment has received prior authorization e.g. as a reasonable adjustment for a student's disability). Plagiarism can also include re-using your own work without citation.

Under the regulations for examinations, intentional or reckless plagiarism is a disciplinary offence.”  
(University of Oxford)

### **Plagiarism, patterns and examples**

Plagiarism can be either intentional or accidental and takes several forms that compromise academic integrity. Understanding these patterns is essential for ethical writing and scholarship.

#### ***Direct plagiarism***

This occurs when a writer copies another person’s words verbatim without quotation marks or proper attribution. Example: **Original:** “Climate change is the biggest global health threat of the 21st century” **Plagiarized:** Climate change is the biggest global health threat of the 21st century.

#### ***Mosaic Plagiarism (Patch writing)***

Borrowing phrases from a source and blending them into the writer’s own work without proper citation. Example: **Original:** “Economic inequality remains a significant barrier to educational opportunity” **Plagiarized:** Economic disparities are still a major obstacle to access in education.

#### ***Paraphrasing without citation***

When the writer rephrases the original source but fails to cite it. This is still considered plagiarism even if the wording is different. Example: **Original idea:** The theory of relativity redefined the concepts of space and time. **Plagiarized:** Scientists started viewing space and time in a new way due to a revolutionary theory.

#### ***Self-plagiarism***

When authors reusing one have previously submitted work or parts of it without permission or proper disclosure is known as self-plagiarism. Example: Submitting the same paper for two different courses without informing instructors.

### **Accidental plagiarism**

Often a result of negligence or misunderstanding citation rules, accidental plagiarism includes missing or incorrect citations. Example: Using statistics from a research article but forgetting to cite the source.

## **Consequences of plagiarism**

Plagiarism consequences depend on severity, ranging from mild to severe. Mild cases, like missing citations, may lead to warnings or revision requests. Moderate cases, such as patch writing, can result in failing grades or academic probation. Severe plagiarism, including submitting copied papers, may lead to course failure, suspension, or expulsion. Plagiarism also harms professional integrity and can have legal repercussions. Institutions take plagiarism seriously, and students must uphold academic honesty to maintain a fair environment.

## **How to avoid plagiarism?**

### ***Cite your source***

When referencing an idea or phrasing that isn't your own, include a citation in your writing that provides the source's full name, publication date, and any additional details required by the citation style you are following.

### ***Include quotations***

To avoid plagiarism when using a source's exact words, place the text in quotation marks and include a citation to show who the quote is from.

### ***Paraphrase***

Paraphrasing means expressing a source's ideas in your own words while keeping the original meaning. However, you must use citation.

### ***Present your own idea***

Rather than repeating a source, focus on your own perspective. Add your unique insight, and if you refer to the source, be sure to cite it properly to avoid plagiarism.

### ***Use a plagiarism checker***

During research, you might accidentally reuse phrases without citation. When unsure, use a plagiarism checker to catch unintentional issues before submitting.

## **How to properly cite in presentations?**

Citing sources in presentations is just as important as in written work, as it gives credit to original authors and helps maintain academic integrity. When using quotes, data, images, or ideas from other sources, you should include brief citations directly on the slide and provide full references at the end of the presentation.

## **Tools and Resources**

To help maintain academic integrity, several tools and resources are available to detect and prevent plagiarism. These tools can assist with checking your work, managing citations, and learning proper writing practices. Some of the plagiarism detection tools are Turnitin, iThenticate, and some citation management tools are Zotero, Mendeley and EndNote.

## **Best practices for original presentations**

Creating an original presentation involves more than just avoiding plagiarism—it's about showcasing your own understanding, voice, and perspective. Using own words, concepts, citing proper sources, paraphrases thoughtfully and using the plagiarism avoiding tools can help to create original presentation.

## **Conclusion**

In conclusion, maintaining originality and academic integrity in presentations is essential for building credibility, demonstrating understanding, and respecting intellectual property. By properly citing sources, paraphrasing carefully, using plagiarism detection tools, and incorporating personal insights, presenters can create authentic and engaging content. Practicing these habits not only helps avoid plagiarism but also fosters critical thinking, ethical communication, and academic growth.

## References

- Gunnarsson, J., Kulesza, W. J., & Pettersson, A. (2014). Teaching international students how to avoid plagiarism: Librarians and faculty in collaboration. *The Journal of Academic Librarianship*, 40(3-4), 413-417.
- Kumar, P. M., Priya, N. S., Musalaiah, S. V. V. S., & Nagasree, M. (2014). Knowing and avoiding plagiarism during scientific writing. *Annals of medical and health sciences research*, 4(3), 193-198.
- Univ. of Oxford (2025) Plagiarism  
<https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism>
- Roka, Y. B. (2017). Plagiarism: Types, causes and how to avoid this worldwide problem. *Nepal Journal of Neuroscience*, 14(3), 2-6.
- Sousa-Silva, R. (2014). Investigating academic plagiarism: A forensic linguistics approach to plagiarism detection. *International Journal for Educational Integrity*, 10(1).
- Shah, J. N., Shah, J., Baral, G., Baral, R., & Shah, J. (2021). Types of plagiarism and how to avoid misconduct: Pros and cons of plagiarism detection tools in research writing and publication. *Nepal Journal of Obstetrics and Gynaecology*, 16(2), 3-18.

# Creating Engaging Presentations: The Power of Visual Aids and Tools

**MD Saiful Alam Chowdhury, PhD**

Associate Professor, Department of Mass Communication & Journalism,  
University of Dhaka

## Session Description:

Struggling to keep your audience engaged during presentations? You're not alone—and the solution might be simpler than you think. In this interactive workshop, you'll discover how powerful visual aids can transform your message and capture attention more effectively.

We'll explore the key principles of visual storytelling and presentation design, showing you how to turn dry content into compelling slides that support—not distract from—your message. From using images, icons, and infographics to leveraging tools like Canva, PowerPoint Designer, and Mentimeter, you'll learn practical strategies to elevate your slides and engage your audience with confidence.

Expect hands-on activities, real-world examples, and a mini slide design challenge that will help you immediately apply what you learn. You'll walk away with a fresh understanding of how to:

- Use visuals to enhance clarity and retention
- Design slides that are clean, impactful, and easy to follow
- Choose the right tools to match your presentation style and goals

Whether you're presenting in a classroom, boardroom, or online, this workshop will equip you with the skills to stand out and make your next presentation your best one yet.

---

## Welcome & Introduction

- **Goal:** Set context and energy
  - **Activities:**
    - Quick icebreaker: “What’s one presentation you still remember—and why?”
    - Overview of session goals
- 

## Why Visual Aids Matter

- **Goal:** Understand the *why* behind using visuals
  - **Key Topics:**
    - How visuals improve retention and understanding
    - The pitfalls of text-heavy slides
  - **Activity:**
    - **Slide Showdown:** Show two slides (text-heavy vs. visual-driven) — ask: “Which one is more engaging and why?”
-

## The Essentials of Good Visuals

- **Goal:** Learn key design and content principles
  - **Topics Covered:**
    - Less text, more impact
    - Use of high-quality images, icons, and color
    - Simple slide design tips (contrast, alignment, consistency)
  - **Mini-Demo:** Live redesign of a cluttered slide
  - **Quick Activity:** Participants sketch or list how they'd visualize a simple topic (e.g., "the benefits of sleep")
- 

## Tools to Bring Presentations to Life

- **Goal:** Introduce useful tools and interactive features
  - **Tools Covered (briefly):**
    - Canva, PowerPoint Designer, Beautiful.ai
    - Mentimeter or Slido for audience interaction
    - Charts & infographics (Flourish, Piktochart)
  - **Demo:** Walkthrough of one tool (e.g., Canva or PowerPoint Designer)
  - **Tip Sheet:** Share a cheat sheet of tools with pros/cons and free versions
- 

## Mini-Challenge: Slide Makeover

- **Goal:** Apply learning hands-on
  - **Activity:**
    - Participants choose a basic topic and sketch a 1-slide visual concept
    - Share with a partner or small group for quick feedback
- 

## Wrap-Up & Resources

- **Summary:**
  - Top 3 takeaways for creating engaging slides
  - Key do's and don'ts
- **Q&A**

# Practical: Making Your Presentation

## MD Saiful Alam Chowdhury, PhD

Associate Professor, Department of Mass Communication & Journalism,  
University of Dhaka

### Session Description:

This hands-on, one-hour workshop is all about getting it done. If you've got a presentation coming up—or even just an idea in mind—this session will give you the focused time, guidance, and tools to start building it with confidence.

We'll kick things off with a quick refresher on what makes a presentation effective: a clear structure, strong visuals, and slides that support your message without overwhelming your audience. Then, the rest of the session is dedicated to practical work time. You'll sketch your presentation flow, design key slides, and start pulling together visual elements that bring your message to life.

Whether you're starting from scratch or improving an existing slide deck, you'll get live support, feedback, and tips throughout the session. Need help simplifying a busy slide? Not sure what visual works best? That's what we're here for.

By the end of this workshop, you'll walk away with real progress made on your presentation, plus a checklist of resources and next steps to polish it further. It's the perfect boost to get moving on your next talk, pitch, or class presentation—with support and creativity built in.

---

### Welcome & Setup

- **Objective:** Set expectations and prepare participants to dive in
- Brief overview of session flow
- Ask participants to have a topic ready or choose one from prompts provided

---

### Quick Design Recap

- **Objective:** Reinforce key slide design and structure principles
- Tips on structure: opening, body, conclusion
- Quick do's and don'ts for effective slide design (e.g., one idea per slide, less text, use visuals)
- Show 1-2 good examples vs. common mistakes

---

### Hands-On Work Session

- **Objective:** Apply what they've learned to build or improve a presentation
- Participants work on:
  - Slide design
  - Structure/storyline

- Visuals and layout
  - Facilitator provides guidance, answers questions, and gives mini-feedback
  - Optional: Use a slide template or checklist as a guide
- 

## Share & Feedback

- **Objective:** Get peer or facilitator feedback
- Participants volunteer to share 1–2 slides
- Quick constructive feedback from group or facilitator using a simple rubric

## Practical: Present the Groupwork and Managing Nervousness and Anxiety

 **Goal:** Build confidence, practice delivery, and learn calming techniques for public speaking

### Session Description:

Feeling nervous about presenting in front of others? You're not alone—and this supportive, hands-on workshop is designed to help. In “**Practical: Present the Groupwork and Managing Nervousness and Anxiety**,” you'll have the chance to *practice presenting* your group project in a low-pressure environment while learning simple, effective strategies to manage anxiety and build confidence.

We'll start with a brief discussion on where nervousness comes from and why it's completely normal. You'll learn practical tools like breathing techniques, grounding exercises, and body language tips to calm your nerves and boost your presence before and during a presentation.

The heart of the session is all about **practice**: each group will deliver a short section of their group project, receiving positive, constructive feedback in a supportive setting. You'll also get tips on presenting as a team—how to hand off between speakers, stay on track, and support each other.

By the end of the session, you'll feel more prepared and more confident in both your content and your ability to handle the nerves that come with public speaking. It's not about being perfect—it's about being prepared and present.

---

### Session Outline

#### Welcome & Warm-Up

- **Objective:** Create a relaxed and supportive environment
  - Icebreaker: “What makes you most nervous about presenting?”
  - Brief overview of session goals: practice + anxiety management
-

## Managing Presentation Anxiety

- **Objective:** Share simple, effective techniques for calming nerves
  - Topics:
    - Common causes of nervousness
    - Mind-body connection: breathing & posture
    - Quick confidence-boosting exercises
  - Activity: 2-minute guided breathing and visualization practice
- 

## Group Presentation Practice

- **Objective:** Practice and refine groupwork presentations
  - Each group presents 2–3 minutes of their groupwork/project
  - Optional: Assign roles (opener, explainer, closer)
  - Peer and facilitator feedback: focus on clarity, confidence, and teamwork
- 

## Reflection & Discussion

- **Objective:** Share experiences and reinforce learning
  - Group discussion: What felt better than expected? What's still challenging?
  - Share peer tips on handling nerves
- 

## Wrap-Up & Takeaways

- Recap key points on presentation delivery and calming techniques
- Provide a takeaway sheet: calming tools + last-minute prep checklist
- Encourage continued practice