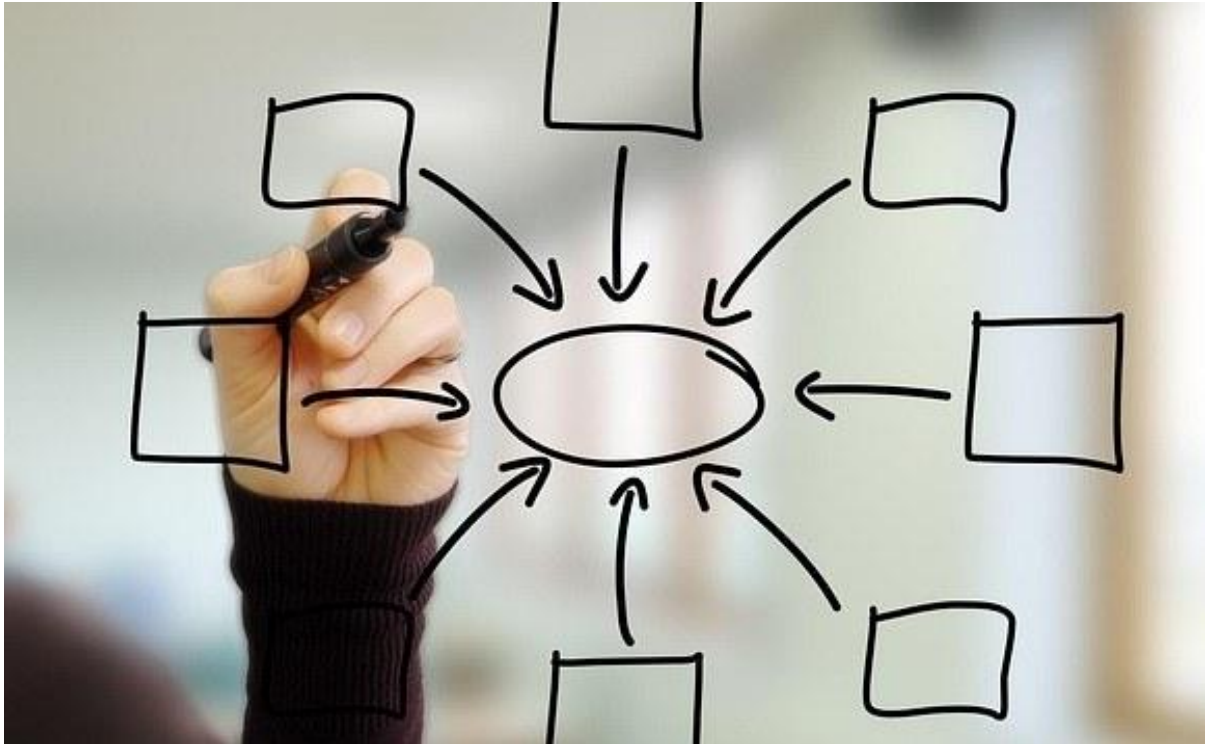




Structuring your presentation

However short (or long) your presentation is, creating a structure will help you to plan and keep to time, and help your audience to follow what you are saying.

This applies whether you are presenting your research, an argument, report, project proposal, or proposing a solution to a problem.

The simplest way to structure your presentation is: title, introduction, body and conclusion.

- Your **title** indicates the topic and purpose of your presentation.
- The **introduction** outlines what you will cover.
- The **body** presents your main points and evidence.
- Your **conclusion** presents a summary of your main findings.

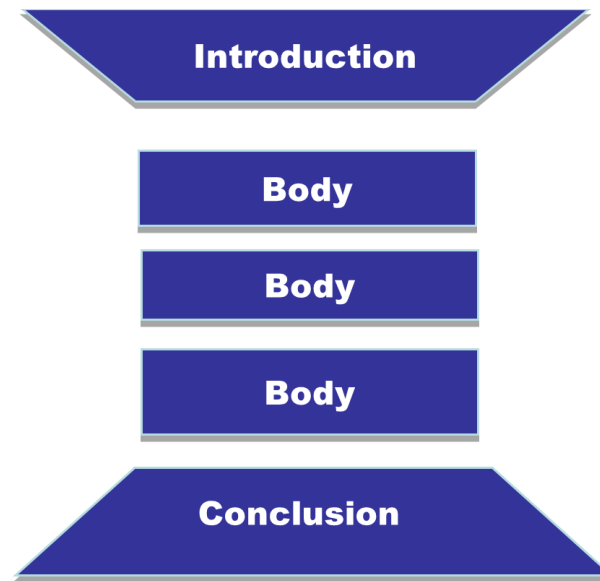


Figure 1: Presentation structure flow chart

Image long description: A vertical diagram consisting of five sections. An Introduction section is at the start, followed by three Body sections in the middle, and a Conclusion section at the end.

Title

Your title might be in the form of a question, a statement, a proposal or an argument: whichever you choose, it should reflect the focus, content and purpose of your presentation.

Examples of presentation titles

- Traffic congestion: can driverless cars provide a solution?
- Autonomous vehicles and road safety issues
- Driverless cars: some ethical questions
- Addressing road safety in Australia: why a radical approach is needed
- Reducing road fatalities in Australia: a proposal

Introduction

Your introduction gives an overview of what your presentation will focus on and what you will cover.

The introduction is also where you should provide some context, especially any background information that will help your audience understand why you are addressing this topic.

For example, if you are addressing the topic of road safety, providing some road accident statistics in Australia will help your audience understand the context for your presentation.

Introductions include:

- Context/background information about your topic (for example, what's happened up to this point, or the scope of an issue or problem).
- An outline of what you will cover: state what you will cover, in the order you will cover it, so your audience knows what to expect.
- The overall purpose of your presentation: for example, state what your project or research sets out to achieve, prove or solve. Also, draw attention to anything new, different, important or significant about what you are presenting.

Plan to capture your audience's interest with your opening – this is known as a 'hook'.

Some ideas include:

- Start with a question that doesn't require an answer. For example, *What if you could...? Have you ever wondered...? Did you know that...?*
- Get your audience involved. For example, *Raise your hand if you've ever/never...*
- Begin with a bold statement about your topic. For example, *By 2050...*
- Start with a surprising statistic. For example, *60% of students have experienced... or In the past year, 3 million people have...*
- Open with an interesting/surprising research finding. For example, *Research has shown... or A recent study found...*

Body

The body of your presentation can be structured in a number of ways. The best structure to use will depend on the type of presentation you are giving, so think about your purpose and content when creating a structure.

The most important thing is to create a logical sequence of ideas that you can organise as separate sections or main points.

Examples of how you could structure the body of your presentation:

Point 1

Point 2

Point 3

Firstly

Secondly

Thirdly

The problem

The solution/s

Argument 1

Argument 2

Argument 3

In the past/Previously

At present/Right now

In future/What next

Issue

Recommendations/Actions

Expected impacts

Aim

Methods

Results

Hypothesis

Findings

Discussion

Use transition signals to help your audience follow the sequence of your presentation.
For example:

- Firstly... Secondly.... Thirdly
- Initially... Subsequently... Finally
- Previously At present In future
- One finding.... The next finding ... the most significant finding
- The problem.... Some approaches... Some solutions
- My first/ next/ final point...
- In conclusion...

Conclusion

Your conclusion should restate the aims of your presentation and summarise your main points and findings.

Finally, highlight the significance of your research, argument, solution/s or project (for example, its potential impact in the future), using statements such as:

- What this shows is...
- The importance of these findings is...
- This may provide a solution to...
- The broader significance of this is that...
- The impact this will have in the future is...

Think about what you want the audience to take away from your presentation - possibly a key message, a provocation/question, or the most important information. Make this your final, closing statement.