AREA OPERATIONS MANAGEMENT
Endowed Chair of Procurement
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UNIVERSITY
OF MANNHEIM

# PRESENTATION GUIDELINE

## – Information for Students –

## PURPOSE OF THIS DOCUMENT

This guideline aims to assist in structuring presentations effectively and avoiding common pitfalls. While comprehensive, it is not exhaustive and should be supplemented with personal presentation style and context.

## REQUIREMENTS AND EXPECTATIONS

Presentations are significant components of communication and should be informative, engaging, and well-structured. They should demonstrate a thorough understanding of the topic and the ability to present ideas clearly and persuasively, all while staying within a given time frame.

## MANAGING THE PROCESS

- *Start early*: Avoid last-minute preparations as they can undermine the quality of the presentation. Plan ahead and allocate sufficient time for research, preparation, and rehearsal.
- *Outline*: Create a clear outline of the presentation content.
- *Independent Work*: Presentations should reflect individual effort and creativity. While guidance from supervisors is valuable, the bulk of the work should be done independently.

## CRAFTING YOUR PRESENTATION

- Use the *corporate presentation* slides provided by the university as the foundation for your presentation. Begin with a title slide that includes essential information such as the title, presenter's name, affiliation, and date. Provide a clear overview of the presentation's structure to guide the audience through the content. Organize the presentation into logical sections with clear headings and subheadings to facilitate understanding. Summarize key points and insights in the conclusion, emphasizing the main takeaway for the audience.
- Utilize *visual aids* to complement verbal explanations and enhance audience understanding. Maintain a professional and uniform layout throughout the presentation to ensure visual coherence. Use legible fonts and appropriate spacing for easy readability, avoiding cluttered or crowded slides. Properly cite any external sources used in the presentation to give credit to the original authors and maintain academic integrity.
- *Practice the presentation* multiple times to ensure fluency and confidence in delivery, allowing for adjustments as needed. Solicit feedback from peers to identify areas for improvement and refine the presentation accordingly.

## DELIVERING AN EFFECTIVE PRESENTATION

**(1) Structure and Content**

Begin your presentation with an agenda slide, prominently displaying the topics you will cover throughout the session. This serves as a roadmap for your audience, offering a clear outline of what to

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expect. Accompany the agenda slide with a brief verbal introduction, summarizing the key points you will address during the presentation. This ensures that your audience is oriented and prepared for the content ahead.

- *Introduction of the Task:* Provide a concise yet comprehensive overview of the problem statement, research question, or objective you aim to address. Clearly articulate the significance and relevance of the topic to engage your audience from the outset. Avoid delving into excessive detail at this stage, as the primary goal is to establish context and capture the audience's interest.
- *Introduction of the Team:* Take a moment to introduce each member individually. Briefly highlight their roles, expertise, and contributions to the project. This fosters transparency and acknowledges the collaborative effort behind the presentation, enhancing credibility and rapport with the audience.
- *Body of the Presentation:* Organize the main content of your presentation into logical sections or modules, each focusing on a distinct aspect of the topic. Ensure a smooth transition between sections to maintain coherence and flow. Within each section, provide detailed explanations, analyses, and insights supported by relevant evidence or data. Incorporate visuals, such as slides or multimedia elements, strategically to enhance comprehension and engagement.
- *Conclusion and Implications*: Conclude your presentation with a succinct and impactful summary of the key insights, findings, or recommendations discussed. Reinforce the main takeaway or message of your presentation, emphasizing its significance and implications for the audience. Provide actionable next steps or recommendations for further exploration or application. Invite questions, comments, or feedback from the audience to facilitate dialogue and engagement. End on a strong and memorable note to leave a lasting impression and motivate further reflection or action.

**(2) Presentation Competency**
- *Body Language*: Throughout the presentation, be mindful of your body language and posture. Avoid placing your hands in your pockets, as this can detract from your professionalism and confidence. Instead, use natural gestures and movements to emphasize key points and maintain audience engagement. Stand tall, maintain eye contact, and project confidence to convey authority and credibility.
- *Speaking Freely:* While delivering your presentation, aim for a conversational and engaging delivery style. Avoid reading directly from slides or scripts, as this can appear scripted and disengaging. Instead, speak freely and authentically, using your slides as visual aids to support and enhance your verbal explanations. Maintain a dynamic pace, varying your tone and pitch to sustain audience interest and attention. Encourage questions and dialogue throughout the presentation to foster active participation and discussion.
- *Engaging Delivery*: Deliver your presentation with confidence and enthusiasm, capturing the audience's attention from the outset. Maintain a clear and audible voice, speaking at a moderate pace to allow for comprehension and retention of information.
- *Audience Interaction:* Incorporate opportunities for audience interaction and participation throughout your presentation. Engage your audience by asking thought-provoking questions, conducting polls or surveys, or inviting volunteers to participate in demonstrations or activities. Encourage active listening and engagement by inviting feedback, comments, or questions at

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strategic points during your presentation. By involving your audience directly in the presentation, you can create a more memorable and impactful experience for everyone involved.

**(3)   Citations and References**

In academic and professional presentations, acknowledging the contributions of others through proper citation is essential for maintaining credibility and intellectual integrity.

- *Attribution of Ideas*: Just as in written work, it is important to attribute ideas, data, or findings to their original sources during presentations. Whether you are directly quoting or paraphrasing, clearly indicate the source of the information to avoid plagiarism and demonstrate intellectual honesty.
- *Visual Aids*: If you are using visual aids such as charts, graphs, or images created by others, provide proper attribution directly on the slide. Include the source to acknowledge the original creator and avoid misleading your audience about the origin of the content.
- *Consistency in Citation Style*: Maintain consistency in your citation style throughout the presentation. If you are following a specific citation format, preferably the APA guidelines (for more details, see: American Psychological Association (2010). Publication Manual of the American Psychological Association, 6th ed., Washington, DC: American Psychological Association), ensure that you adhere to its guidelines consistently to provide clarity and professionalism.
- *Reference Slide or Handout*: Consider including a reference slide at the end of your presentation containing citations for any figures or images and literature used throughout your talk. This allows your audience to easily access the sources for further exploration and verification if needed. Further, it enhances the credibility of your presentation and enables your audience to delve deeper into the topics discussed.