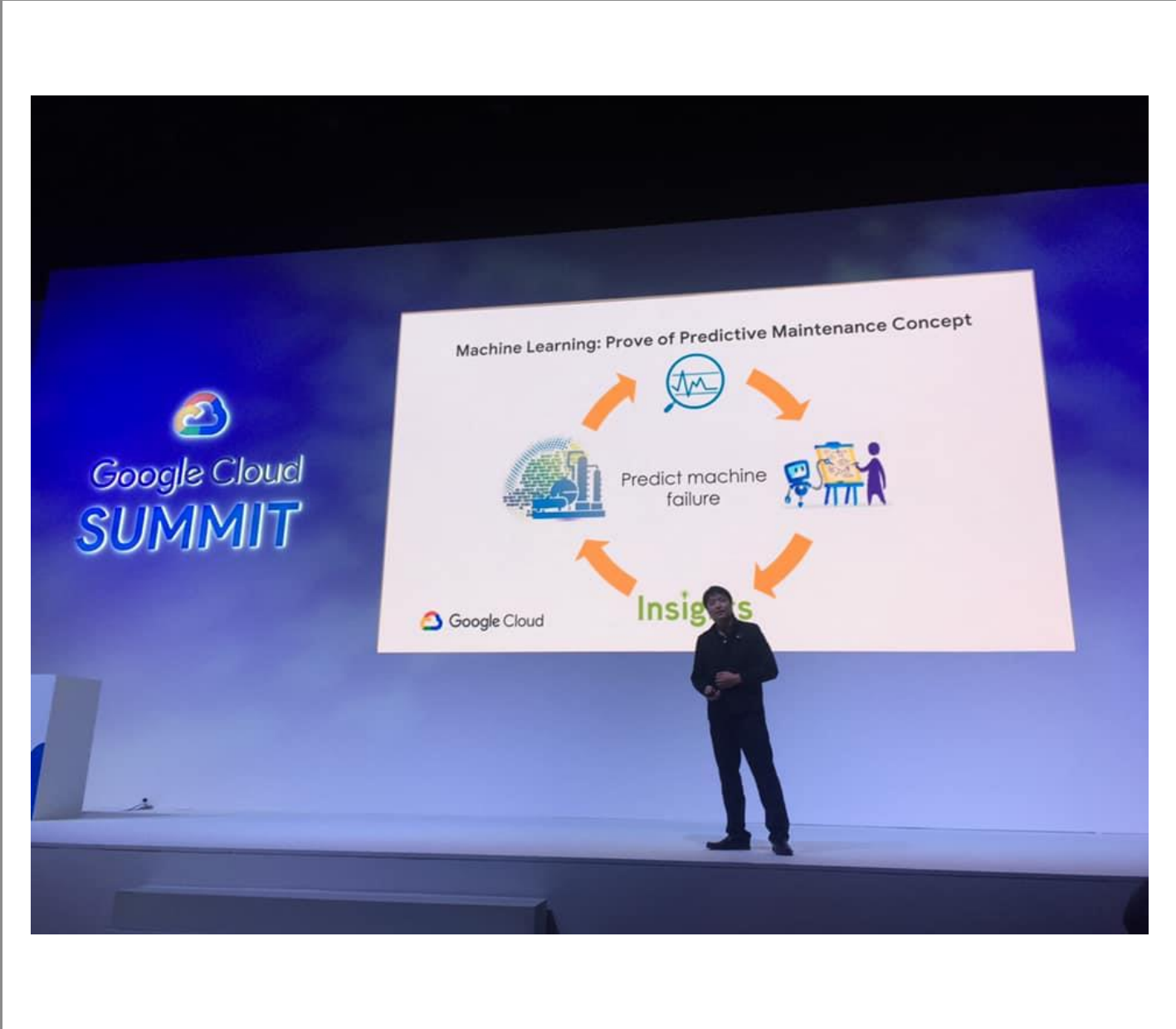# Pitching

Facilitator and sharer

Kan, Kantapol M.

- Corporate investor, Incubator, Advisor, Manager, Father

- MBA, MPsy, EE

Participating rule:

1. Please Mute your microphone
2. Use chat box
3. Raise your hand and share your thought

Presentation

Why?
Who listen?
What?
Where?

Story

Story line
Emotion swing
Call for action

Slide presentation

Who presenter is
Minimal, Presenter first
One message per slide

How to Make a Good Presentation?

Creating a good presentation involves several key steps and considerations, from planning and organizing your content to designing visually appealing slides and delivering the presentation effectively. Here's a step-by-step guide on how to make a good presentation:

❖ **Define Your Purpose and Audience**
* Start by clearly defining the purpose of your presentation. What do you want to achieve with it? Who is your target audience? Understanding your objectives and audience will help shape your content and approach.

❖ **Research and Gather Information**
* Conduct thorough research on your topic to ensure you have accurate and up-to-date information.
* Organize your content logically, breaking it down into key points, & supporting details.

❖ **Create an Outline**
* Develop an outline that outlines the structure of your presentation. Start with an introduction, followed by the main content, and conclude with a summary or call to action.

❖ **Design Engaging Slides**
* Use a clean and consistent design for your slides. Choose a readable font and maintain a uniform color scheme.
* Use visuals such as images, charts, and graphs to enhance understanding and engagement.
* Limit the amount of text on each slide. Use bullet points or short rather than lengthy paragraphs.

❖ **Tell a Story**
* Craft your presentation as a narrative that flows logically from one point to the next. This helps your audience follow along and stay engaged.
* Use anecdotes, examples, and real-life stories to make your content relatable.

❖ **Practice and Rehearse:**
* Practice your presentation multiple times to become familiar with the content and the flow.
* Pay attention to your timing to ensure you stay within your allotted presentation time.

❖ **Engage Your Audience:**
* Start with a compelling opening to grab your audience's attention.
* Encourage interaction by asking questions, prompting discussion, or using polls and surveys if applicable.
* Use eye contact and body language to connect with your audience.

❖ **Use Visual Aids Effectively**
* Use slides as visual aids, not as a script. Avoid reading directly from your slides.
* Use visuals to reinforce your key points and provide context.

❖ **Practice Good Delivery**
* Speak clearly and at a moderate pace. Avoid speaking too fast or too softly.
* Vary your tone and pace to keep your audience engaged.
* Minimize the use of filler words like "um" and "uh."

❖ **Handle Questions and Feedback:**
* Prepare for questions by anticipating what your audience might ask.
* Be open to feedback and constructive criticism.

❖ **Summarize and Conclude**
* End your presentation with a concise summary of the main points.
* Conclude with a strong closing statement or call to action.

❖ **Gather Feedback**
* After your presentation, seek feedback from your audience to identify areas for improvement.

❖ **Edit and Refine**
* Review your presentation and make necessary revisions based on feedback and your own assessment.

Style

Gesture and tone
Eye contact

Take away

- Design the story
- Minimal
- Call for action
- Make eye contact

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