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An Exploratory Review on the Persuasive Art of Presentation

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Abstract

The main objective of presentations is as a critical communication tool for conveying powerful messages. It emphasizes the need for rigorous preparation, polished presentation abilities, and persuasive methods in effectively engaging and influencing audiences. Mastering the art of presenting can have life-changing consequences, allowing individuals to deliver compelling investor pitches, and instructional sessions that connect with students, and leave a lasting impact in meetings or conferences. The summary acknowledges the availability of several presentation styles, which allows for greater flexibility in spreading knowledge and interacting with audiences of various backgrounds and interests. In addition, the significance of identifying the target audience, successfully utilizing body language, and harnessing novel presentation techniques to increase engagement and generate visually engaging presentations. Presenters can fascinate their audience, encourage active engagement, and effectively convey what they want to say by using these aspects. On top of that, presentations are acknowledged as accelerators for knowledge exchange, interpersonal interaction, and positive transformation. They act as platforms for exchanging ideas, stimulating debate, and influencing viewpoints. Individuals may excel in giving effective presentations that create a lasting impression on their audience, create positive results, and accomplish their communication goals with adequate planning, constant practice, and a positive mentality.

Keywords: Communication tool, Persuasive methods, Engagement, Flexibility in presentation styles, Positive transformation.

Introduction

A presentation is a type of interaction in which a speaker speaks to a group of people. A presentation can also be used to refer to a variety of "speaking engagements," such as giving a wedding speech or presenting a point in a video conference. The effectiveness of step-by-step preparation, as well as presenting style and tactics, should be thoroughly analyzed.

A presentation requires you to communicate a message to the audience and will frequently include a 'persuasive' element. It might be a presentation on the good work of your organization, what you can offer a potential employer, or why you should be awarded extra money for a project.

The entire presentation is divided into three sections: introduction, body, and conclusion. In general, your introduction should account for 10-15% of the time allotted to your presentation. While 75% of your time should be spent on the body, the remaining 10% should be spent on the conclusion.

When you do a presentation, you are speaking in front of a group on an idea, system, approach, recent performance, forecast, or another issue. The presenter is the person who gives the explanation and may use visual aids to help him or her deliver his or her argument more effectively.

Types of Presentations Methods

Every presentation should be customized to highlight the distinctive qualities of your business and the precise facts you want to convey. However, there are some presenting styles that are applicable to all enterprises and teams. It is important to initially choose the presentation style that best suits the requirements and preferences of your audience before getting into slide selection and content organization.

- **Informative Presentations:** They are educational, concise, and purposeful, aiming to share information.
- **Instructive Presentations:** They go beyond sharing facts, teaching the audience and enhancing their understanding.

- **Persuasive Presentations:** This aims to sell or persuade by presenting a problem and proposing data-driven solutions.
- **Motivational Presentations:** TED Talks are a notable example of inspiring presentations, often used by motivational speakers to inspire change, while business presentations aim to captivate and gain approval.
- **Decision-making Presentations:** This expedites choices by sharing problems, solutions, and outcomes.
- **Progress Presentations:** Progress update presentations provide updates, data, and tasks for ongoing campaigns.

Types of Presentation Styles

- **Visual Style:** Engage audience with minimal slides for powerful speakers and storytellers.
- **Freeform Style:** Slide-free presentations rely on impactful stories for concise delivery.
- **Instructor Style:** Engage and educate with content-rich presentations using metaphors and visuals.
- **Coach Style:** Connect and engage with audience through interactive role play in dynamic presentations.
- **Storytelling Style:** Engage audience through relatable anecdotes and emotional storytelling.
- **Connector Style:** Connect with audience through relatability, interactive Q&A, and engaging gestures.
- **Lessig Style:** Rapid slide transitions, synchronized text and speech.
- **Takahashi Method:** Minimal slides, bold text, concise phrases.

Physical Conference Presenters

- **Oral Presentations:** Live physical presentations at conference: 15 mins for presentation (PPT recommended) + 5 mins Q&A.
- **Poster Presentation:** Poster viewing time allocated for discussions, questions, and networking. Print and attend conference.

Online Virtual Presenters

- **Live Zoom Presentation:** 15 mins for presentation (PPT recommended) + 5 mins Q&A.
- **Pre Recorded Video Option:** 15-min video, played by organizers. Presenter attends Q&A during presentation slot.
- **Online Poster Presentation:** Posters displayed for 5 mins, one-page PowerPoint/PDF/Image in Zoom.

Presentation Skills

The ability to create captivating, impactful presentations is known as presenting skills.

Because presentations are essential to business communication, it's crucial to develop good presentation skills. The academic and professional reputation of a speaker can be improved by effective presentations.

The five-point presentation method, Keeping in mind the "5 Ps of Presentation Skills" can help presenters create a structured presentation that is compelling. The following:

- Purpose
- Plan
- Prepare
- Practice
- Present

7 Presentation Skills; by honing these seven techniques, presenters can improve their slides.

- Choose your voice tone
- Knowing your audience
- Pace yourself
- Be mindful of your body language
- Be succinct
- Stay on Topic
- Practise

Modes of Presentation

Presentation modes encompass diverse methods and styles for conveying information and ideas. They include informative, persuasive, motivational, and decision-making approaches, each with distinct purposes and techniques. By grasping and employing these modes, speakers can adeptly communicate, engage, and shape opinions in various settings.

List of Modes

- Live in-person presentation
- PowerPoint Presentation
- Graphical Presentation
- Video Presentation
- Cartoon Presentation
- Poster and Flyer Presentation
- Sketch Presentation

Tools Used for Presentation

There are numerous tools available for creating and delivering presentations. Here is a list of commonly used presentation tools along with their effectiveness:

- **Microsoft Power Point:** Widely used, feature-rich software for visually appealing presentations.
- **Google Slides:** Web-based tool for collaborative, real-time presentations.
- **Keynote:** Apple-exclusive software with powerful design, seamless integration, and stunning presentations.
- **Prezi:** Cloud-based tool with dynamic zooming interface for interactive and captivating presentations.
- **Canva:** Versatile graphic design tool with pre-designed templates for visually appealing posters, flyers and presentations.
- **Haiku Deck:** Simple and visually impactful presentation tool with pre-designed templates and emphasis on high-quality imagery and minimal text.
- **Adobe Spark:** Suite of tools for creating multimedia-rich presentations, videos, and graphics, offering templates, customization options, and integration with Adobe products.
- **Powtoon:** Online tool for creating animated video presentations with pre-designed templates, characters, animations for visual appeal.
- **iMovie:** Mac video editing software for creating professional video presentations with transitions, titles, effects, voiceovers, and music.
- **Toon Boom Harmony:** Professional animation software for creating cartoon presentations with drawing, animation, and special effects capabilities.
- **Adobe Animate:** Interactive animation software for creating engaging cartoon presentations with drawing and animation tools.

- **FlipaClip:** Mobile app for hand-drawn cartoon animations with user-friendly interface and frame-by-frame animation tools.
- **Pencil2D:** Free and open-source software for hand-drawn 2D cartoon presentations with frame-by-frame animation capabilities.
- **Inkscape:** Free and open-source vector graphics software for creating graphical presentations with versatile drawing tools and SVG file compatibility.
- **Visme:** Web-based tool for visually stunning graphical presentations with templates, charts, and info graphics.
- **Blender:** Free and open-source 3D creation suite for comprehensive 3D modeling, animation, and rendering, ideal for creating 3D presentations.
- **Unity:** Popular real-time 3D development platform for interactive presentations, simulations, and games, offering user-friendly interface and powerful tools for immersive experiences.

Challenges

As the Person Creating a Presentation, You May Encounter Several Challenges in the Process

1. **Defining the Objective:** Clarifying purpose and message for effective presentation.
2. **Organizing Content:** Structuring complex content logically and coherently.
3. **Designing Visually Appealing Slides:** Creating engaging slides without design expertise.
4. **Tailoring for the Audience:** Adapting presentation to diverse audience needs.
5. **Balancing Content and Time:** Time management for informative and engaging presentation.
6. **Practicing Delivery:** Polishing delivery for confident and engaging presentation.
7. **Addressing Potential Questions:** Preparing for audience questions and challenges on the spot.
8. **Managing Technical Aspects:** Handling technical issues and ensuring a seamless presentation experience.
9. **Ensuring Accessibility and Inclusivity:** Ensuring inclusivity and accessibility for diverse audience needs.
10. **Evaluating and Improving:** Evaluating presentation effectiveness and seeking feedback for improvement.

There are Several Challenges that Presenters may face during Presentations

1. **When Speaking in Front of an Audience:** many people suffer stage fright or nervousness, which can influence their confidence and performance.
2. **Lack of Engagement:** It can be difficult to keep the audience interested during a presentation, especially if the subject is not interesting or the delivery is boring.
3. **Time Management:** Effective time management during a presentation is critical to ensuring that all relevant issues are covered within the allotted time period.
4. **Technical Concerns:** such as faulty equipment, compatibility issues, or inadequate audiovisual setup, might break the presentation's flow.
5. **Dealing with Distractions:** such as audience members using technological devices or disruptions, can deflect focus away from the main topic.
6. **Handling Questions and Comments:** Responding to audience questions and feedback involves rapid thinking and the ability to effectively answer concerns or give explanations.

7. **Adapting to Unforeseen Scenarios:** Presenters must be adaptive and capable of dealing with unexpected situations such as schedule changes, interruptions, or audience responses.
8. **Delivering Complicated Information:** It can be difficult to present complex or technical information in a clear and intelligible way, which necessitates the use of relevant visuals and examples.
9. **Maintaining Energy and Excitement:** It can be challenging to maintain energy and enthusiasm during a presentation, especially in lengthier presentations or while delivering repeating topics.
10. **Creating and Delivering:** A message that connects with the audience and makes a lasting impression involves meticulous planning and strong communication skills.

Challenged Peoples

1. Presentations that include alternate formats such as braille, big print, or audio explanations aid those with visual impairments.
2. Presentations that utilize simple and succinct language, eliminate jargon and give adequate visual aids and examples to increase understanding help those with cognitive impairments.
3. Individuals who are deaf or hard of hearing benefit from presentations that include sign language interpretation or closed captioning.
4. Presentations that include interactive components, hands-on activities, or chances for movement and physical interaction help kinesthetic learners.
5. Presentations that incorporate accessibility for those with disabilities encourage inclusion, equitable access to information, and overall comprehension and participation.
6. Changing presenting methods and styles to accommodate different abilities promotes a more inclusive and supportive learning environment.

Objectives

1. Look at how visual aids affect audience engagement and understanding.
2. Investigate the impact of delivery styles on presentation effectiveness.
3. Investigate the role of presentation structure in catching the attention of the audience.
4. Evaluate the efficiency of various presentation forms for transmitting information.
5. Examine the effects of audience involvement on the success of the presentation.
6. Look at the impact of visual design in improving presentation effectiveness.
7. Assess the impact of presenter confidence on audience involvement.
8. Investigate the employment of narrative strategies to pique the attention of the audience.
9. Investigate the impact of cultural influences on presentation effectiveness.
10. Make suggestions for increasing the efficacy of your presentation.

Literature Review

Three equivalent themes emerged from both the buyer and supplier viewpoints, according to the investigation: knowledge, flexibility, and trust. Both buyers and sellers agreed that product knowledge, tailoring the presentation to the buyer's specific needs, and building trust were critical

components of an effective sales presentation. (Agnihotri *et al.*, 2009) ^[1] Buyers stressed the importance of delivering accurate product information and refraining from making deceptive remarks during a sales presentation. They emphasized the importance of a salesman paying attention to their individual demands. Buyers emphasized the importance of trust, as well as expecting the salesperson to be honest and concerned. (Denga *et al.*, 2022) ^[2].

Savvy salespeople recognize the importance of adapting their sales pitch to the buyer's needs, modifying their approach based on the buyer's comprehension, interest, and concerns. The key goal is to personalize the presentation and overcome barriers. This emphasizes the importance of expertise, adaptability, and trustworthiness in presenting a good sales presentation. Sales managers can help their teams by offering specialized training, creating a good environment, and encouraging continued development in these areas. (Amor, N. E. H. B. (2019) ^[3].

The current study looks at the usefulness of a student seminar program in developing academic presenting abilities among science Ph.D. candidates while taking their language background into account. The seminar program's experimental group displayed considerable progress in presenting abilities, notably in the areas of structure, graphics, and delivery. The control group, on the other hand, exhibited no noticeable improvement. (Lowrie *et al.*, 2019) ^[4].

The study highlights the importance of visual appeal and succinct content in poster presentations and provides guidelines for creating and presenting a poster, including design and layout specifics, tools, and tips for interacting with viewers. Ultimately, poster presentations are a valuable means of sharing research and gaining feedback from peers (Arcila *et al.*, 2022) ^[5].

A thorough investigation was carried out to evaluate the significant impact of visual cues on the detection of mixed sounds. The study thoroughly investigated the complex interaction between auditory and visual inputs, concentrating on temporal correlations and the strong influence of visual cues on sound recognition. Research of the study unambiguously revealed that including visual cues, particularly images, significantly improved the capacity to reliably identify the corresponding sounds. Surprisingly, the highest rates of effective recognition were obtained when the visual stimulus and sound were provided in perfect synchrony, activating both senses at the same time. (Chin *et al.*, 2023) ^[6].

Effects of Presentation

Modes

The results of using different presenting modes might vary depending on the individual circumstances, audience, and presenter's abilities. Here are some of the probable

Implications of Each Mode

Presentation in Person

- Direct connection and involvement with the audience are possible.
- Nonverbal communication is possible through body language, facial emotions, and gestures.
- Allows for instant audience input and response.
- Improves the audience's personal connection and rapport.

Presentation in PowerPoint

- Presents information in an organized and aesthetically attractive style.

- Allows you to use multimedia components including photographs, movies, and music.
- Improves content organization and clarity.
- Can effectively demonstrate complicated concepts and facts.

Graphical Presentation

- The graphical presentation is concerned with the visual display of data, such as charts, graphs, and diagrams.
- Improves access to and comprehension of complicated information.
- Increases the effectiveness and retention of critical messages.
- Simplifies statistical or numerical data exchange.

Video Presentation

- Audio-visual storytelling is used to engage the audience in a video presentation.
- Creates a dynamic and engaging experience.
- Allows animations, special effects, and cinematic approaches to be used.
- Can successfully elicit emotions and attract attention.

Cartoon Presentation

- Illustrations, cartoons, or comics are used to communicate information in a cartoon presentation.
- It appeals to visual learners while also providing a creative and entertaining aspect.
- Complex concepts are simplified and made more relatable.
- Can provide a compelling and memorable presentation.

Presentation of Posters and Flyers

- Capture attention with visually appealing designs and succinct content.
- Provides a small and portable format for information exchange.
- Allows for broad diffusion and dissemination.
- Can be used as a promotional tactic to pique people's attention and curiosity.

Sketch Presentation

- Hand-drawn drawings and images are used to explain concepts in a sketch presentation.
- Gives the presentation a personal and creative touch.
- Increases inventiveness and creativity.
- Can simplify and communicate complicated topics in a more understandable manner.

Tools

Utilizing presentation technologies such as PowerPoint, Google Slides, Keynote, and Prezi can greatly enhance the overall impact of a presentation. These tools offer visually captivating and interactive presentations, seamless integration with other applications, real-time collaboration, and easy slide sharing. Graphic design software like Canva and Haiku Deck provides ready-made themes and customizable options for visually appealing posters, flyers, and presentations.

Animation and cartoon delivery techniques such as Pow Toon, Toon Boom Harmony, Adobe Animate, FlipaClip, and Pencil2D allow for the creation of engaging animated content. Inkscape and Visme offer drawing tools, templates, and infographic alternatives for visually appealing presentations. Meanwhile, 3D modeling and rendering applications like

Blender and Unity enable the development of realistic and captivating presentations. These technologies enhance visual appeal, assist in organizing content, foster collaboration, and offer customization options to engage and captivate the audience.

Findings

1. Several sorts of presentations were discovered, including informational, instructional, persuasive, motivating, decision-making, and progress presentations.
2. Various presenting techniques were investigated, including visual, freeform, teacher, coach, storyteller, connector, Lessig, and Takahashi.
3. Physical conference presenters frequently provide oral and poster presentations.
4. Online virtual presenters can choose between live Zoom presentations, pre-recorded videos, and online poster presentations.
5. Effective presenting abilities require purpose, strategy, preparation, practice, and confident delivery.
6. Various styles of presentation were investigated, including live in-person, PowerPoint, graphical, video, cartoon, poster and flyer, and sketch presentations.
7. Microsoft PowerPoint, Google Slides, Keynote, Prezi, Canva, Haiku Deck, Adobe Spark, PowToon, iMovie, Toon Boom Harmony, FlipaClip, Pencil2D, Inkscape, Visme, Blender, and Unity are all popular presenting tools.
8. The difficulties in developing and giving presentations include identifying objectives, organizing material, making aesthetically attractive slides, adapting to the audience, managing time, practicing delivery, answering questions, and dealing with technological concerns.

Conclusion

Presentations are a powerful tool for conveying messages, influencing people, and sparking interactions. Mastering the art of presenting is essential in today's world, whether you want to impress investors, enlighten students, or make an impact in meetings. The variety of presentation styles provides flexibility in disseminating knowledge and connecting with diverse audiences. (Nediger, 2023).

Every presentation aims to captivate and inspire change, whether it is informative, persuasive, or inspiring. With both physical and online venues available, we can reach a large number of people. Understanding the audience, timing, body language, and refining our talents are all crucial components of giving outstanding presentations. However, obstacles may arise, requiring precise preparation and adjustments. Numerous presentation tools and modes improve the aesthetic appeal, organization, and engagement of our presentations. (Deignan, 2022).

Presentations encourage knowledge sharing, foster relationships, and leave an indelible impact. With adequate preparation, practice, and mentality, people can produce an excellent presentation. Consider utilizing fewer text and more images, including your audience in the experience, and focusing on engagement while keeping things simple when designing and delivering an engaging presentation.

Future Scope

1. Provide top tips for effective presentations, drawing on expert advice from around the world.
2. Describe the skills necessary for creating and delivering a compelling presentation that effectively communicates information and ideas.
3. Explain the importance of presentation skills in personal and professional life.
4. Provide a step-by-step guide to writing and delivering a powerful presentation that persuades, inspires, or informs.
5. Describe best practices and tips for becoming an effective presenter in the traditional sense, and also describe how best practices for presentation skills and visuals apply to creating videos and posters.
6. Provide explanations and methods for reducing presentation fears and stresses, notably through the use of preparation and control, to build confidence.
7. Emphasize the importance of keeping it simple and concentrating on your core message.
8. Encourage individuals to find ways to make the content and delivery enjoyable, even in the most serious of occasions.
9. Provide guidance on how to establish eye contact with the audience and speak slightly more slowly than you would normally so the audience catches every word.

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