

**Information and Communications Technology Industry Training Advisory Committee  
Software Products and Software Services (SW) branch  
Unit of Competencies**

1. Title	Present effectively	
2. Code	ITSWG514A	
3. Range	Present effectively in the context of two-way communication process to encourage audience to respond to the theme as shown in a presentation [Generic Skills – Communications Skills]	
4. Level	5	
5. Credit	1	
6. Competency	<p>6.1 Know the principles of presentation</p> <p>6.2 Prepare for a presentation</p> <p>6.3 Deliver presentation in logical order</p>	<p><u>Performance Requirement</u></p> <p>Be able to recognise that</p> <ul style="list-style-type: none"> <li>▪ the purpose of presentation is to persuade audience for a target, it is more than the ability to speak or read out loudly</li> <li>▪ people are overloaded with information and they could forget them fast</li> <li>▪ perception is more powerful than lots of fact for conveyance of a message</li> <li>▪ effective presentation tries to get attention from audience, feed them with meaningful information, make the presentation memorable and induce response towards the target</li> </ul> <p>Be able to</p> <ul style="list-style-type: none"> <li>▪ know the audience and tailor the approach</li> <li>▪ prepare ideas for the objectives or target of presentation, develop the corresponding narrative and supplemental materials</li> <li>▪ arrange presentation materials in logical order</li> <li>▪ make proper usage of audiovisuals if that should fit the setting, support the message or awaken the audience</li> <li>▪ note that effective media messages could be pictorial, colourful and creative but their use should be in moderation</li> <li>▪ check visibility of projected text and image for contrast with background and clarity</li> </ul> <p>Be able to</p> <ul style="list-style-type: none"> <li>▪ start with a cheerful greeting, stating the objective and showing an outline of presentation</li> <li>▪ present materials in logical sequence such as <ul style="list-style-type: none"> <li>➢ Key Point 1, Supporting Material, Transition</li> <li>➢ Key Point 2, Supporting Material, Transition</li> <li>➢ Key Point 3, Supporting Material</li> <li>➢ Closing: Summary and ' To do '</li> </ul> </li> </ul>

	<p>6.4 Improve effectiveness of presentation</p>	<p>Be able to</p> <ul style="list-style-type: none"> <li>▪ relate what is relevant to the audience and to the intended target</li> <li>▪ explain the use of special terms or short forms</li> <li>▪ invite interaction from audience via techniques such as ask questions or use recalls</li> <li>▪ relate the information, technique, product or service in the presentation to the audience from their perspective</li> <li>▪ develop good vocal qualities and intonation, use intentional pauses and avoid using fillers (er, um, ah)</li> <li>▪ use clear, simple, emotive words</li> <li>▪ monitor feedback and adapt as appropriate</li> </ul>
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this UoCs is the ability to deliver a persuasive presentation in which the presenter would induce the audience to act in response to the introduced arguments.</p>	
<p>Remark</p>		