

Energyducation – How to present ideas

Imagine that you are the project leader for a project called “LocalSolar”. For a more sustainable development of the energy market, LocalSolar aims to rent rooftop surfaces, install and operate small solar power plants on them and feed the electricity into the already existing power grid. In order to launch your project, many different **stakeholders need to be addressed and convinced to support the project**.

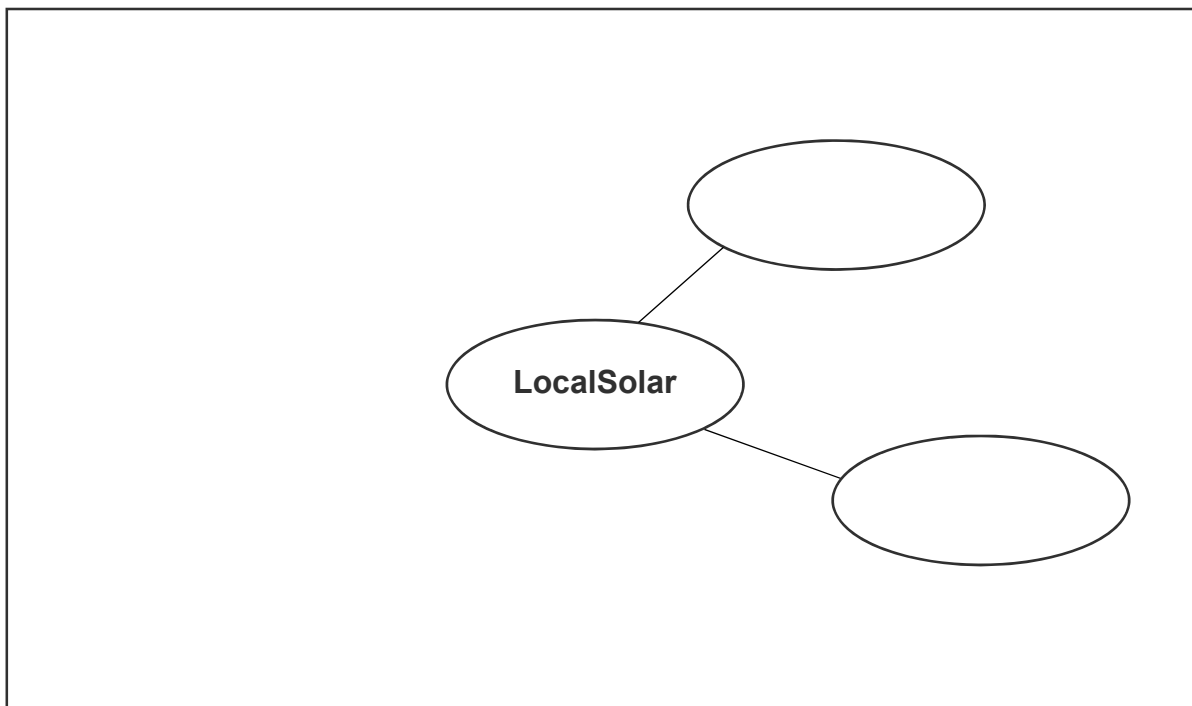
First, you need funding for the project, meaning that you have to talk to banks and **sponsoring partners**. Furthermore you need to convince **building owners** to provide “rooftop area” as well as the **power grid operator** to distribute the produced electrical power through the grid. Early in the project development, you realize that LocalSolar already draws a lot of attention from the **general public** and decide to organize an information event in order to address them.

In order to implement innovative ideas, not only the project development is important, but also presenting it to the key stakeholders. Therefore, this worksheet will guide you through a few important factors to keep in mind while preparing a 2-minute presentation for one of the four audiences.

Step 1: Analyze the target audience

It is of great importance to **know your target audience** and their interests. To do so, analyse the project LocalSolar and identify the key interests of each stakeholder. In a second step, continue by listing potential topics that might be of interest to the individual stakeholders in a presentation. This list is very helpful for selecting topics/aspects to present the stakeholders.

Tip: In order to analyse the interests of your target group, draw a mindmap with everything that comes to your mind. Feel free to add own ideas to the LocalSolar project.



Stakeholder	Interests	Topics for the presentation
Banks/Sponsors		
Building owners		
Power grid operator		
General public		

Step 2: Content

Time is often limited and using more time for your presentation can be considered rude. Thus, setting a **timeframe** is very important and has to be set before working on the content. Think about the **key messages** that you want to bring across to your audience and determine how much time should be available for each topic.

Tip: The goal is to convince the audience and demonstrate their benefits of your idea/ project and to avoid addressing aspects that are irrelevant to the audience. Use your list from step 1.

Timeframe (total: 2 min)	Key messages

Step 3: Practice

Practice helps you to keep the timeframe given and supports your self-confidence while speaking in front of a large group of people.

In each group: select 1-2 people that present your idea to the audience and let the person practice the presentation.

Tip: Give the presenting colleague(s) constructive feedback on how they can improve.

Step 4: Present

Present your short presentation to another group and consider them as your target audience. Make sure that you do not exceed the two-minute timeframe. Your colleagues will give you a brief feedback after the presentation.

If you are in the audience watch out for the following points:

- Does the **message fit the target audience** and is it convincing?
- Is the presenter **confident and professional**? (i.e. do they know what they want to say, do they stand confidently or do they fiddle with their hands/ have their hands in pockets etc.)
- Did the presenter **keep to 2 minutes** or did they talk a lot longer/shorter?

Tip: While presenting, keep in mind to speak in a loud and clear voice and your feet should always point towards the audience, which helps you keep eye contact with the audience.

Additional information on the presentation medium

Depending on the individual project/ idea and the target group, some presentation methods apply better than others do. The first step in planning a presentation is choosing the **presentation medium**.

Video

Advantages: Keeping the attention of your audience is a great advantage of a video presentation. However, it is very important to keep the video as interesting as possible.

Disadvantages: With limited equipment resources and lack of experience, producing a high quality video is challenging, however, there is a lot of good technical advice available on the internet.

PowerPoint

Advantages: The use of digital slides is very powerful, quick and easy as you can include many forms of media in an appealing design. Simple bullet points can be very useful for the audience, in order to understand your message.

Disadvantages: Many disadvantages emerge from “overloading” the slides with unnecessary images or text. PowerPoint is not a teleprompter, but rather a support medium guiding through the presentation for the audience. Use a “Less is more” approach with PowerPoint.

Flipchart / blackboard

Advantages: Working with flipcharts allows a lot of audience participation. You can draw an overview picture/ sketch during the presentation (great if the target group is also participating in the development of the project considered).

Disadvantages: It consumes a lot of time to write on the charts and space is limited. The presentation may look less prepared, compared to other media.

Before presenting, make sure that all the technical equipment used for your presentation (overhead projector, computer, blackboard, speakers, microphone, etc.) are working according to your needs. Therefore, plan plenty of time for the preparation.