

- Ans - 1- Research the audience before presenting,
This will enable us to better understand the traits of audience & we can develop messages that can be better understood by our target message audience.
- 2- Structure the presentation effectively,
The best way to do this is to start with telling the audience that what what we

are going to present.

3- Do a lot of practice,

Rehearse but do not for memorizing it. Rehearsals reduce our anxiety and enables us to be confident on that day.

4- Importance of presentation / speaking skills

1) Good presentation skills enable us to spread msg acc. to traits of audience. This increases the probability of successful transmission of message.

2) Having good presentation skills increase chances of success.

3) It is essential for business for understanding audience.