Why use Questions in Presentations?

Why Questions in Presentations

What can you find out about your audience?

- Who are they?
  - How will that effect the content & the way you present?
  - Will it effect the way you ask subsequent questions or make points?
  - Set as background question?
  - Will it help to have profiled responses to important questions?
  - Will they want to compare their responses with those of other groups?
- How they feel on particular issues?
- What do they already know about the topic you are addressing?
- Do they understand what you are trying to tell them?
- What feedback do you want at the end of the presentation?
- Why are you giving this presentation?
  - Where will you be at the finish?

Want to gain & keep your audiences attention?

- What are the most telling questions you can ask them?
- What happens to attention levels when you might ask a question at any time?
- Question generate energy in communications

Do you want to assess knowledge levels?

- Would it help if the test was also a learning experience?
- How much time is taken to mark tests?
  - What delay?
  - What costs?

Do you want to get your audience thinking about a particular topic?

- What is more powerful in doing this than asking a question?
- Are Questions the Human/verbal Hyperlink?
  - Extend scope by peer discussion
- What question is most likely to direct their minds on to this subject?
  - Reflect 3/5 main presentation messages in 3/5 penetrating questions
  - Topic frequently misunderstood?
    - Make it Priority Question
- Drill down into the logical exploration of an issue or a case study & ask an updated question in series every time your complete a new level
  - Works particularly well where graphical representation possible

Want to have a fun session?

- OK to ask Quiz Style Questions?
- What other expectancy when given a handset?
- Peer Learning Potential?
- Scope for Debate?

How can you make sure the points from your presentation will be remembered when needed?

Use Questions to assist future recall

- Primacy
  - What questions do you ask at the start?
- Recency
  - What question do you finish with?
- Linkage
  - Can you connect with what's already known?
- Outstanding
  - Present in "outstanding" way using questions
    - Tell Story
    - Change normal parameters
- Review
  - Ask question that goes back over ground you've covered