



Presentations

Presentations are suitable for informing and consulting rather than involving people in decision-making. They are talks with props such as flip charts or slides. Visual materials can be used to make the Presentation more interesting. When planning a Presentation it is essential to define the object clearly and organise the ideas into main points and subpoints. Keeping the Presentation short and simple is advisable. If necessary, it can be revised so that more emphasis is put on the benefits for the audience.



A Presentation at the start of a planning process to potential participants (The National Forest).

Resources and requirements

Skills

- Good presentation and graphic design skills are important.

Equipment

- Suitable meeting facilities are needed.
- Possible equipment includes flip charts, a slide or computer projector, and graphic production facilities.

Time

- The preparation time for visual aids depends on the technology used.
- Adequate time must be allowed to rehearse the presentation.

Level of engagement

INFORMING: ★★

CONSULTING: ★

INVOLVING:

PARTNERSHIP:

Strengths

- Presentations are an excellent way of clarifying the message for the audience and getting feedback at the beginning of a participation process.
- Information can reach a fairly large audience at one go.

Weaknesses

- Presentations are not very useful for gathering information and exploring the public's viewpoints.
- Careful planning and good public speaking skills are needed to fulfil the purpose of the Presentation.

Useful sources of information

Books

- The guide to effective participation. D. Wilcox (1994). Partnerships Books, London.
- Public involvement in environmental permits: a reference guide. US Environmental Protection Agency (2000). Available from: www.epa.gov

Web

- Beyond fences: seeking social sustainability in conservation. Borrini-Feyerabend, G., ed. (1997). IUCN, Gland, Switzerland. Provides tips for audio visual presentation. www.iucn.org
- The Guide to Effective Participation by David Wilcox: www.partnerships.org.uk

Training

- A presentation skills course is available from: www.businessballs.com/presentation.htm

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at: www.forestry.gov.uk/toolbox