

PUB12 Present persuasive oral and written publishing information

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about presenting information in a way that benefits your organisation. Information can be presented as an oral presentation; or in the form of written pitches, tenders, applications or reports; or as a mixture of both. It includes identifying the full range of benefits of your proposal, structuring your information in a way that is most relevant to your target audience, and giving them the opportunity to come back for more information.</p> <p>It can be used in many contexts, including:</p> <ol style="list-style-type: none"> 1 developing written proposals 2 presenting proposals to the editorial or acquisitions board 3 presenting new or emerging publishing products to existing or potential customers 4 presenting proposals to potential purchasers of rights or licenses 5 presenting the benefits of working with your organisation to societies or other organisations 6 tendering for new work completing grant applications 	<p>What you need to know</p> <p>P1 Use information that is correct and from reliable sources</p> <p>P2 Use information that emphasises the full range of benefits associated with your proposal</p> <p>P3 Feature the information that is of most interest to your audience and which portrays your proposal in the best way</p> <p>P4 Make sure that your key points can be clearly identified by your audience</p> <p>P5 Use language appropriate to the topic and the audience</p> <p>P6 Use visual aids which are suitable for the presentation method, to enhance your audience's understanding of the points you are making</p> <p>P7 Conform to any time or length restrictions and any other constraints of the audience</p> <p>P8 Ensure that oral presentations are delivered in a coherent, clear, confident and interesting manner</p> <p>P9 Gauge audience reaction during oral presentations, and adapt accordingly</p> <p>P10 Give the audience the opportunity to seek further information or ask questions about information presented</p> <p>P11 Respond carefully to questions, making sure you provide the information the audience is asking for</p> <p>P12 Evaluate the success of your presentation, and identify changes that will improve your presentations in the future</p>	<p>What you must be able to do</p> <p>K1 How to identify the information that is of most interest to the audience</p> <p>K2 How to present information in a way that portrays your organisation as better than others</p> <p>K3 The content and structure of effective proposals, and the points that these address</p> <p>K4 How to pull together and structure information to persuade and to best get your point across</p> <p>K5 How to interpret the requirements of a brief or tender document</p> <p>K6 The benefits and disadvantages of different ways of presenting information</p> <p>K7 How to identify the way in which the target audience wish to receive your information</p> <p>K8 The benefits and disadvantages of different visual aids and ways of presenting information</p> <p>K9 The purpose and benefits of summarising important features and key points, and how to do this effectively in both written and oral formats</p> <p>K10 The effect that your voice tone, pace, volume and body language can have on your audience and their understanding of your key points during oral presentations</p> <p>K11 The benefits and disadvantages of different presentation equipment, how to use it, and what to do if it goes wrong</p> <p>K12 Ways to encourage questions in both oral and written presentations</p> <p>K13 The purpose and benefits of presentations, and how to evaluate their success</p>