



Project: Technical assistance to improve implementation of food safety standards and disease crisis preparedness

Consultation exercise:
Train-the-Trainer: Presentation Skills Introduction
Case study: Risk assessment and quality culture

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Train-the-Trainer Course

Presentation Skills



Training Module 3

1. **Objectives:** Develop presentation skills as basis for training delivery.
2. **Trainees:** Managers and leading experts in the departments.
3. **Key topics:**
 - Importance of preparation of the trainer.
 - Presentation aspects on a technical subject (risk management, quality culture).
 - Tips to avoid PowerPoint mistakes.



HOW TO MAKE A GOOD PRESENTATION



Prior
Preparation
Prevents
Poor
Performance!



Even if you teach a very technical subject, don't focus on theory alone or the new requirements:

Prepare examples, case studies –

try to make the presentation interesting and relevant to the trainees!



THREE QUESTIONS



WHY

What is the purpose of making this presentation?

WHAT

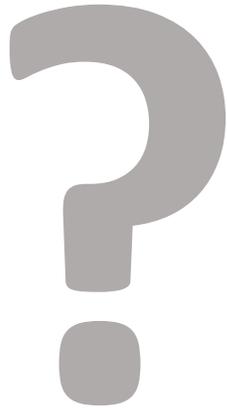
What ideas or knowledge are put forward in this presentation?

HOW

What tools and methods of presentation am I going to use?



Why many presentations have this effect?



- **Because people are not interested about the subject of the lecture**
- **Because the audience does not understand the lecture**
- **Because the speaker does not motivate the audience**



- (a) Because that's my job – I have to train my team**
- (b) Because this type of training is mandatory**
- (c) Because I want to make sure that me and my team can do a good job**

What is the purpose of THIS presentation



- Giving information
- “Educating” the audience
- Convincing the people in the audience
- Motivating people
- Inspiring people
- ...



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- “Educating” the audience
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Traditionally, food experts had competence in food processing technologies. Their focus was on “the recipe” for making a good product, using the right equipment and on hygiene.

Today, food experts do not focus on a specific process:

- They take into account the whole food chain safety.
- They use overarching tools such as risk management.



TASK 1

- ❖ **Make a short presentation of the risk management concept in the food sector.** Use the presentation of Lence as guideline.

Group work (7 minutes):

- Extract the main ideas of the risk concept in food sector.
- Use two examples of high risk cases.

A group member will present your output (7 minutes). The presentation will be video recorded.

Discussion (based on the video clip): additions, opinions, arguments, *summary* (15 minutes). Discussion will focus on presentation and less on risk-related content.



- Giving information
- “Educating” the audience
- Convincing the people in the audience
- Motivating people
- Inspiring people
- ...

Trainers do not just describe good processing practices of food technology.

- They present good practices as SOPs which guarantee final product quality.
- Techniques of risk assessment give a new perspective on food safety.
- Risk assessment gives new guidance on the measures to be taken for food safety.



- Giving information
- “Educating” the audience
- Convincing the people in the audience
- Motivating people
- Inspiring people
- ...

Trainers do not just describe good processing practices of food technology.

- They teach that a quality product is not made only by good technology, they offer additional guarantees because quality products are made in an environment which is controlled by a Quality Management System.
- Trainer “preach” that quality procedures are not just rules to follow: they help develop **a quality mindset and a quality culture.**



TASK 2

- ❖ **Make a short presentation on the topic of “Quality Culture”.**

Group work (5 minutes):

- Discuss your perceptions of Quality Culture.
- Focus **only** on the key components of Quality Culture.

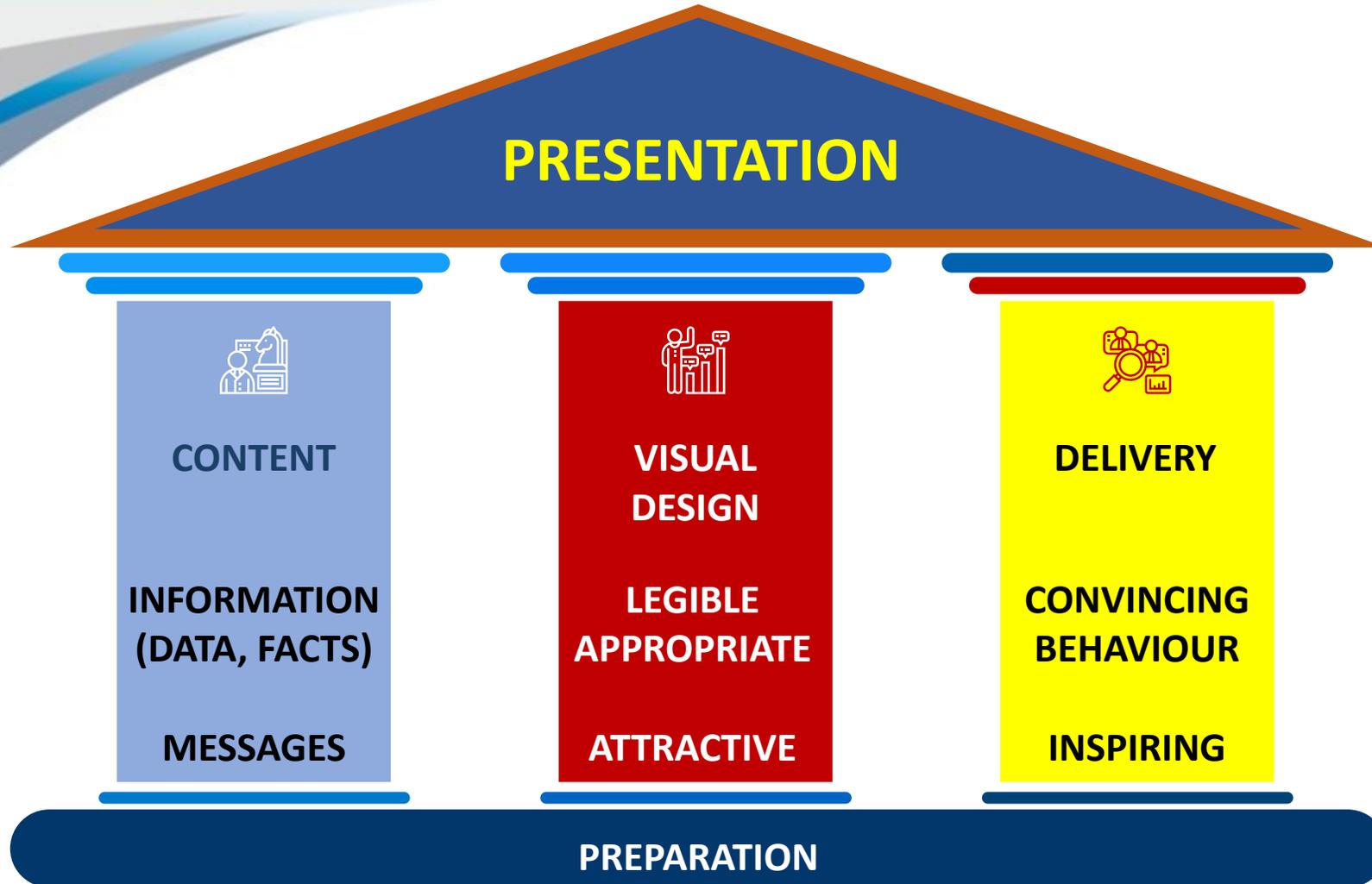
A group member will present your output (5 minutes). The presentation will be video recorded.

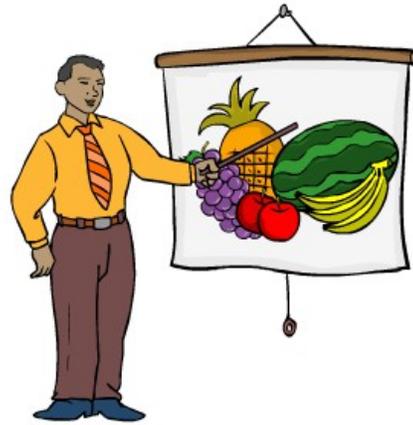
Discussion (based on the video clip): additions, opinions, arguments, *summary* (10 minutes).



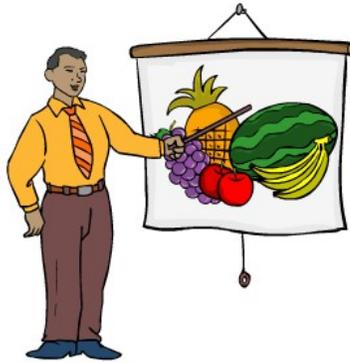
THE COMPONENTS OF THE PRESENTATION

The three pillars of the presentation



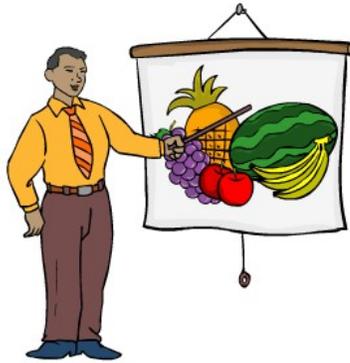


- Presentation of new legal requirements
- Presentation of a new procedure
- Presentation of a product
- Presentation of new equipment
- Presentation of new knowledge
- ...



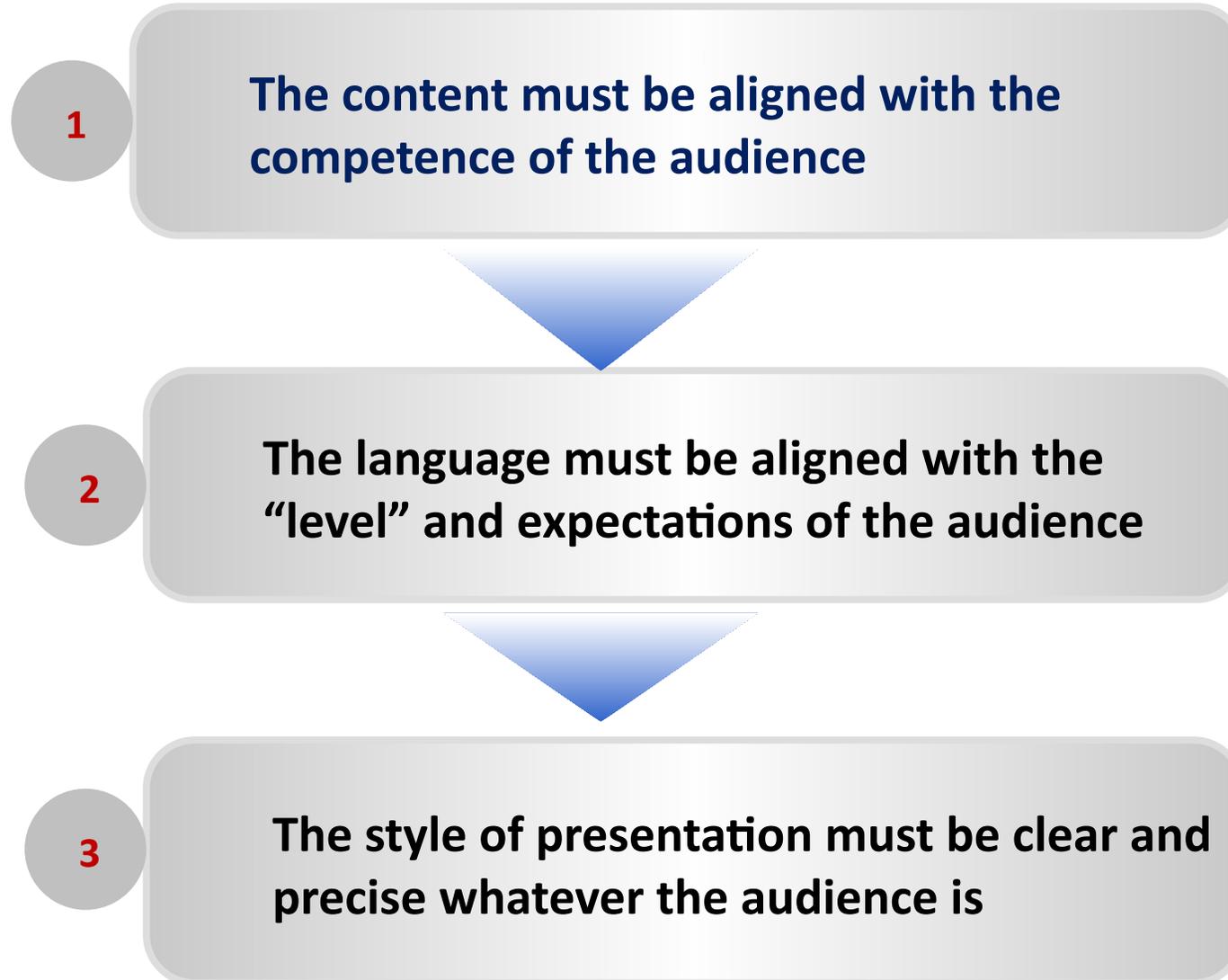
If you are Department Manager:

- Make a list of the topics which you think will be good for your training programme for 2026.
- Make a tentative schedule in a programme for this year.



If you are Department Manager who made a training programme for 2026:

- Did you put in the topic of risk assessment?**
- Which topics, according to you, will contribute to developing a quality culture?**





- **PowerPoint is NOT intended to provide text for reading on the screen:**
 - It offers help to the trainer to structure his presentation
 - To present visuals to support his arguments

The audience must look at you and listen to you!



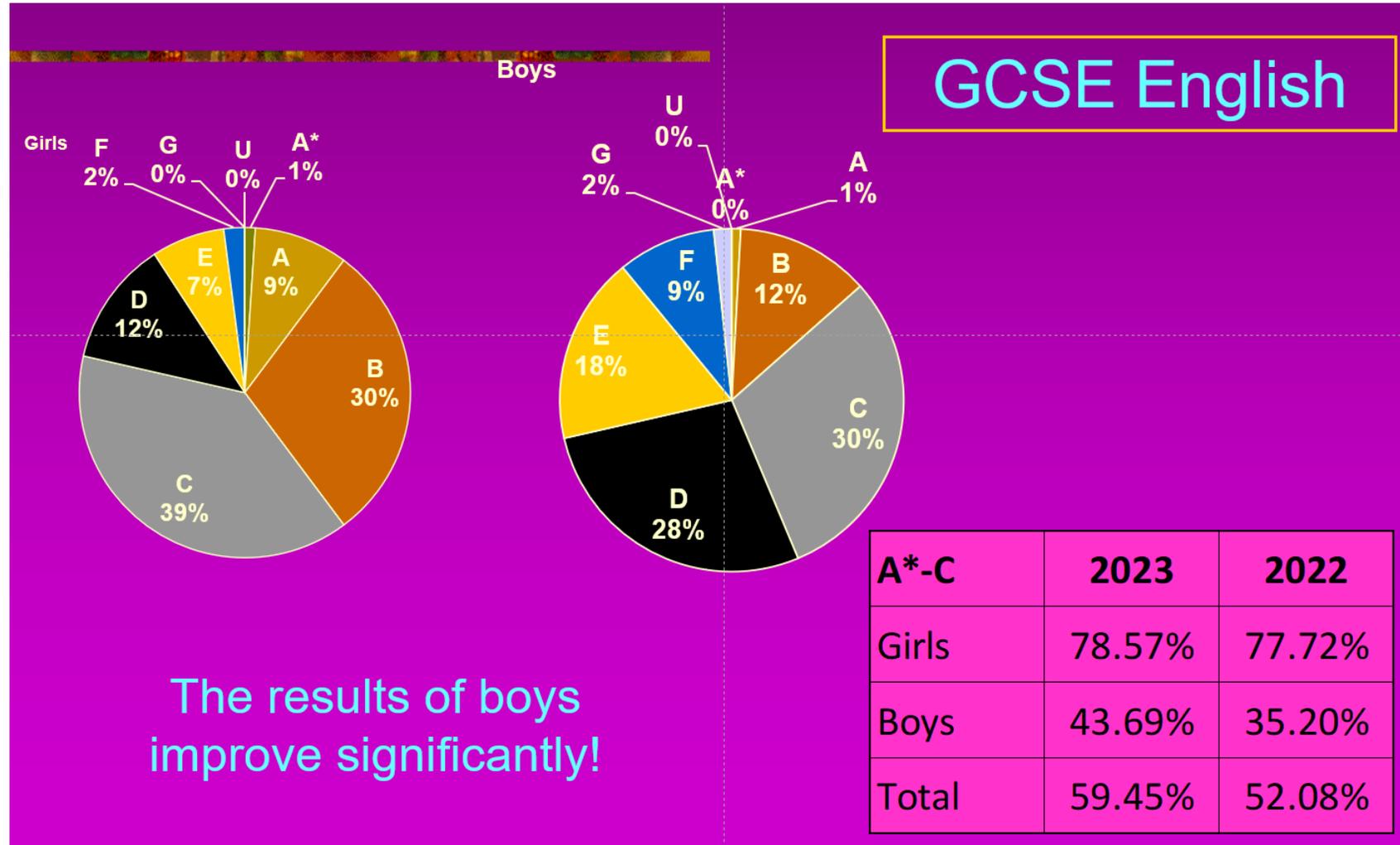
Depending on the size of the room and the audience:

- **Make the font big enough for everybody to read**
- Don't use different fonts on the same slide
- Don't use abbreviations which may not be familiar to everybody
- **DO NOT USE ONLY CAPITAL LETTERS – THIS IS ANNOYING**
- **Don't use too many colours**

The bullets above are a mess which is just confusing.



Don't fill the slide with data which are hard to read and impossible to understand!





This is a nice slide but is it useful during a presentation?

Risk-based planning of 'official' controls

Different meanings of the word risk in the EU legislation regarding food safety:

- “Food law shall be based on risk analysis”, [Reg. (EC)178/02, art 6.1]
- “CAs shall perform OCs on all operators regularly, on a risk basis and with appropriate frequency” [Reg. (EC)625/2017, art. 9.1]
- “Official controls on animals and goods entering the Union shall be organised on a risk basis” [Reg. (EC)625/2017, art. 43]
- MSs shall have a general plan for crisis management “setting out measures to be applied without delay when food or feed is found to pose a serious risk to human or animal health either directly or through the environment” [Reg. (EC)625/2017, art. 115.1]



Common mistakes if you use PowerPoint:



There is once case when it is useful to have a slide full of text:
When you want to make a comparison between several items.

Risk category	Category description
High risk	Products that may contain pathogenic or conditionally pathogenic microorganisms that support the formation or growth of pathogenic or conditionally pathogenic microorganisms.
Medium risk	Products that are unlikely to contain pathogenic or conditionally pathogenic microorganisms due to the type of food or processing, but may support the formation of toxins or the growth of pathogenic or conditionally pathogenic microorganisms, as well as foods in which chemical contamination is possible.
Low risk	Products that eliminate the possibility of contaminating products or leading to the growth of pathogenic or conditionally pathogenic microorganisms, their toxins, and physical and chemical contamination are rare.



The mistakes on this slide are easy to see!

Always double-check for technical errors: they may not be important but you lose credibility of the audience.



- **Before a presentation, prepare for it as an event:**
 - ✓ Check all technical aspects of the venue and equipment
 - ✓ Learn as much as possible about the trainees

- **Get ready to make your presentation:**
 - ✓ Informative and convincing
 - ✓ Relevant to the trainees
 - ✓ Interesting
 - ✓ With practical examples and case studies