

RESEARCH ARTICLE

Project presentation: From target audience analysis to the use of artificial intelligence

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Abstract: The article analyses modern methods of preparing presentations for various types of projects, ensuring that the presenter delivers a clear, concise, vivid and convincing presentation speech. It emphasises the task of increasing interest in the project, primarily among the target audience, i.e. decision-makers and those who can influence decisions on the organisation of project activities. The most important methodological issues of the presentation that optimise the content of the project are identified. When defining the project's objectives, the presenters are recommended that the SMART methodology be used. The article emphasises that the simplicity of the presentation both facilitates understanding the content and the results of the project by the audience and helps the speaker stay focused on the main issues and logic of the presentation. Microsoft's general-purpose programs are recommended as universal tools for creating and combining the text, illustrations, graphs and other presentation tools. Artificial intelligence enables automated data analysis, enhancing content visibility for search engines and improving its relevance to the target audience. The authors conclude that the basis of presenters' professionalism is diligent training and psychological literacy that ensure their constructive interaction with the audience.

Keywords: Project presentation, Presenter, Audience, Decision makers, Neural network program, Artificial intelligence

Introduction

A project presentation is a combination of text, computer animation, various types of graphics, video and audio (but not necessarily all together) that are used to demonstrate the content of the project in a comprehensible scenario. Such demonstrations are conducted at all stages of project development — initial, intermediate and final ones. As a rule, they either start or end the project activities. Scientific and practical forums, conferences and round-table discussions are organised to present large-scale and socially significant projects.

The most important feature of any project presentation is interactivity, i.e. a fairly close informational and communicational interplay between the speaker and the audience — the group of people who attend the project presentation and are interested in it. Among these, there may be decision-makers (DMs) and influencers (Is). Together, they represent the target audience of the presentation. If DMs are people whose will and resources determine the very possibility of implementing the project, the Is are people representing the interests of the environment (industrial, sociocultural, or geographical) that the project activity is aimed

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at improving. The destiny of the project largely depends on the motivation, values and expectations of the DMs and Is. This explains why it is crucial to know in advance who those people are, how competent they are in the subject area, what may interest them most and how they feel about the subject of the presentation in general. The most common form of presentation is considered to be reports at the initial stage of project activities aimed at convincing the audience of the feasibility and practical significance of the planned work (Garr, 2014; Weissman, 2021; Rabadanov & Eldarov, 2024).

Goal setting and presentation planning

The main questions of the presentation concerning the content of the project are as follows: 1) What are the objectives of the project? 2) Why is it important for the project team that all the tasks set are completed?

In recent years, project developers, when defining their objectives, have preferred to rely on the well-established SMART methodology that emphasises five key features of a project: 1) Specific, 2) Measurable, 3) Achievable, 4) Relevant and 5) Time-bound. It should be noted that the SMART method of project goal setting is, in itself, an alternative. The contradictory nature of approaches to goal setting is reflected primarily in the third, central element of the SMART acronym, the letter A, that can be interpreted as Achievable, i.e. a smart and prudent goal, or Adventurous, i.e., a smart and audacious goal (Figure 1).

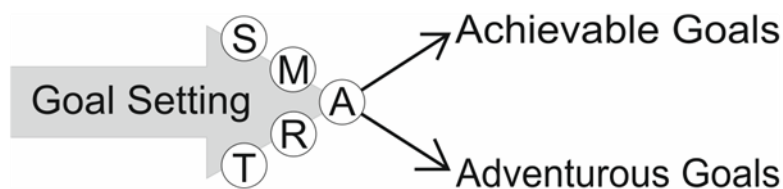


Figure 1: Unity and contradiction of SMART criteria for project goal defining

Source: Rabadanov and Eldarov (2025)

It is much easier to convince an audience of the benefits of prudent and achievable goals than bold and risky ones. This explains why adventurous and ambitious projects are usually initiated and implemented by the wealthiest businesspeople and companies. The following two megaprojects currently underway are striking examples thereof: 1) the construction of The Line – a unique, glass-clad linear city in Saudi Arabia and 2) the launch of Mars colonisation in the 21st century. The first project is led by Saudi Prince Mohammed bin Salman, while the second one is supervised by Elon Musk, an American billionaire and public figure.

The Line, a new city in Saudi Arabia with a population of 9 million, will stretch in a straight line for 170 km from the Red Sea into the Arabian Peninsula and comprise residential, commercial and entertainment areas, schools, parks, business centres, etc. As for Elon Musk's megaproject, his company SpaceX is currently conducting flight tests of super-heavy Earth-Mars space shuttles that will refuel in the orbits of these two planets, making soft landings thereon. According to forecasts by the European Space Agency, the first human landing on Mars might take place as early as the 2030s (Berger, 2021; Zuleta, 2022; Rabadanov & Eldarov, 2024).

To secure finance for their undertakings, Mohammed bin Salman and Elon Musk made impressive presentations of their ambitious projects. The Line, a \$320 billion project, is 50 % financed from the country's budget. Elon Musk's business empire launching space rockets, producing solar panels, electric vehicles and developing energy storage technology also relies on multibillion dollar government subsidies.

For a project of any scale, it is vital to have financial support from the government and a profound interest in achieving its goals on the part of both the project team and the society. The practice of enforcing the project's objectives on the project team is unacceptable. They must be approved by the team and serve as an inspiring factor (Ekeruke, 2022). To this end, the project objectives must be discussed with both your team and the stakeholders. If the project is developed by a large company, understanding its goals should

not be limited to one department. It is worth finding out the opinion of employees from other departments (sales, operations, finance, logistics, etc.)

After presenting the project objectives, the audience is introduced to a detailed plan (or a roadmap) for achieving them. Planning allows the project to be presented in perspective. Depending on the type of project, its plan may include such key details as: 1) the scope, structure and methodology of the project development; 2) resources and budget estimates; implementation schedule and deadlines; criteria for commissioning and acceptance of work, etc.

There are no set rules for writing a presentation script. However, it is expected to consist of three main parts: 1) the introduction, 2) the main body, 3) the conclusion (key conclusions).

Firstly, it is important to keep in mind that not everyone has the time or desire to delve into the details of the project. For some, a “snapshot” of the project is sufficient. This is the purpose of the Introduction, which provides a brief overview of what the presentation is about and what is relevant to the audience. Here, you can limit yourself to the project title and summary. The summary (one to two pages long) should include only essential information: 1) the project's objectives and relevance, 2) the main points of the plan, 3) the results, conclusions and recommendations for the project (Ekeruke, 2022; Rabadanov & Eldarov, 2025).

Secondly, many people expect the presentation to outline the details of the project that will ensure its success. This is the purpose of the Main Body which includes information on the basic resources, planned results, possible risks and deadlines. Essentially, it should focus on the problem that the presented product or service is designed to solve. Here, you can present the most important results of preliminary research and concise statistics, as well as other key information on the topic under discussion.

Thirdly, the presentation cannot do without a conclusion, which summarises the implementation of the plan with key findings and recommendations. It is advisable to end the presentation on a high note that can be expressed in a powerful call to action, a memorable story, or intriguing figures, such as the expected growth rates of profitability and company value over the next five to ten years, projected revenues, etc. A pull quote, such as “Truth is ever to be found in the simplicity and not in the multiplicity and confusion of things.” (Isaac Newton), would be appropriate for the final part. Finally, at the very end of the presentation, a simple expression of gratitude, such as “Thank you for your time” or “Thank you for your attention and the wonderful experience of communicating with you” is a must (Bourne, 2007; Rabadanov & Eldarov, 2024).

Simplicity is the key to a successful presentation

Simplicity of presentation not only makes it easier for the audience to understand the content and results of the project, but also helps the speaker stay focused on the main issues and logic of the presentation scenario. Below are seven tips on how to make a presentation easy to understand:

- use language that is simple and understandable to everyone, without technical jargon and complex grammatical constructions that could confuse the audience;
- do not overdo it with slides, as this will only hinder the overall perception of the presentation;
- the report will be more understandable and visually appealing if you use high-quality images with interesting content;
- lists must be marked, with complex information broken down into small, understandable fragments;
- the entire presentation should be designed in a uniform style, including the colour of the illustrations, font styles and font sizes;
- slides should not be crammed with text, as this distracts the audience from the main theme of the presentation;

- the presenter's attention and, therefore, that of the audience, should be focused on the fundamental aspects of the project under discussion.

Table 1: Number of slides used according to presentation time

Presentation time in minutes	Number of slides
5	5-7
10	10-12
15	13-15
20	16-20
30	21-25
45	26-30
60	31-40

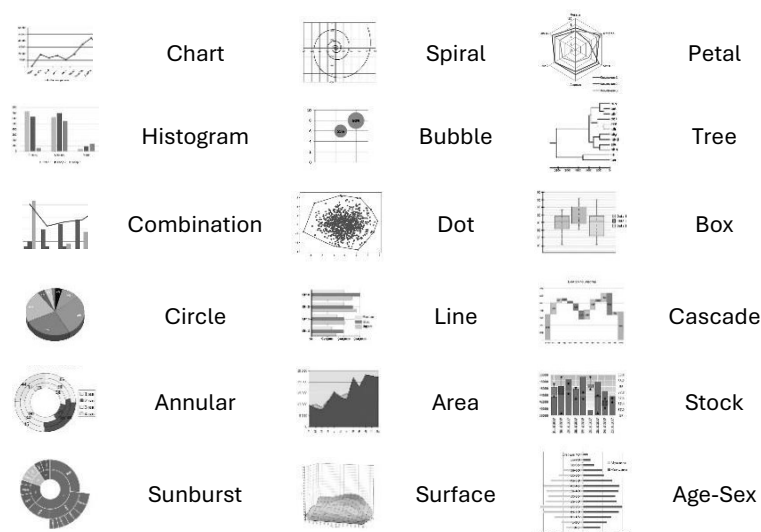
Source: Rajpurohit (2023)

Table 1 shows how many slides can be considered acceptable taking into account the duration of the presentation. To convey the most important information about the project and help the audience better understand the speaker, one is expected to use vivid images, videos, diagrams and charts. If you prioritise quality over quantity and adhere to the principle of one idea per slide, the audience will believe that you value their time (Rabadanov & Eldarov, 2025).

A key practical recommendation is to avoid overcrowding slides with text and refrain from reading directly from them during the presentation. Slides are intended to support the presenter rather than replace the presentation itself. This distinction is essential for maintaining audience engagement.

Presentation design requirements

Microsoft Excel, the world's most popular spreadsheet program, offers a variety of accessible colourful graphs and charts. Typical templates for various graphical models — pie charts, line charts, scatter plots, histograms, line graphs, etc., are shown in Figure 2.

**Figure 2: MS Excel spreadsheet graph and chart templates**

Pie charts are ideal for demonstrating percentage ratios. Vertical histograms are good for illustrating temporal variations, while horizontal bar charts help compare quantitative indicators. Infographics (information in the form of images) serve to visualise data and explain complex information, such as market trends. By adjusting the graphic models built into Microsoft Excel, you can create both two-dimensional and three-dimensional images.

It is preferable to use no more than two topic-related images in one slide. Only high-quality illustrations are suitable for slide design: low-resolution (dpi) images and videos can impair their perception by the audience, while high-resolution visual objects will remain vivid even on large screens.

When designing slides, consider the colour range of the images. The general rule is to use colours that evoke positive emotions, such as yellow, orange and red. Cold colours, such as blue, green and purple, can fill the audience with a sense of calm. To make the image more vivid and the project itself visually appealing, the background elements of the slide or image should be sufficiently contrasting.

A consistent text style must be maintained throughout the presentation. Fonts should not be ornate or small, as this strains the viewer's eyes. Arial, Calibri, Verdana and other fonts that are familiar to the eye and suitable for both small and large screens may be used. Font sizes smaller than 30 points for the main text and 36 points for headings are not recommended (Ekeruke, 2022; Rabadanov & Eldarov, 2024).

Using artificial intelligence when preparing presentations

Recent years have been marked by the widespread use of new information technologies in project development and presentation—neural network programs that mimic the workings of the human brain and are collectively referred to as artificial intelligence (AI). Such programs enable the presenters use original graphic models and obtain new interesting ideas and solutions (Gefen, A et al., 2021; Rabadanov & Eldarov, 2025).

In the previous section, we discussed the use of familiar built-in style templates from the Microsoft Office suite, including the Excel spreadsheet program and the Word text editor. The tables or diagrams from these two programs are traditionally used to demonstrate the timing schedules for the implementation of project's specific objectives. Below is an example of a timing schedule for a one-year period (Table 2), typical for institutions in the scientific research, educational and socio-political spheres (Nikitenko & Bortnik, 2007, pp. 103-104).

Table 2: Timing schedule for project's specific objectives completion

Event	Months of the current year												Next year			
	5	6	7	8	9	10	11	12	1	2	3	4				
Purchase of handouts and office supplies	x	x	x	—	—	—	—	—	—	—	—	—	—	—	—	—
Selection of participants	—	x	x	x	—	—	—	—	—	—	—	—	—	—	—	—
Staff training	—	—	x	—	—	—	—	—	—	—	—	—	—	—	—	—
Publication of research results	—	—	—	x	—	x	—	x	—	x	—	x	—	x	—	x
Selective tendering	—	—	—	—	x	—	x	—	—	—	—	—	—	—	—	—
Consultations	—	—	—	—	—	x	x	x	x	x	x	—	—	—	—	—
Assessment of intermediate results	—	—	—	—	—	x	—	x	—	—	—	—	—	—	—	—
Assessment of the final result	—	—	—	—	—	—	—	—	—	—	—	—	—	—	x	—
Interim reports	—	—	—	—	—	—	x	—	x	—	—	—	—	—	—	—
Final report	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	x

Table 2, created in Microsoft Word, contains a summary of the data for a specific project. We used this table to create a more visual diagram generated using ChatGPT, which is currently one of the most popular neural networks. The artificial intelligence was asked: "Draw a diagram for the presentation based on the data in Table 2, which would make it easy to track information about planned project activities by month of the year. It is important to have two interpretations of the vertical sequence of events: forward and reverse. Therefore, two diagrams should be created: Figure 3a and Figure 3b. Abbreviated names for all 12 months should also be added to each chart".

The artificial intelligence successfully interpreted the project's planned event sequence in both forward (table) and reverse (diagram) order (Figures 3a and 3b). In both diagrams, the black bars indicate the months during which the event took place.

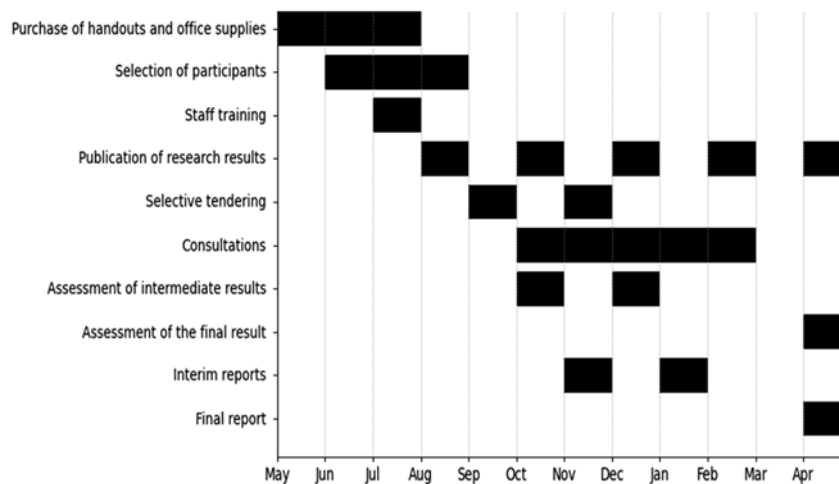


Figure 3a: Diagram generated by ChatGPT neural network based on the data in Table 2 (forward order)

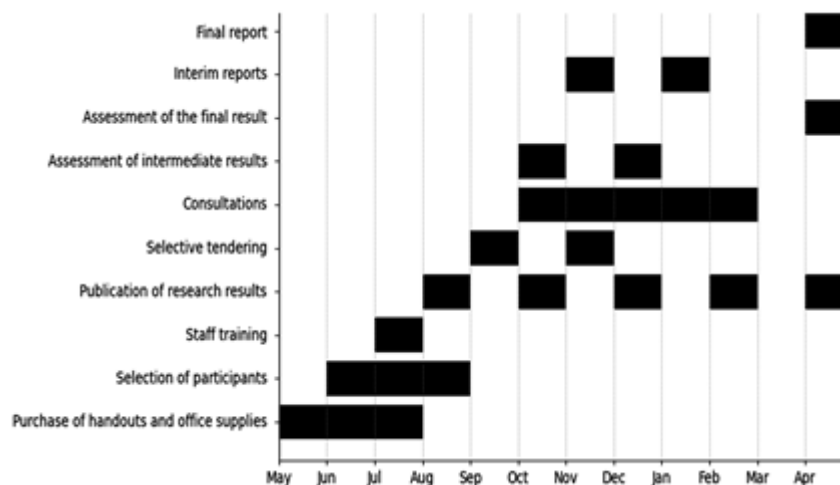


Figure 3b: Diagram generated by ChatGPT neural network based on the data in Table 2 (reverse order)

We found a diagram that displayed events in reverse order, from the bottom column of the diagram, «Purchase of handouts and office supplies», to the top column, «Final Report» (Figure 3b), which was found to be more intuitive. Thus, the ChatGPT neural network helped us visualise the presented tabular data and optimise the layout of the text describing the key characteristics of the resulting diagram. However, the choice of AI modelling techniques should be guided by their interpretability for the audience.

As demonstrated earlier, Microsoft Excel offers a wide range of chart types for visualising project processes, including those presented in Table 2. Our experience with ChatGPT suggests that AI significantly simplifies the management of various modelling parameters and algorithms.

It can be concluded that the cognitive capabilities of modern neural network-based programs significantly simplify presentation creation. Using AI in preparing presentations offers the following advantages:

1. Automatic selection of clear, concise and expressive titles that make it easier for the audience to perceive the information discussed.
2. Fast and accurate removal of backgrounds from any images to create professional slides without visual noise.
3. Quick removal of unnecessary elements from photos.
4. Processing of low-quality images: AI can improve the resolution and clarity of visual material.
5. Drawing missing elements in photos or adapting the format to the required specifications.
6. Improving the clarity and conciseness of text while preserving the key meaning.

7. Generating unique icons, illustrations and infographics on any given topic.
8. Analysing text and highlighting key points, which helps to quickly create clear and compelling slides.
9. Replacing objects in images based on text descriptions while preserving the realism and style of the image (Chan, 2023).

Modern neural network programs are capable of supporting any data format, explaining it, identifying trends and performing calculations. They also do a good job of creating visual graphs based on small tables. However, there are a number of limitations to using such programs. These include strict limits on the use of free versions of the programs, the non-editability of AI-generated graphs, as well as extremely low efficiency when working with large databases: the services either return errors or significantly simplify the source information (Rezaev & Tregubova, 2023; Baiburin et al., 2024; Rabadanov & Eldarov, 2025).

Professional approach to presentations

A presentation may fail if the speaker's performance is not convincing. Do your best to plan and prepare the presentation and to convey your thoughts to the audience in a vivid and convincing manner. In this sense, the experience of organising and conducting the above-mentioned presentations of mega-projects for the construction of a road city and the colonisation of Mars with unique AI animations generated by advanced neural network platforms is an illustration thereof.

We consider the presentation experience of another successful entrepreneur, Steve Jobs (1955-2011), a founder of the famous Apple company, to be no less effective (Gallo, 2010). Let us elaborate on some details of this experience.

Steve Jobs usually spent at least two days preparing for his presentations. In his opinion, training is the key to successful performance. You can practice by reading your speech aloud in a quiet place. While doing it, make audio and video recordings of your speech so that you could review them later. It would be even better to rehearse your presentation in front of friends and colleagues to find out what was missing and how well it fits into the allotted time. At the same time, it would be helpful to decide beforehand on the location of the speaker during the project presentation. If you plan to use video or audio information, familiarise yourself with technical settings and operations of the equipment and make sure that everything is working properly.

Start your presentation with a strong and engaging introduction. This could be, for example, a good joke or an interesting question for the audience. Another option for starting a presentation is to tell a short exciting story. A third option is to share some interesting facts or statistics. For example, you can show an entertaining video or visual images that naturally arouse people's curiosity.

It cannot be ruled out that the presentation may not go as planned. Therefore, it is good practice to have backup materials and be flexible enough to make emergency adjustments during the presentation. For example, if it is the end of the working day and the audience are tired, it is better to significantly shorten the presentation time. Inviting questions and facilitating post-presentation discussion promotes audience engagement and reinforces confidence in the professionalism of the project team.

Psychologically, you are expected to adapt to the moods, beliefs and cultural values of your audience. So, learn about their likes and dislikes, social and ethno-cultural status, as well as their ethical and political preferences. Another important principle is to always be sincere when communicating with your listeners. By gaining people's trust in this way, you increase their interest in the project. However, do not go too far, since the main thing in a presentation is still to convey the essence of the matter to the listeners. Some of your arguments and facts may cause mixed reactions with the audience. In this regard, carefully consider all possible counterarguments and prepare concise and clear answers to controversial questions about the content of your speech (Rabadanov & Eldarov, 2025). A well-written script helps to better understand the details of the project, to hold the audience's attention and convince those present of the viability and effectiveness of the planned project (Garr, 2014). End your presentation with simple words of thanks.

Conclusion

Thus, the success of a presentation is largely determined by setting clear goals, having a firm plan and presenting the content of the project in a comprehensible way. This requires a very careful approach to the design and presentation of the material. In this regard, visualising information using neural network programs can be particularly effective.

AI tools can greatly enhance presentation preparation; however, excessive reliance on them may undermine authenticity and negatively influence audience perception. Therefore, AI should be regarded as a complementary resource rather than a substitute for human expertise.

The concluding part of the presentation should state the main results of the project activities, the major findings of the research, as well as practical recommendations related to the implementation of the project. These conclusions and recommendations serve as a vivid and powerful call to real action.

Ultimately, an ideal presentation is the one that conveys information about the project in a way that reflects the shared interests of the presenter and the audience. Only a truly engaging, exciting and convincing presentation can ensure that the audience fully understand what the project entails, how it will be carried out and why it is vital to implement.

No conflict

The authors declare that there is no conflict of interest

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