Giving an Effective Presentation

What Makes a Good Presentation?

Overall
• Awareness of audience – who/what/expectations
• Clear objectives
• Planning
• Organization – clear connections between parts
• Information – interesting and relevant
• Impact – strong intro and conclusion

<table>
<thead>
<tr>
<th>Tell the audience what you're going to say (Intro)</th>
<th>Say it</th>
<th>Tell the audience what you’ve said (Conclusion)</th>
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</thead>
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Delivery
• Clear, simple, fluent
• Natural spoken language
• Use of pauses for emphasis

Body Language
• Strong clear gestures for emphasis
• Good eye contact
• Positive, confident, relaxed manner
• No distracting gestures
**Things to mention in the introduction of your presentation:**
- Name and position
- Title and subject of presentation
- Purpose
- Length of time
- Main parts/points
- Visual aids
- When Q and A is appropriate
- Your audience

How do you organize a presentation, link the parts, and make it clear to the audience?
- Have you done enough research for your presentation?
- Is the information clear and easy to access?
- How does the information flow?
- Can I map it out?
- How will I show the structure of the presentation to the audience?
- Suggested Flow:

```
Introduction ↓
Outline ↓
Part 1 ↓
Part 2 ↓
Part 3 etc. ↓
Summary ↓
Conclusion
```
What’s your style? Consider your…
- Proximity to the audience
- Body language & gestures (nothing distracting, no fidgeting)
- Eye contact
- Stance and posture
- Interest in the subject matter
- Facial expressions
- Long sentences vs. phrases
- Complex vs. simple vocabulary
- Complex vs. simple arguments
- Passive vs. active language

What about the use of visual aids?
- Clear, simple messages on each slide – don’t overcrowd with too much info
- Efficient, professional use of media
- Don’t use visuals to repeat what you can say with words
- Don’t read from a visual
- Don’t use too many visuals – keep your presentation human

How do you end a presentation?
Mention that the end is coming
↓
Summarize the main points
↓
Make any recommendations
↓
Invite questions

What if it’s a group presentation?
- Distribute work equally with everyone’s agreement
- Agree on all aspects of the presentation
- Make a clear timetable when work is to be done
- Book time to practice

How do I handle performance anxiety?
- Deep breaths and lots of practice!!!