

# 11

## Your opener should

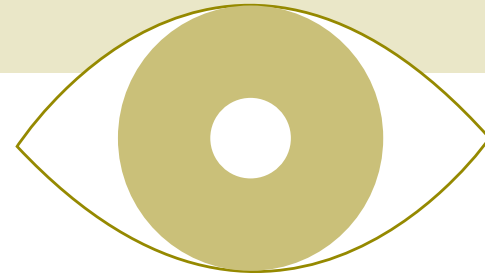
engage the audience, bring their attention to you and prepare them to listen to your presentation.



# 12

## Make eye contact

with individuals in your audience. This signals interest in others and increases your credibility.



## Own the stage.

Pretend the audience members are your invited guests. Stand erect. Lean forward a bit. Gesture while speaking. It helps capture attention and makes the material more interesting. Never speak to the visual aids or with your back turned to the audience. In a large room, move around the room to increase interaction with your audience. Increasing proximity helps you to improve eye contact and increases the opportunities for others to speak.

## Modulate your voice.

Use inflection to emphasize your main points.

# 14

# 13



## At the end of your presentation,

summarize your key points. Perhaps a slide on the future implications of what you just said will leave your audience with good topics for future conversation.

# 16

## Take questions.

Listen to audience comments, adding to ideas rather than dismissing them. Don't get into a debate if someone disagrees with you. Talk with him/her after your speech.

# 15

# Presentation Tips

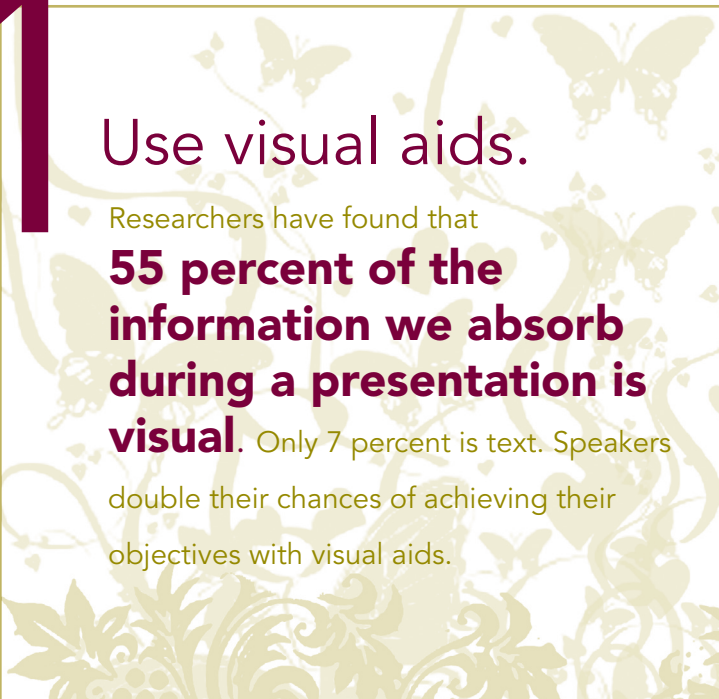


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# 1

## Use visual aids.


Researchers have found that **55 percent of the information we absorb during a presentation is visual.** Only 7 percent is text. Speakers double their chances of achieving their objectives with visual aids.



# 3

## Allow two minutes

for each Powerpoint slide, but longer for any you want to use for developing specific points. Your audience will get bored with something on the screen for more than five minutes, especially if you are not talking about it. Switch the display off or replace it with your logo.



# 2

## Keep it simple.

Try to limit words per slide to a maximum of 10.

# Use a reasonably-sized type font.

Avoid using technical diagrams. Use color on your slides, but avoid orange and yellow which do not show up well when projected. Always check your slides for typographical errors, consistency of fonts and type sizes.



# 4

## If you use a flip chart,

write no more than seven lines of text per page and no more than seven words per line. Use bright and bold colors.

# 5

## Be clear about who your audience is

and why it is important for them to be in the meeting. It will affect your delivery, content and tone. Ask yourself:

- + What is the purpose of my presentation?
- + Who will attend?
- + What does the audience already know about the subject matter?
- + What is the audience's attitude toward me?
- + What do I want the audience to think when I am finished?

# 6

## Your audience is likely to remember

only three messages from your presentation. Plan what these will be in advance. Once you decide upon these messages, structure your presentation around these three themes and figure out how to better illustrate them. Use lists of three in your presentation.

# 7

## A good rule of thumb for your presentation is:

- + Tell your audience what you are going to tell them
- + Then tell them
- + At the end, tell them what you have told them.

# 8

## Do a room check.

It's less stressful if you know what you're walking into. Make sure the equipment is working and within reach. Check the size of the room and whether it is light or dark. Check the seating arrangements and stage size.



# 9

# 10

## Welcome nervousness.

Remember that everyone gets nervous. Successful presenters use nerves to increase concentration and expressiveness, while unsuccessful presenters are overwhelmed by them. Reduce tension by getting out of your head. Talk with someone else, breathe deeply, visualize your presentation. Unless you are expecting hostility, the audience is on your side.

# 8

## Rehearse, rehearse, rehearse.

At least four times. It can make a difference between a good and an average presentation. People may examine their bullet points for hours, but if they don't know how to put them together, it can weaken a potentially strong presentation. If you only practice in your head, you will find your actual presentation could take up to 25 percent longer. **Rehearse against the clock.** If your presentation is too short, you can add in parts from the script or take parts out to fit the time. Allow extra time in your presentation for questions and watch out for nerves — this could mean you talk too fast.

