

EFFECTIVE PRESENTATIONS

Plan

- Analyse your audience
- Gather information
- Establish key message

Prepare

- Introduction – state main conclusion and try to entice listener
- Body of presentation – one theme with 3 or 4 supporting messages
- Conclusion – reinforce core message and issue call for action

Perform

- Breathe
- Speak slowly and clearly
- Keep eye contact
- Smile and relax face
- Dress to impress

Persuade

- Leave time for questions
- Repeat critical messages
- Make people care about the topic

Tips

- Rehearse and refine the presentation
- Use short sentences with active voice
- Tell a story emphasizing the human element
- Avoid jargon
- Above all, keep the presentation short

