



## ***How to Make Effective Presentations***

This is a training tool developed by IDRC

# Overview



- Plan
- Prepare
- Perform
- Persuade

## *Purpose of a Presentation*



- Inform an audience
- Persuade an audience

## *Plan*



- Analyze your audience
- Gather information
- Establish your key message

## *Prepare*



- Introduction
- Body of the presentation
- Conclusion

## *Prepare: The Introduction*



- Tell them what you are going to tell them
- State your main conclusion or message
- Consider a dramatic opening

## *Prepare: Body of the Presentation*



- Limit to one theme or goal
- Provide three or four supportive messages
- Give three or four ways to achieve the goal



## *Prepare: Conclusion*

- Summarize what you have just told them
- Reinforce the core message
- Include a call for action
- End with a quote, joke, or echo back to the beginning



## *Prepare: Writing Tips*

- Use:
  - vivid images
  - human elements
  - short sentences
  - an active voice
- Tell a story



## *Prepare: Writing Tips*

- Use:
  - alliterations and metaphors
  - three-part lists
- Avoid jargon
- Use statistics sparingly
- Be culturally sensitive
- Keep it short



## *Prepare: Using Visuals*

- Use as a complement to the message
- Don't over-use visuals
- Test drive the technology



## *Prepare: Rehearse*

- Use a mirror, tape recorder, video
- Get feedback from objective observers
- Refine the presentation

## *Prepare: Arrange the Text*



- Use large print
- Mark up text
- Use two-thirds of the page
- Number your pages
- Consider small cue cards



## *Perform: Voice*

- Breathe
- Speak slowly and clearly
- Vary your inflection and pace
- Pause regularly
- Maintain eye contact

## *Perform: Body Language*



- Stand straight but not stiffly
- Smile and relax your face
- Don't fidget
- Don't overuse hand gestures



## *Perform: Appearance*

- Dress to impress
- Avoid extremes
- Be well groomed



## *Persuade*

- Leave time for questions
- Keep the message clear
- Repeat critical information
- Make people want to buy-in
- Be engaging

## *Persuade*



If you have inspired and informed,  
you are an effective communicator.

**CONGRATULATIONS!**

# *Summary*

Good luck with your presentations!



Checklist