



Effective Presentations

Very few people are excellent speakers, the rest of us have to work hard to become 'good' or 'very good'. The key is **preparation** and **practice**.

Appearance

- Clean, professional clothing – no jeans, flip-flops, low-cut shirts, etc. Think of it as an interview, you want to present an image of a professional, intelligent speaker – this will not only sway the audience, but will make you feel more confident and competent.
- Stand to present, shoulders back, keep eye contact with audience
- Can help to move around, use your hands, get involved in the topic
- Take a deep breath and concentrate on speaking slowly.

Content

- Academic presentation, not a social group or business presentation – very different!
- Opening: create interest and grab attention without being unprofessional or too technical
- Keep on task, don't go off on a tangent that has little to do with topic
- Practice before due date, time yourself, use a mirror or a friend as an audience
- Follow instructor guidelines closely to keep your slides and presentation on track
- Use cue cards or memorize, don't read from page or slides
- Transitions are important – link one section to another and introduce co-speaker

Media

- Use MS Powerpoint as outline/guide, do not put too much text on the slides
- Use only appropriate graphics, keep in mind this is a professional presentation
- Take care in selecting colors and fonts to make sure the audience can easily read the text
 - Fonts should be between 18-48, system fonts
 - Dark backgrounds/light font is easiest to view
 - Avoid punctuation
- Use bullets and meticulous formatting
- Handouts can be useful tools if given out after the presentation as a reminder of materials