



media training | presentation skills | personal development

KEY POINTS TO REMEMBER WHEN MAKING A PRESENTATION

Why are you presenting? What do you want the audience to DO with the information? Focus on completing this statement: “**By the end of this presentation, I want my audience to.....**” (Understand something? Be able to do something? Commit to something?)

Who is your **audience**? Research their level of knowledge, and if it’s a mixed group, bring the others up to speed by including a mixture of old and new facts. **Don’t assume knowledge.** Anticipate areas of conflict or disagreement; be aware of any issues that may be current, or looming.

We are all driven by three key elements: So what? Who cares? What’s in it for me? Listening is hard work, so give them a **reason to listen**. Put yourself in their shoes.

Make sure you have a clear **structure**. That means a strong beginning and ending (we remember most what we hear first and last), and a meaty bit in the middle. It pays to get to the point by jumping to your conclusion first. This arrests attention.

Choose **three key points** to illustrate your theme. Support them with good examples, data, and third-party endorsements. Never under-estimate **the power of repetition**; it’s more effective to say three things three times, than nine different things just once.

Use **appropriate language**. There’s no excuse for jargon, even for an audience familiar with it. Strive to be original, simple, direct and personal, if appropriate. Be lively and conversational, not dull, ponderous and corporate.

Give **examples, illustrations, anecdotes and personal experience**. Put your information into context; concentrate less on the features and more on the benefits (FAB). Include phrases like “**which means that.....**” to hammer home your meaning.

Effective communicators stand in the assertive position, give **good eye contact**, smile when appropriate, and put **variety into their voice**. The best presentation in the world can be ruined by furtive fumbling, a droning, monotonous pitch and erratic eye contact.

Avoid “death by PowerPoint!” Slides are NOT your script. Don’t read everything on the slide with your back to the audience. Point out the essentials, and add to what’s there, making eye contact with your audience as much as you can. Go easy on the laser, especially if you are of a nervous disposition.

Above all, enjoy! **Enthusiasm** is infectious, and can melt away cynicism and disbelief. Begin with a smile, and leave them with a smile.