

# Preparing Effective Presentations



Whether you are speaking to a room filled with people or sitting with a small group of customers, taking the time to effectively prepare is the key to delivering an effective presentation.

This packet is designed to help you avoid some of the common pitfalls associated with poor presentations so you will become a more successful speaker.

# Presentation Planning: An Overview...



Below are important questions to ask as you begin thinking about any presentation. We will look at each of these aspects in more detail as we progress through this packet.

1. What is the goal of the message?
2. Who should receive the message - intended audience? (What do I need to know about them?)
3. How will I send the message / what channels and aids will be use? (in person, telephone, conversationally, formally, PowerPoint, etc.)
4. When will the message be transmitted?
5. Where will the message be transmitted?
6. What might get in the way?

# Presentation Goals & Objectives

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Why am I speaking?

How do I want the audience to feel at the end of the presentation?



What do I want to achieve during the presentation?

What is/are the main take-away(s)?

What do I want the audience to say about my presentation when it is finished?

How will I know if the presentation is a success?

Audience Size

What will the audience expect?

How much does the audience...

- Already Know?
- Need to Know?
- Want to know?

# Audience Analysis



Every audience is different and in order to ensure success you should always consider what your potential audience will be like and what their expectations will be. Failure to address the needs and level of interest and understanding of an audience can be a costly mistake for a speaker.

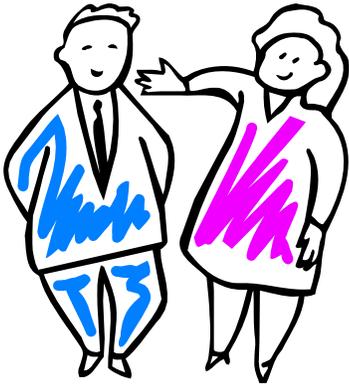
Audience appropriate examples, anecdotes, references, stories, humor, etc.

Recent events to consider?

How do you want the audience to feel?

# The Introduction

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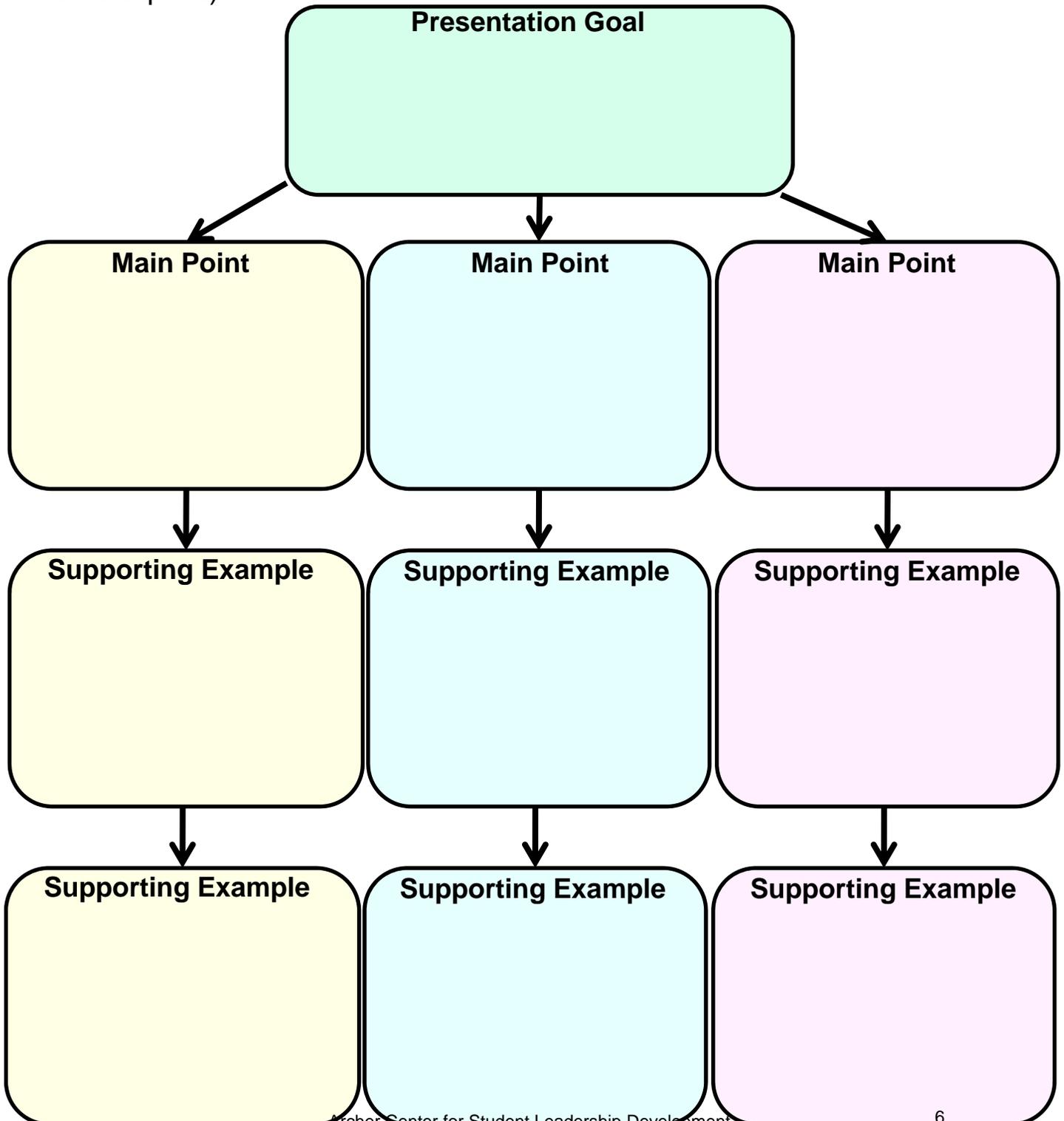


An introduction sets the tone and tempo for the entire presentation. When preparing an introduction it is important to consider the following:

- 1.** How will you welcome the audience & draw their attention to the topic?
- 2.** How can you express the goal of your presentation in an engaging manner? (Create an attention-grabbing sentence.)
- 3.** How will you deliver your main points/sub-topics? (chronological, cause effect, topical, etc.) This will establish the presentation structure.

# The Presentation Body

When planning the body of your presentation it is critical to make sure that your main points are stated in a logical order and supported with effective examples. Use the chart below to create a general outline for your presentation. (Don't forget to think about how you will transition smoothly between the various points and examples!)



# The Conclusion

The closing remarks are your last opportunity to reinforce your ideas and you want this final impression to remain with your audience.



- 1.** What transitional remarks will be used to make the audience aware that the presentation is coming to a close?
- 2.** Which main points should be summarized/reviewed?
- 3.** What lasting thought or image do I want the audience to carry with them following my presentation?



# Preparing for Audience Questions



Even the most informative and thorough of presentations evoke questions from an engaged audience. As such, it is always a good rule of thumb to anticipate (and have answers for) questions that you might be asked during or following your presentation. Use the questions below to help you brainstorm potential questions.

What aspects of the presentation do you wish you had more time to address?

What next steps will you take as you continue work on your design project?

If you were to start the presentation over again, what would you change?

How many circus clowns can fit in a standard-sized school bus?

What was the most challenging aspect of...?

Hint: If you have difficulty generating questions, run your presentation ideas by a friend or classmate and listen to their thoughts!

# Additional Considerations

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## Visual Aids/PowerPoint

- Are all handouts, slides, charts, etc. numbered and in the correct order?
- Are all graphs, charts, clip art, etc. large enough to be read easily?
- Are all words spelled correctly?
- Is there enough contrast between the background and text/font colors?
- How many slides will you have?
- Is the text/font size large enough?
- Is there a consistent format between all visuals/slides?



## Group Presentations

- What is each presenter's comfort level?
- Who is the best person to deliver the introduction &/or conclusion?
- How long will each person speak?
- What is the best way to transition between speakers?
- How will you change PowerPoint slides?
- How will you organize yourselves in the room?
- How will the group respond to questions?
- Have you scheduled a time to practice?