Presentations

How to give an effective presentation

Today's Presentation

I'll be discussing strategies for professional presentation.

- Content

- Design

- Preparation

Organization

- Introduction

- Topic 1

- Topic 2

- Topic 3 etc.

- Conclusion

- Questions

Essentially, tell them what you're going to say, tell them, and then tell them what you've just told them

Design of the Presentation

- Contrast of text on background

- Appropriate typeface

- Be rhetorical when thinking about images and effects
  - Appropriate tone.

Text Heavy

"One problem with organizing public presentation is that you usually end up collecting more information that you can talk about in the time allowed. Of course, you cannot tell the audience everything, so you need to make some hard decisions about what they need to know and how you should organize the information.

Keep your purpose and audience foremost in your mind as you make decisions about what kind of content you will put in the presentation. You want to include only need-to-know information and cut out any want-to-tell information that is not relevant to your purpose or audience. As you make decisions about what to include or cut, you should keep the following in mind: *The more you say, the more they will forget.*

Audiences rarely complain about short presentations. As with wedding ceremonies, the longer your presentation, the less your listeners are going to pay attention. If you go on too long, they will simply stop listening altogether (419-420)."

Sheehan- Johnson, Richard. *Technical Communication Today.* New York: Longman. 2010. Print.

Text Heavy

- "collecting more information that you can talk about in the time allowed"

- "cannot tell the audience everything, so you need to make some hard decisions about what they need to know and how you should organize the information."

- "Keep your purpose and audience foremost in your mind as you make decisions about what kind of content you will put in the presentation."

- "If you go on too long, they will simply stop listening altogether "

Delivery

• Slides act as guides not only for the audience but for the presenter

• Talk out to the audience (the entire audience)

• Practice really makes perfect

• If something goes wrong, keep going!

Your Presentation

- Formal (professional tone, business casual)
- 10-12 minutes
- PowerPoint, Prezi or Other Visual
- Information Organization
- CRAP Principles
- Delivery
- Prepared
- All group members participate

Questions?