

Effective Presentations

1. Preparation

- Know your subject. Make sure you understand your subject sufficiently well that you have confidence to present the facts that the audience will want.
- Find out about your audience. What are their expectations and background? How many of them will there be?
- Check the venue. What are the facilities like? Can they take PC presentations? Do you need overheads? Will there be flipcharts or white boards available (and pens!)?
- Memorise the introduction so you get off to a flying start.
- Practice, again and again until you feel comfortable with the material.

2. Designing the Presentation

- Use a structure to design your presentation eg Synopsis, Possibilities, Approach, Results, Conclusion (SPARC).
- Signpost the presentation using title slides and agendas.
- Use a slide template to ensure your presentation looks consistent.
- Keep slides simple. Use the slides to provide keywords or pictures to prompt what you are going to say.
- Convert statistics into charts and graphs where possible. Relegate detail to supporting documents.
- Use animation sparingly. A small amount of animation can lend a sense of fun. Too much is distracting.
- Try to include suitable examples to illustrate your points.
- Use jargon sparingly. Only use jargon when absolutely necessary and explain it to ensure all of your audience understands.

3. Giving the Presentation

- Make you sure feel comfortable. Don't wear lots of jewellery or distracting colours.
- Have notes. You can use these if you need to if you get stuck.
- Use nerves positively to give your presentation an edge.
- Keep jokes simple and few unless you are very confident.
- Anticipate questions and work out your answers in advance.
- Look at the audience - all of them - and pick out individuals to make specific points to.
- Have fun. If you enjoy yourself so will the audience.

