

# How to make a presentation

## Before the presentation

- 1) Structure your intro, learn it by heart, make it an eye-opener.
- 2) Develop the main body of your talk and link in the main ideas. Do it in order. Why not include one or two anecdotes?
- 3) Develop a strong conclusion. Learn it by heart.
- 4) Try it out beforehand in front of your friends (or in front of a mirror). Listen to their opinions. If you have problems explaining a point, rewrite it.
- 5) Prepare handouts.

## Presentation day

- 1) Arrive early. Check the seating, audio-visual equipment, lighting etc.
- 2) Be energetic. Love your topic. Don't send your audience to sleep.
- 3) Don't overdo it with jargon or data.
- 4) Use eye contact. Don't just look at your audience. See them.
- 5) If you use visual aids, adopt the KISS principle: **Keep It Short and Simple**
- 6) Use a strong, clear voice. Don't speak too fast and vary the pitch and the tone.
- 7) Never speak down to an audience. Be kind. Talk **to** people – not **at** them.
- 8) If necessary, use index cards with large key words to help you during your presentation.

## Other points

- 1) Avoid apologising too much if something goes wrong. Once is enough.
- 2) Don't **read** your presentation – **talk**.
- 3) Always tell the truth. Somebody somewhere knows the truth.
- 4) Be ready for questions. You can decide to allow these during or after the talk.
- 5) The first three minutes are vital – here you can win or lose your audience.
- 6) Keep calm, be in touch with your power, use your nervous energy positively. Breathe out before you speak – it helps reduce stress.
- 7) Involve the audience by using rhetorical questions and by referring to their experiences.
- 8) Smile.
- 9) Don't go over your time.

## Presentation structure

Say what you are going to say, say it, and then briefly say what you have said!

- 1) **Greeting:** Good morning/afternoon/evening, ladies and gentlemen. I'd like to thank you for coming today...
- 2) **Introduce yourself:** My name is.... and I am responsible for/I am student of....
- 3) **Introduce your topic:** In this presentation I am/we are going to talk about.../The topic of our presentation is...
- 4) **State how long it will take:** The presentation will take about ... minutes and is divided into ... parts.
- 5) **Outline:** to start with I would like to talk about.../I'd like to describe... I'll then cover... After that I will.... Then I will outline.... Finally, I'll sum up the main points covered in...
- 6) **Present the main sections and divide them into parts 1, 2, 3, etc.:** The first part is; Turning to part two; Now to part three; So let's move on to part four; The fifth part is concerned with...; Let's spend the next few minutes discussing... which is my sixth part; That brings me to my next/final part, which is...; Finally, part seven
- 7) **Summarise main points:** In conclusion I would like to briefly go over the main points of my presentation/ Let me summarise /go through the main points: First of all..., Secondly, ....
- 8) **Thank audience for being so attentive and/or responsive:** That is the end of my presentation. Thank you for listening/being such an attentive audience.
- 9) **Invite questions:** So, if you have any questions, I'll be glad to answer them.

**Some presenters accept questions during a presentation:** If you have any questions, please feel free to interrupt.

**Some presenters prefer the audience to wait until the end:** If you have any questions, I'll be glad to answer them at the end of the presentation.