



Developing a Presentation

Have a Clear Goal

Set a goal for the presentation and then organize the presentation around the goal. Do you want to inform or persuade your audience? Do you want to provoke thought or perhaps move your audience into action?

Remember to restate throughout your presentation the basic message and or goal which you are trying to convey. Repetition will help your audience remember the goal of your presentation!

Make three or four main points

Studies have shown that people remember very few of the facts that speakers share. Three to four main points can make your presentation successful. Illustrate each point with an example or a story. People relate well to stories and are much more likely to remember the points of your presentation when they are tied to specific examples.

Give your audience something of value

Add style to your speech by using anecdotes; stories; humor; repetition of ideas; a sprinkling of short sentences, facts and statistics; items and ideas grouped in sets of threes; along with a catchy/memorable title.

Make a strong conclusion

Use the conclusion as an opportunity to reiterate the purpose of your talk. Summarize the main points and what you had hoped the audience would gain from your presentation.

Prepare thoroughly

Public speaking requires a lot of time, effort and preparation. Make sure that you know the subject that you are speaking on. The better you know the topic, the more comfortable you will be when you give the presentation!

Visual aids

Visual aids, including props such as a book, photo or poster, an exhibit, video; power point presentation, slides or overheads can enhance your speech. However, you must choose and use the visual aids carefully. Make sure the visuals are visible to everyone in the audience and that the visual aids enhance your overall message that you as a presenter are trying to convey.

Powerpoint slides/Slides/Overheads

The basic rule with power point presentations, slides and overheads is simple, less is more. The most effective slides or overheads are short and to the point. You'll lose your audience if they're busy trying to figure out poorly written or poorly designed overheads.

Design in such a way that you are trying to highlight important points. Try to avoid reading to the audience.

Strive for a visual balance between the text and graphical images. Do not crowd too many words on a line or page. Again, less is more.

Be consistent; Make the color, type and styles all the same on all of the overheads and or slides.

The font on the power point slide should be one that is easy to read, even if you are in the back of the room. Make sure to check on the readability of your overheads from the back of the room to make sure that everyone can see them easily. If you can't read a slide from the back of the room, don't use it.

Sources:

<http://www.usda.gov/news/pubs/fcn/table.htm>

<http://www.toastmasters.org/tips.htm>

<http://www.stresscure.com/jobstress/speak.html>

<http://www.EffectiveMeetings.com/>