

Effective Presentations

Audience:

Identify your audience, who they are, profiles, interest, reasons for attending your presentation, meeting, workshop, etc.

Start from the position of your audience, not from your own position

1. Purpose –Objective:

Identify the objectives of the presentation. The audience is asking itself, how will this presentation help me? What will I gain from listening to this talk or presentation?

2. Create the main message

A statement setting out the subject / topic / idea etc., which you as the presenter want your audience to take away /remember from this presentation

3. Identify the key questions that your audience would have about the main message you have created and try to resolve them throughout the presentation.

Structure:

All presentations should include:

Introduction:15% total presentation time

Development of ideas: 75% total presentation time

Conclusion: 10% total presentation time

Introduction

Start with a fact, data, anecdote, relevant quotation or story that attracts the attention of the audience

Explain the purpose of the presentation: Today I am here to talk about

- Discuss the content and structure that the presentation will have: "I will speak of these three areas," "My presentation aims to show the benefits"
- Give messages about length and organization of the presentation (save questions until the end, length of presentation, request not to use mobile devices, etc ...)
- Use a sentence to lead into the presentation itself: "Now let's talk about the first point of my presentation" or "it's time to start with the first idea"

Development of ideas

- Identify each part of the presentation with titles
- Numbers and figures may serve to guide the presentation: "I will talk about these five issues," "There are three key points to remember," "There are two fundamental causes"
- Use examples or metaphors to explain the ideas
- Use interaction, emotions and images to help the audience to remember the messages you're giving
- Limit the use of graphics to the essentials
- At the end of each section of the presentation, summarize or stress its ideas, fundamental concepts, etc..

Conclusion

- Use a phrase to lead in to the conclusion: "To conclude my presentation," "to wrap up my talk"
- Repeat the main messages given during the presentation
- Link the conclusion to the introduction you did at the beginning
- End with a sentence that contains the essence of the presentation

Style

- Use 1 or 2 slides per minute maximum
- Use a font that's simple and easy to read: Arial, Times New Roman, Serif, etc..
- Font size 18 or larger (ask yourself if your text can be read from the back of the room where you are making the presentation)
- Different font size highlights the importance of ideas
- Try to have little text and lots of "white space"
- Use bold text discreetly
- Lowercase letters are easier to read
- Use different colors but don't overdo it
- Use dark colors for the background and light for text, or vice versa
- Be careful with red: it may indicate economic losses ("red numbers")
- Check the spelling, style, editing, etc..

