

PRESENTATION TIPS

How to Give a Great Presentation



ALPHA KAPPA PSI
The Professional Business Fraternity

A stage with red curtains and a spotlight. The scene is dimly lit, with a bright spotlight shining from the top left corner onto the stage. The red curtains are the central focus, and the silhouettes of an audience are visible in the foreground.

Introduction

No matter how many times you practice, there's only so much you can do to prepare for standing in front of an audience and giving a presentation. Follow these tips to ease your nerves.



Introduce yourself

Let your audience know who you are and why you're talking to them.

Introducing yourself opens the room for dialogue and creates a more personal setting. Explaining your background will also increase your credibility with the audience. If they know that you are qualified to speak on the subject matter, they'll be more likely to listen.



2

Set up the framework



Outlining your presentation gives the audience a road map to follow.

Creating structure for the conversation will allow your audience to better connect with the content. This will also keep your audience engaged and prepared because they know what's around the corner.

3

Keep the audience engaged

If you're the only one talking, you could be the only one paying attention.

Not every topic is interesting to everyone, but delivery can make any presentation memorable. Use humor, questions, and personal stories to relate to your audience and keep them involved. Let the audience drive the conversation to increase engagement.



Use giveaways



Keeping the audience engaged can be as simple as a participation reward.

People respond to incentives. If it keeps them active, don't be afraid to have prizes for audience participation, like candy. Just make sure to find a balance so they aren't focused solely on the reward.

5

Get them talking

When your audience participates in the conversation, the amount of information they retain increases.

Asking questions allows you to talk less and causes the audience to think more. When they start to ask questions and carry the dialogue, it enhances their retention of content as they begin to make connections.





Ask for feedback

Listen to cues and comments from your audience to see how the presentation is going.

Take frequent pulse checks of your audience. If they aren't responding to your delivery, don't be afraid to change it. The content could also be a repeat of something they already know so they aren't participating.

The best presenters adjust to the audience. Tailor your delivery and content to your listeners based on their knowledge and reactions, and don't be afraid to try something new. When you make your audience the focus of the presentation, engagement will come naturally.

"Be passionate. Your audience will appreciate the journey, if you truly enjoy presenting it."

**– Ralph Gutierrez,
Executive Director – U.S.
Client Services for Briars
Group**



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