PRESENTATION TIPS

How to Prepare
Introduction

A great presentation starts with a great presenter. To make your presentation the best it can be, prepare ahead of time by following these guidelines.
Practice makes perfect, especially when it comes to presentations.

Write down what you want to say and rehearse in front of someone you trust to give honest feedback on your delivery. If you don't have a partner to practice with, say your presentation aloud to yourself until you feel comfortable.
Tailor your presentation to your audience so they're more likely to engage.

Before giving a presentation, know who you will be talking to, their experience levels, and commonalities. You can personalize your delivery when you know the audience. If you haven’t worked with the audience before, do some research ahead of time on their backgrounds.
Ensure you’re sharing information the audience wants to hear.

Nothing is worse than listening to a presentation and feeling as if you didn’t learn anything. Make sure the information is relevant to your audience’s experience level, pertinent to what you were asked to speak about, and accurate.
Use visual aids

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Improve your presentation by appealing to all learning styles, and mixing up the delivery.

Enhancing your presentation with visual aids, such as PowerPoints, white boards, handouts, or flip charts can keep the audience engaged more so than just lecture alone. Vary your delivery by accommodating a few different learning styles and incorporating visual aids into your presentation.
Know your content

If you don't know the content, your audience will notice.

While visual aids are helpful additions to a presentation, being able to talk freely without relying on the visual aid will enhance your credibility. You should know your content well enough to present without additional materials. The use of a prop or aid should be an added benefit to the presentation, not a crutch.
Get interactive

Increase engagement by making your presentation interactive. Get the audience involved to help retain both their attention during the presentation and the amount of information they remember afterwards. The more they participate, the more likely the content will stick.

When giving a presentation, it’s the presenter’s responsibility to know what to say and how to say it to engage the audience. Set yourself up for success by preparing ahead of time, and the results of your efforts will show.

“I like my slides to contain summary points, which I then weave my comments around. You want your audience to listen to you, not to get caught up in a morass of words and graphics.”

-Lyle Staab, Vice President, Global Instrument Manufacturing for Siemens Healthcare Diagnostics (retired)