

## Making an Effective Presentation

### A Good Presentation Has 3 Things

- Good content
- Skill in presenting the content
- Effective use of support tools during the creation and presentation process

### Preparation

- Plan your presentation carefully.
- Prepare to meet the audience needs.
- Think about “What is in it for them? How can this information help them?”. Your classmates are going to evaluate your presentation.
- Each member of the group must speak during the presentation. (This requires more than just introducing the group.)
- Know your information. **Do not read to us!!!** Use the slide show as a reminder of items you are planning to discuss.

### Slide Show

- The first slide sets the tone for the entire presentation. Make your title slide interesting and descriptive.
- Use the 7 X 7 rule on slides—no more than seven words a line; no more than seven lines a slide.
- Use short phrases with bullets to make a point or reinforce an idea.
- Use a font large enough so people in the back of the room can easily read your slides.
- Use system fonts: Arial, Times New Roman, Impact
- Be selective when underlining and highlighting. This can be mistaken for a hyperlink.
- Do not put more than two graphics on a slide.
- Include graphics that relate to or enhance the slide content.
- It is recommended that you use no more than four different colors per slide.
- Use a strong color contrast between background and text (dark background, light text).
- Use transition and animation schemes throughout your presentation. Make sure that you listen to the slide show before presenting.
- Number your slides.
- If you use the timing feature, make sure that you practice with your slide show to set the appropriate seconds/minutes for slide advancement.
- End the slide show with a blank slide.

### The Presentation

- Introduce the speaker(s) at the beginning.
- Look at your audience. **Eye contact with your audience is very important.**
- Show professionalism during your presentation. (Enjoy your presentation, but be serious.)
- Use good posture. Stand and speak to your audience. Do not sit at the desk or lean on the podium. Try not to rock back and forth during your presentation. This shows nervousness.
- Limit words such as: whatever, stuff like that, uhmmm.
- Do not display one slide too long.
- Do not chew gum while presenting your information.
- Dress appropriately. **Your attire reflects on you and your professionalism.** (Jeans, tennis shoes, tight or short skirts, t-shirts and sweatshirts are never considered business casual. Your appearance should remain neat and respectable. This includes nicely pressed clothing, polished shoes, and conservative accessories.)