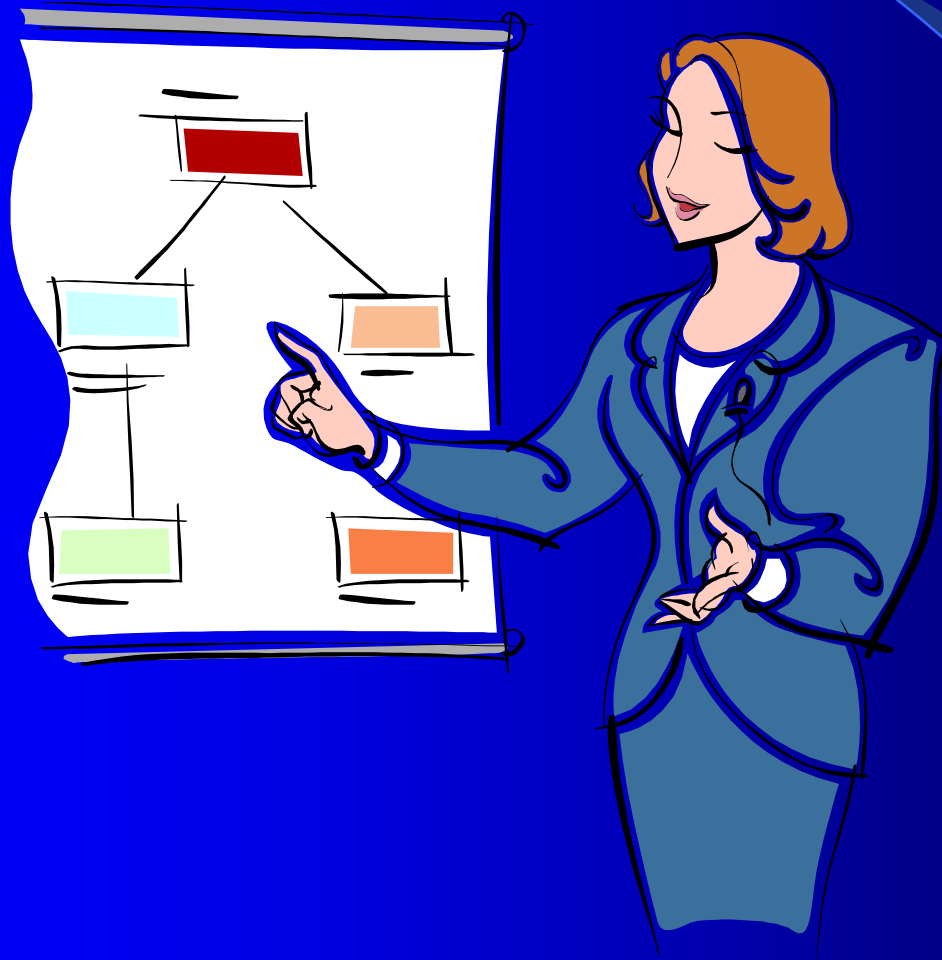


Presentation Strategies



Beginning a Presentation

- Walk Calmly with Confidence to Front
- Establish Eye Contact
- Smile Naturally
- Deliver an Interesting & Appropriate Introduction



Important aspects of Delivery

- Eye Contact
- Voice
- Tone & Audience
- Gestures & Movement
- Visual Aids

Eye Contact

- Establish and maintain a visual connection with your audience by looking at the audience.
- You can refer to your notes and visual aids on the screen during your presentation, but do not talk to your notes or the screen. When you talk, look at your audience.
- Eye contact allows the presentation to approximate conversation—the audience feels much more involved.

Eye Contact Cont.

- Try to make eye contact with specific people in the room
- Eye contact shows confidence and makes you more a seem like a more believable/reliable source of info.
- Minimize how often you reference your notes
- Look just above a person's head and they will think you are looking at the person behind him/her

Voice

- Your voice is one of the main channels of communications in presentations. To use your voice effectively, you must control its volume, speed, and pitch (how high or low your voice is). If presentations make you nervous, closely monitor your speed and pitch.
- Be loud enough that even the back row can hear you clearly
- Never let your voice and tone remain constant (monotone).
- Use inflection (changes in volume and pitch) to emphasize key points in your message.
- Be enthusiastic

2 Categories for Voice

- Voice Intelligibility

- Articulation
- Pronunciation
- Vocalized pauses
- Overuse of stock expressions=bad
- Substandard grammar=bad

- Voice Variability

- Rate of speech
- Volume
- Pitch or tone
- Emphasis

Tone & Audience

- Tone refers to a variety of characteristics, including the degree of formality, emotion, humor, arrogance, and tactfulness, that you use.
- It determines how your audience responds to you.
- You must establish a tone for your presentation that is appropriate for your audience and your message.

Tone & Audience Cont.

- Decide if formal language or more casual/conversational language would be best for the audience and purpose of your presentation
- Use Appropriate language—word choice is important for determining level of formality

Gestures & Movement

- Body language communicates up to 75% of the message that your audience receives.
- So, it is imperative that your gestures and posture help you deliver the message that you are trying to deliver.
- Use gestures to emphasize key points and help your audience "draw" visual images that enforce your message.
- Use effective gestures emphasize and reiterate

- Appearance-be clean and look professional
- Posture-stand up straight, keep shoulders back and head up
- Facial Expression-smile, raise eyebrows, and or frown, depending upon your message



Body Language

NO-NO's

- Lean on or grip the podium
- Rock or sway in place
- Stand immobile
- Use a single gesture repeatedly
- Examine or bite your fingernails

Body Language

NO-NO's

- Cross your arms in front of your chest
- Use obviously practiced or stilted gestures
- Chew gum or eat candy
- Click or tap your pen, pencil or pointer

Body Language

NO-NO's

- Lean into the microphone
- Shuffle your notes unnecessarily
- Tighten your tie or play with your clothing
- Play with your hair
- Crack your knuckles
- Jangle change or key in your pocket

Visual Aids

- Aids should assist you, but not be the star of the show
- Big, Simple, & Clear Visuals
- Should be able to read everything from the back of the room (size 36 font or larger is best—28 minimum)
- Use the “floor test”

Visual Aids Cont.

- Clear font--Arial or Helvetica
- Avoid overuse of red, shadows, animation and transitions
- Beware of busy backgrounds
- Clip art should add to the content
- Ditto on sound clips

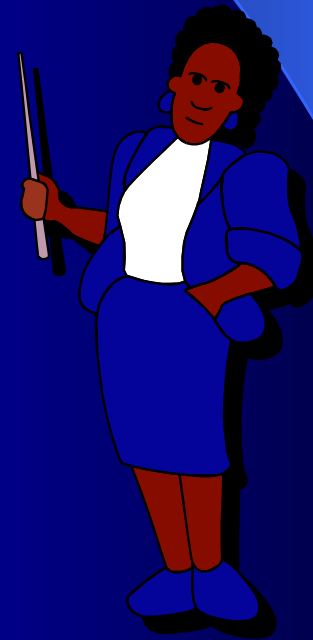
Ending a Presentation

- Reiterate Key Points and Provide Closure
- Pause Before Returning to Seat
 - Sometimes it is appropriate to ask the audience if they have questions
- Accept Applause Graciously



Rehearsing a Presentation

- Recreate Setting--Practice Standing Up
- Practice Without Memorizing
- Time Speech
- Practice Out Loud



Rehearsing cont.

- Watch Yourself (in a mirror)
- Practice Gestures
- Practice Eye Contact
- Practice Volume



Plan, Prepare, Polish, Practice, Present

- The better you know your material the less anxious you'll be about presenting it.
- Smile and act natural.
- Don't apologize for being nervous. No one will know you're nervous unless you call attention to it.

