

9 TIPS FOR BETTER PRESENTATIONS

1. Focus your topic. Resist the temptation to throw in everything you know. Mark my word: If you try to say everything, the audience will probably remember nothing.
2. Analyze your audience. What do they need? What do they want?
3. Target your research. Use variety: strong statistics, specific examples, comparisons, definitions, etcetera.
4. Organize your material. Make it easy to follow.
5. Simplify your language. Make it easy to understand. (Don't say "at this particular point in time." Say "now.")
6. Give it some style. Try: rhetorical questions, triads, parallel structure, repetition.
7. Use humor; don't abuse humor. Remember: You never get the chance to "un-do" a tasteless joke.
8. Allow enough rehearsal time to IMPROVE your delivery. It's not what you say ... it's how you say it.
9. Consider media coverage. Every word you say could be repeated. Think before you speak.