



### Preparing a strong “body”

Know your purpose.

- To inform
- To persuade/motivate
- To accept
- To inspire
- To introduce
- To commemorate

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### Preparing a strong “body”

- *Tell 'em.*
- Start with your thesis statement.
  - *I'm going to demonstrate for you that...*
- Support each point.
  - Story      Demonstration
  - Statistic      Quote
- Tie everything together with good transitions/“Signposts.”

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### Transitions/“Signposts”

- My first point...
- Secondly...
- Next...
- Finally...
- Now that we've considered...let's...
- etc.

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### Preparing a good conclusion

- Reinforce thesis statement.
- Recap main points.
  - *Tell what you told 'em.*
- Remind people why you're speaking.
- End with something memorable.

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### Tips for a good conclusion

- Look for strong concluding materials as you prepare.
- Be creative so it's memorable.
- Be brief. (< 5% of your total time)
- Tie your conclusion back to your introduction.
- Plan it!

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### Giving a good presentation...

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### Giving a good presentation...

Four prerequisites for success

1. Passion – Believe in it strongly.
2. Products – Have a message you're proud of.
3. Professionalism – Operate without criticism.
4. Personality – Upbeat confidence

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### Giving a good presentation...

Secrets of a successful speaker

1. Never apologize
2. Realize time moves faster for you than for your audience.
3. Come early and check everything out.
4. Don't try to cram.

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### Giving a good presentation...

Three elements of effective speaking

1. Vocal variety  
Rate Pitch Volume
2. Gestures  
Appropriate Natural Non-distracting
3. Eye contact  
Don't stare Spread it around  
Pick out "smilers" and "nodders"

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### Practice!

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## Effective Presentations

Please give us your [feedback](#).