Effective Presentations

We’re going to address...
• How to prepare a good presentation
• How to give a good presentation
• Practice giving a good presentation

Preparing a good presentation
• Good introduction
• Strong “body”
• Good conclusion

Preparing a good introduction
• Catch audience attention.
• Clear thesis statement
  Simple declarative statement
  Often previews your main points
  Tell ‘em what you’re going to tell ‘em.
• Establish your credibility.
• Establish importance for audience.

Catching audience attention
• Question
• Quotation or poem
• Statistic
• Tell a story
• Demonstration
• Intriguing/startling statement
• State importance of topic to audience

Tips for your introduction
• Build the body of the presentation first.
• Prepare and practice the full intro (body and conclusion too).
• Be brief. (<10% of your total time)
Preparing a strong “body”

Know your purpose.
- To inform
- To persuade/motivate
- To accept
- To inspire
- To introduce
- To commemorate

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.”

Transitions/“Signposts”

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

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.

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!

Giving a good presentation…
Giving a good presentation…

Four prerequisites for success
1. Passion – Believe in it strongly.
2. Products – Have a message you’re proud of.
4. Personality – Upbeat confidence.

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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.

Practice!

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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Please give us your feedback.