

Delivering High-Impact Presentations

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- I. What is an impact presentation?
- II. Are you ready to present?
 - A. Communication apprehension
 - B. Learn to relax
 - C. Acknowledge fear, focus on topic
 - D. Have confidence, start strong
- III. Where to begin: The Research Process
 - A. Define the purpose
 - B. Goals of research
 - C. Accurate, specific, clear, relevant
 - D. Facts, definitions, statistics (tables and figures)
 - E. Examples and illustrations
 - F. Expert testimonial: (belief, value, opinion, prediction)
- IV. Presentation organization
 - A. What are the main ideas of the presentation?
 - B. Complete outline
 - C. Types of organization
 - D. Chronological
 - E. Topical
 - F. Cause/Effect
- V. Introduction Guidelines
 - A. Attention getter
 - B. Statement of purpose
 - C. Preview of presentation (outline)
- VI. Conclusion elements
 - A. Summarize your main points
 - B. Call to action
 - C. Rounding off
- VII. Transitions
 - A. Bridge between two parts of speech
 - B. Flow and continuity to speech
 - C. Review of what has been stated
 - D. Preview of what is about to come
- VIII. Delivery Tips
 - A. Style: language and visual aids

- B. Clarity of speech: technical terms
- C. Rhythm: flow and rate
- D. Imagery: visualization
- E. Sincerity
- F. Posture
- G. Getting trapped
- H. Fidget factor
- I. Rock
- J. Energy
- K. Gestures
- L. Eye contact
- M. Smile
- N. Speaking volume
- O. 4 Cs: Confident, Credible, Convincing, Comfortable
- P. Professional Attire

IX. Working with Multimedia

- A. Attention-getting title
- B. Slides: ~5-9 lines per slide, ~7 words per line
- C. Avoid all CAPS
- D. Main points: larger, bolder, color use
- E. Bullets and numbers
- F. Distinctive color contrasts: text & background
- G. Easy to read font
- H. Reading notes and slides
- I. Facing audience
- J. Laser Pointers?

X. Common errors with multimedia

- A. Overwriting words on template
- B. Suggestion: use more figures & tables
- C. Animating the header?
- D. Overuse of graphics
- E. Background choices: What works & what does not work?

XI. Video within presentation

XI. Final thoughts and conclusion