



Formal Presentations

September 29, 2008

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Outline

- Preparations
- The Slides
- The Delivery
- Interacting with the Audience



Preparations 1

- Know your message.
 - What should the audience get out of it?
 - What are the goals of your presentation?
 - Consider the time allocated.
 - Do you know what you're talking about?
 - Be ready to answer questions beyond your presentation's content.



Preparations 2

- Know your audience.
 - What do they know already?
 - Already familiar with the topic?
 - Lots of domain knowledge?
 - What do they want?
 - Technical information?
 - Marketing?
 - Potential customer?



Slides 1

- Provide an outline.
- Provide a final slide for question and answer period.
 - References.
 - Contact information.
 - Summary.



Slides 2

- Keep it simple.
- Make sentences short.
- Use the slides as an outline.
- Use effects to avoid boredom.
- Don't add too many effects.
- Don't make the audience read too much.
- Don't include everything.

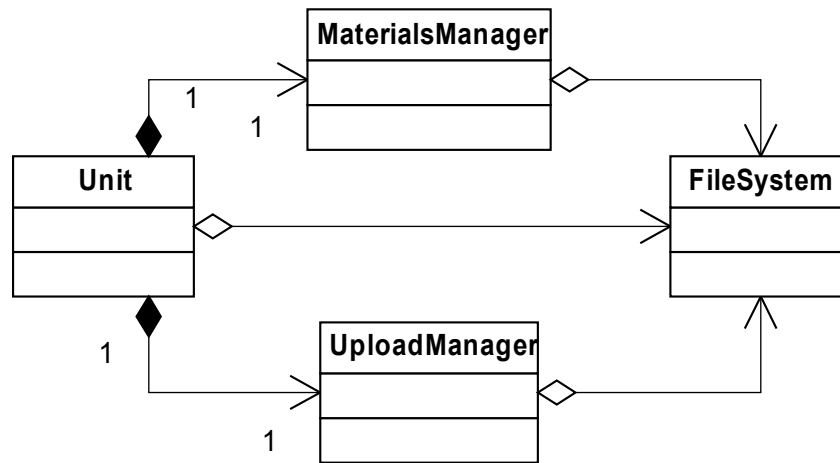
Slides 3

- A picture is worth a thousand words.
- Make sure the picture is relevant (not like this one).



Slides 4

- Diagrams are also good.
- Keep them simple.





Delivery 1

- Plan for about 2 min/slide.
 - Lots of variation.
- Consider printing slides for complex, technical presentations.
- Verify that equipment works *before* the presentation.



Delivery 2

- Speak clearly; project your voice.
- Use gestures to add emphasis.
- Jokes are good, but don't overdo it.
- Be excited about your material.
- Don't read the slides.
- Don't turn your back to the audience (for long periods).
- Don't go too fast.
- Don't speak in a monotone



Delivery 3

- Do a practice run (out loud). Time it.
- *Got too much?* It's okay to skip slides. (Can return to them during question and answer)
- *Got too little?* It's okay to end early. (The audience will love it)
- Practice makes perfect.



Interactions

- Allow time for question/answer period.
- Listen to question; answer directly.
- *It's okay to not know.*
- Don't be rattled by a heckler.
 - There's always one
- Let audience members talk to each other.



Summary

- Know your material.
- Know your audience.
- Keep the slides simple.
- Add visual aids in moderation.
- Use the slides to support your talk, not define your talk.
- Engage the audience.
- Be enthusiastic; be natural. Stay focused.