

Presentations 101

The Audience Bill of Rights

Your audience has the right to:

- I. Have the presentation start and stop on time
- II. Know where we're going, how the presentation will progress (The PIP principle: Purpose, Importance, Preview)
- III. Get the important information first. Surprise endings are for O'Henry.
- IV. Be able to read every word on every visual without resorting to opera glasses, no matter where audience members are sitting
- V. Have complex charts explained
- VI. Stop for discussion, to help the group reach a shared understanding
- VII. Ask questions at any time and to expect answers without a brush off
- VIII. Be able to hear you from the back of the room
- IX. Absorb the presentation without the distraction of wild gestures
- X. See your face, not the back of your head, as you address the screen with the hope that the message will ricochet and hit members of the audience
- XI. Enjoy your sense of humor when it helps to make a point, relieve tension, or achieve rapport
- XII. Leave feeling that something meaningful was accomplished

The (Almost) 10 Commandments of Media

- I. Thou shalt keep the design of visuals simple. (30 words per slide, less is more!)
- II. Thou shalt ensure legibility to the person sitting farthest from the screen
- III. Thou shalt use color with purpose, not for decoration
- IV. Thou shalt keep special effects to a minimum and let content drive their use (see Commandment I)
- V. Thou shalt rehearse, rehearse, rehearse before the presentation; during is too late!
- VI. Thou shalt arrive early at the presentation to safeguard against technical difficulties
- VII. Thou shalt bring backup visuals
- VIII. Thou shalt project a blank screen during lengthy transitions, while answering audience questions, or entering into a discussion (turn off the screen saver!)

Getting through the delivery

- I. Breathe, breathe, breathe!
- II. Establish eye contact
- III. Talk naturally – use contractions, idioms, humor
- IV. Shift the spotlight to the group by asking questions
- V. Don't be a slave to notes (shaking papers is a dead give away!), put the notes down on a table or podium
- VI. Use full vocal range – use inflections
- VII. Stand with weight on both feet, hands about waist-high (no jingling keys in pockets or clasped in a fig leaf)
- VIII. Stand beside the screen
- IX. Don't use a pointer unless necessary (but always have something to use as a pointer!)