

Top tips on preparing presentations

1. Set your goal

- Decide what you want to happen as a result of your presentation, such as to inform or persuade the audience.
- Think about your key messages – what do you want the audience to take away with them at the end?

2. Consider your audience

- Use the right language for your audience, and explain any terms and acronyms.
- Think about who the audience is, what they will want to know and what they already know.

3. Tell a story

- Start by outlining what you are going to say, go through the story, and to finish reiterate/remind them again of the key points.

4. Prepare answers

- Think about what questions the audience might ask you, and prepare your answers in advance.

5. Use slides wisely and only when necessary

- If you use slides at all, use them to highlight and emphasise key points. They should not be used to write large amounts of information and you should not read the content word for word.
- Remember, the audience should be listening to you not just reading the slides.

6. Think about how to keep your audience engaged and interested

- Making eye contact with your audience and varying the tone of your voice will help to keep your audience engaged.
- Consider how you can interact with you audience. For example, if you feel comfortable, you could get the audience involved by asking questions.

7. Practice the delivery

- Practising the presentation will help you to gain confidence and be more relaxed on the day.
- You can also check that it's the right length of time and get used to hearing your own voice.

8. Arrive in good time

- Arrive in good time and familiarise yourself with the room and the audio-visual equipment.