Guidelines to delivering a Presentation

Things to consider

Have you been given enough time to prepare your presentation and do it justice? If not see if an alternative date can be arranged. It is important you have time to give it your best shot.

Do you understand the 'brief'? Make sure you fully read the presentation brief beforehand so that you fully understand the expectations of it.

Thoroughly research the client website, their brand style, core values etc. so these can be incorporated into the style of your presentation if appropriate.

Where applicable you MUST visit sites/venue, ideally at multiple time slots.

Ensure you are aware of who you will be presenting to (their names and job titles) as this will have a bearing on the level of your pitch.

Find out the format of the presentation. Is the client expecting a PowerPoint style presentation or something more informal? As PowerPoint is often overused, think about other alternatives such as prezi.com. Find out what equipment will be available; laptop, flip chart, projector etc.

Will you be able to get into the room beforehand to set-up, if so this may have a bearing on what you do in your presentation?

Top Tips and Things to Avoid

1. Bullet points – avoid sentences, use single words and/or visuals
2. Six by six rule – use six words or less per line
3. Ten second rule - audience need to view and understand within ten seconds
4. Use six lines or less per visual
5. Use eye friendly fonts: 44 for titles and 32 for text
6. Avoid underline – use bold and italics instead
7. Transitions and Animations
   a. Reveal one animation at a time
   b. Stay consistent and simple
   c. Indent only once per visual
8. Visual appeal
   a. A picture is worth 1000 words
   b. Use Bar Graphs when comparing items
   c. Use Line Graphs when displaying changes over time
   d. Use Pie Charts when demonstrating parts of whole
9. Choose colours with care, match the companies branding where appropriate
   a. Greatest visibility: Black, Blue, Green
   b. Good contrast: Black & Blue; Green & Black
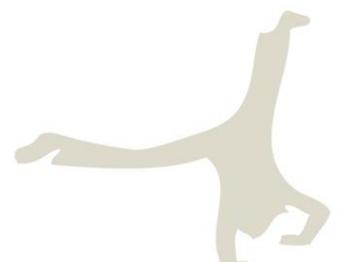
    c.   Red can be a hard colour to read

    d.   Don't use too many colours

10. Check through your visuals in 'presentation mode'
11. Ensure you have a .pdf & normal format, a .doc format sometimes changes on different computers
12. Don't use irrelevant or distracting visuals
13. Have electronic back-up of your presentation and email yourself a copy
14. Stay connected to your audience
    a. Maintain eye contact
    b. Computer monitor is your screen
    c. Paraphrase rather than read aloud
15. Room factors
    a. Check out beforehand if you're able to – get there early
    b. Place the screen in corner of the room
    c. Check your audience for their lines of sight
16. Equipment
    a. Ensure the laptop is powered up!
    b. Test the equipment, if possible before using
    c. Be ready to present even if the power fails (have had copy backup)
17. Have your notes in easy-read format to support your presentation
18. Slides content:
    a. <u>Slide 1</u>: Title or Topic of presentation, name of presenter (you) and attendee names, client logo, and use a power visual
    b. <u>Slide 2</u>: Introduction (Can include an opener/ice breaker)
    c. <u>Main Slides</u>: Covering; Why (what's in it for them?); What (the facts & info) and How (how it works, who where & when); What if (question & answer & explain alternatives)
    d. <u>Overall</u>: Ensure your presentation has a clear Start/Middle/End
    e. <u>Final Slide</u>: Summing up/conclusion

Remember to:
Practise your presentation and check the timing fits the brief (don't over or under-run)
Speak slowly, clearly and breathe! Don't rush through your presentation, despite nerves, you will lose the impact and the message.

If you plan to use detailed material, it is advisable to print this out on larger hard copy, rather than try to cram it into one slide.

7% is the words and 38% communication is how you say the words and 55% is what you do when you say the words so be aware of your non-verbal body language