

Planning an Effective Presentation

A. Select and focus the topic

1. Focusing Variables: Aspect
 - Place
 - Time
 - People group
 - Causation
 - Effects
 - Theories
 - Results
 - Implications
 - Impact
 - Prevention

B. Determine the overall purpose

1. Consider the purpose of the presentation:
 - to educate
 - to entertain
 - to inspire
 - to convince

C. Analyze the audience and the situation

1. 1. Level of knowledge
2. 2. Level of interest
3. 3. Attitudes, beliefs
4. 4. Expectations

D. Organize your outline

1. **Introduction:** Tell them what you are going to say
 - .a. Capture the audience's attention
 - .b. Give the context and lead into the speech topic
2. **Main body:** Say it – your 3 main points
 - .a. State each main point
 - .b. Provide supporting evidence
3. **Conclusion:** Tell them what you said!
 - a. Summarize your main points
 - b. Call to action or memorable statement

E. Prepare ahead of time

1. 1. Practice builds confidence and reduces anxiety
2. 2. Follow time limit while practicing
3. 3. Practice in front of a friend and get feedback
4. 4. Anticipate questions
5. 5. Arrive early to check set-up
6. 6. Have a back-up plan

F. Prepare yourself before you speak

1. 1. Visualize a successful presentation
2. 2. Relaxation strategy: deep breathing
3. 3. Have a glass of water available
4. 4. Organize notes on the podium
5. 5. Have a watch or clock in clear view
6. 6. Enjoy yourself - your audience will enjoy the talk more!