

Planning & Delivering Effective Presentations

Ask Yourself...

- If I only had 60 seconds, what would I absolutely need to say to get my message across?
- What are the key points that I need to include?
- Do I have enough time or is this too much information?

Organize

Your presentation is a story with a beginning, middle and an end. If your presentation is 5 minutes or 5 hours, you must have a defined goal.

- Identify the key points you wish to focus on. Where will they be placed, (beginning, middle or end)? How much time will you allocate for each section?
- What resources and materials will you use? Powerpoint, videos, handouts or activities?

Engage

You have 60 seconds to gain your audience's attention before they decide to listen or ignore you!

- Start with something that sparks your audience's attention—an interesting fact, video, visual image or activity that gets them involved.
- Present on something that is relevant and interesting for your audience—if you are not interested in what you are presenting, imagine what it will be like for your audience!

Simplify

"If you can't explain it simply, you don't understand it well enough"—Albert Einstein

- Is there too much information/detail that you are trying to cover in the time you have?
- Is the information clear and easy for the audience to relate to?
- Remember, "simplicity is the ultimate sophistication"—Leonardo da Vinci. In other words, keep it simple!

PowerPoint or Prezi

Avoid "death by PowerPoint" with these simple tips:

- No more than 10 words per slide and use font sizes that are easy to read from a distance!
- Use impactful images—a picture is worth a thousand words!
- Don't crowd your slides or overuse special effects as they distract from the message
- Remember the PowerPoint is not the focal point; you are as well! Make sure you're memorable.

Plan Ahead

Murphy's Law: "anything that can go wrong, will go wrong".

- Familiarize yourself with the equipment in the room and run your presentation before the audience arrives to make sure everything is working (PowerPoint, audio, video, Internet, etc.).
- Always have a backup plan in case something does not work. For example, if your presentation is saved on a memory stick, also have it saved in Dropbox or email it to yourself.

Practice

Remember, practice makes perfect!

- The more you practice, the more comfortable and confident you will become with your content.
- Practicing enables you to time your presentation and to decide if you want make changes before you "go live".
- Remember that even experienced presenters get nervous, but it is a positive nervousness because they are prepared!

Summarize

Audiences remember approximately 7% of what they hear.

- Avoid talking too much—divert their attention using activities, pictures and videos to engage your audience so that they remember more.
- At the end of your presentation, quickly summarize your key points to reinforce the message.

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