

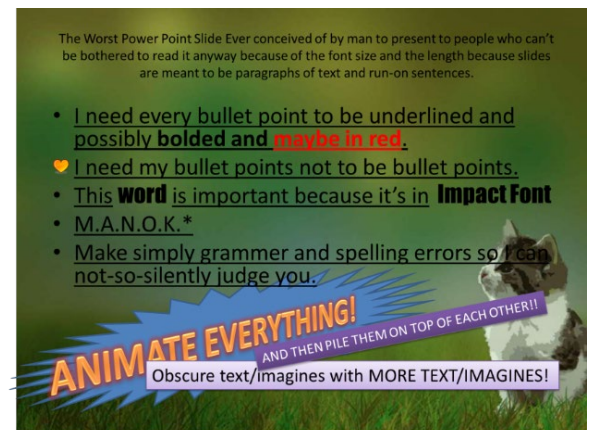
# Steps to a Successful And Professional Presentation

Presenting improves listener memory, speeds audience comprehension, and adds to the speaker's credibility. Acceptable visual aids include video clips, music, podcasts, PowerPoint or Prezi presentation, posters, models, and handouts.

## 1

### AVOID

- Reading off the slides.
- Text that is too small for the audience to read.
- Background color and text color combinations that are difficult to read or see.
- Complete sentences (use phrases instead!)
- Too many theatrics.
- Complex charts.
- Reference this slide for more of what not to include →



## 2

### INCLUDE

- Data that is necessary - have additional materials/information ready in case the audience asks questions.
- Titles on slides - this will reinforce your points and convey the exact purpose of your speech and visual to the audience.
- Roughly 40 characters of text per line - blank spaces between words and lines allows fast comprehension.

## 3

### PRACTICE

- Count your visuals.
- Try this formula!  $\frac{\text{length of speech}}{2} + 1 = \text{maximum number of visuals.}$
- Run through your presentation - check your timing, make sure you know what you want to say and how you want to say it!
- Watch yourself in a mirror.

4

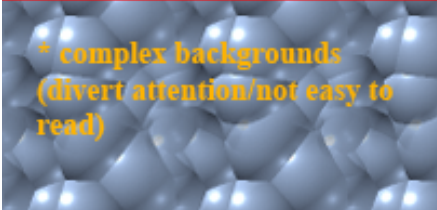
#### DRESS THE PART

- Keep your appearance professional.
- Wear something you feel confident in.

5

#### DURING THE PRESENTATION

- Maintain eye contact - look just over the top of your audience's heads if it makes you more comfortable.
- Check your posture - shoulders back, chin up!
- Enunciate - correctly and deliberately pronounce each word, your audience is lost if they can't understand you.

<b>BAD</b>	<b>GOOD</b>
<ul style="list-style-type: none"><li>* low contrast</li><li>* too bright background</li><li>* changing colors too often</li><li>* too-small font</li></ul>  <ul style="list-style-type: none"><li>* complex backgrounds (divert attention/not easy to read)</li></ul>	<ul style="list-style-type: none"><li>* high contrast</li><li>* large fonts</li><li>* consistent color palette (use themes!)</li></ul> <p>Simplicity is key!</p>