

INF5721 – Fall 2007
Presentation Considerations
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1. What is the situation + what do you want to get across?

- Consider environment (temperature, equipment, cleared space)
- Occasion (ie. workshop, conference)
- Start with the end in mind
- What's the purpose?

2. To whom are you presenting?

- Know your audience (their background, culture, how many of them)
- Their expectations (why are they there?)
- What background information do they have on your presentation?

3. How to craft your presentation

- Think of your audience as 'listeners' not 'readers'
- Methods: flip chart, live drawing/diagramming (w/ a blackboard, poster, transparencies), video, Powerpoint/flash, theatrics
- If your audience could only remember 3 things, what would it be? Think: essence and short

Do's

- Simplicity: simple visual message
- Keep it short
- Engage multiple senses (ie. visual and audio memory)
- Visualize the logic of the content and flow of the presentation (ie. outline)
- Tell good, engaging stories
- Start story first with 2-3 minutes to pull them in (i.e. relevance, outcome)
- Use metaphors or points of reference or examples
- Use humor or start with something interactive or startling → make relevant
- Go against expectations (to engage them)

Don't

- Fill slides unnecessarily

4. How to present

Do's

- Have a backup plan
- Be confident yet have humility
- Be genuinely interested in what you are presenting
- Be yourself → use your own words
- Get close to your audience physically, thus emotionally
- Use the 'B' key (black screen) when you want your audience to focus on you vs. the slide
- Make good eye contact
- Know your time (and overall timing)
- Determine level of interaction with audience i.e. jump in w/ Q&A during or afterwards
- Use energy (vary tone + movement)
- Breathe!

Don't

- Read off your slides