“TEN TIPS FOR MAKING MORE EFFECTIVE PRESENTATIONS”
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1. Plan a clear, well-organized message
   • Three part organization: opening, body, closing
   • Establish objectives: what do you want to accomplish
   • Identify key points you want everyone to get

2. Focus on the audience
   • Get and keep their attention
   • Clarify expectations: what do you expect of the audience? What do they expect of you and your presentation?
   • Involvement

3. Select an effective presentation style
   • Reading
   • Memorizing
   • Impromptu
   • Extemporaneous

4. Make it Memorable
   • Use language the audience can understand
   • Use a variety of presentation techniques and styles
   • Make the key points stand out

5. Project a professional image
   • Appropriate body language
   • Avoid distracting mannerisms
   • Look confident and competent
   • Appropriate dress/appearance

6. Use Visual Aids effectively
   • Keep everything LARGE and LEGIBLE
   • Make sure everyone can see and hear
   • Use colours that are highly visible
   • Don’t stand in front of any visual to block the view
   • Check and set everything up ahead of time
7. Watch timing and pacing
   • Speak at an appropriate pace
   • Ensure material is appropriate for length of time

8. Field questions smoothly
   • Make sure you understand the question before you answer
   • Repeat the question for the whole group
   • Make your reply brief
   • Watch for hidden agendas/soap box questions
   • When you don’t know the answer…

9. Maintain your composure
   • Focus more on the audience’s comfort than your own
   • Try to look composed and confident even if you don’t feel that way

10. Practice ahead of time
    • Always run through the presentation ahead of time
    • Use audio tape, video, a practice audience, a mirror
    • Check timings on use of equipment, audience questions etc.