

## Ten Steps to Effective Presentations

1. Define your objectives. What do you want your audience to do with the information you will provide?
2. Prepare your closing statement. What are your three main messages? What do you want them to remember?
3. Prepare your opening. How are you going to get them to focus on the issues and information you will present?
4. Build your case. How are you going to help them understand your messages and convince them you are right? What are the facts and supporting arguments?
5. Grab their attention. Do you maintain eye contact and confidence, use body language, and vary voice pitch, rate and volume for emphasis?
6. Use visual aids. How can you reinforce messages yet keep it simple? How can you make sure the visuals don't distract your audience from the main attraction B you?
7. Know your audience. What references, terminology, vocabulary or other things do you know about these people that will help you prepare your presentation?
8. Prepare an outline. What key words will help you remember each point you want to make?
9. Practise. Practise. Practise. What are the four Ps of effective presentations? Planning, Preparation, Practice and Performance.
10. Collect feedback. Did your audience do what you wanted them to do? How do you know? How are you going to evaluate outcomes? Did your audience stay with you throughout the presentation? Did they ask questions? What did you learn for your next presentation?