

## Elements of Effective Presentations

### I. 3 Key Steps

- A. Presentation Analysis – Know your subject
  - 1. Identify the purpose of your presentation.
  - 2. Identify what your subject or topic should/will be.
  - 3. Make sure you can show how your topic relates to the audience.
- B. Audience Analysis – Know your audience
  - 1. Consider the audience demographics (age, gender, culture, etc.)
  - 2. Use appropriate examples that can be understood by your audience.
  - 3. Use the appropriate vocabulary, but watch using jargon.
  - 4. Make sure you can properly pronounce every word in your speech.
- C. Practice, Practice, Practice

### II. Types of Outlines

- A. Research Notes
  - 1. Handwritten
  - 2. Very Detailed
- B. Preparation Outline
  - 1. Write out a complete introduction, transitions, and conclusion.
  - 2. Typically, in standard outline form.
  - 3. Written in complete sentences.
- C. Delivery/Formal Outline
  - 1. Bulleted introduction, transitions, and conclusion.
  - 2. Single words or phrases used as reminders, not so you can read directly from it.
  - 3. You still want to write out the quotes and anything else you need to be able to say verbatim. Wording sometimes counts!

### III. Layout

- A. Create the main body first
  - 1. First, determine the main points. Keep in mind if each relates to the next point it is easier to transition between them.
  - 2. Fill in sub-points and supporting materials/information.
    - a. Quotes
    - b. Definitions
- B. Next, determine a way to summarize and conclude your presentation.
- C. Lastly, prepare your introduction.

*NOTE: Make sure you provide references for information. This avoids plagiarism plus provides legitimacy and credibility to you what you are saying.*

### IV. Nonverbal & Verbal Elements

- A. Eye contact is important. Do not stare at any one person, but make eye contact with various people around the room.
- B. Stand in a comfortable posture. Do not lock your knees.
- C. Use natural hand gestures, but not too animated or wild.
- D. Make sure you modulate your volume so everyone can hear you.
- E. Enunciation is vital so that everyone listening can understand you.
- F. Watch the amount of vocal interruptions you use (i.e. “ummm” or “ahh”)