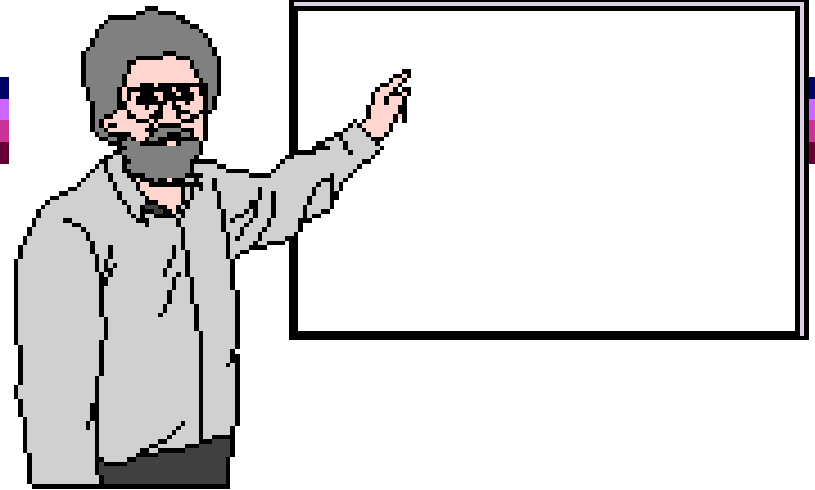


Making a Presentation



Bob Campbell
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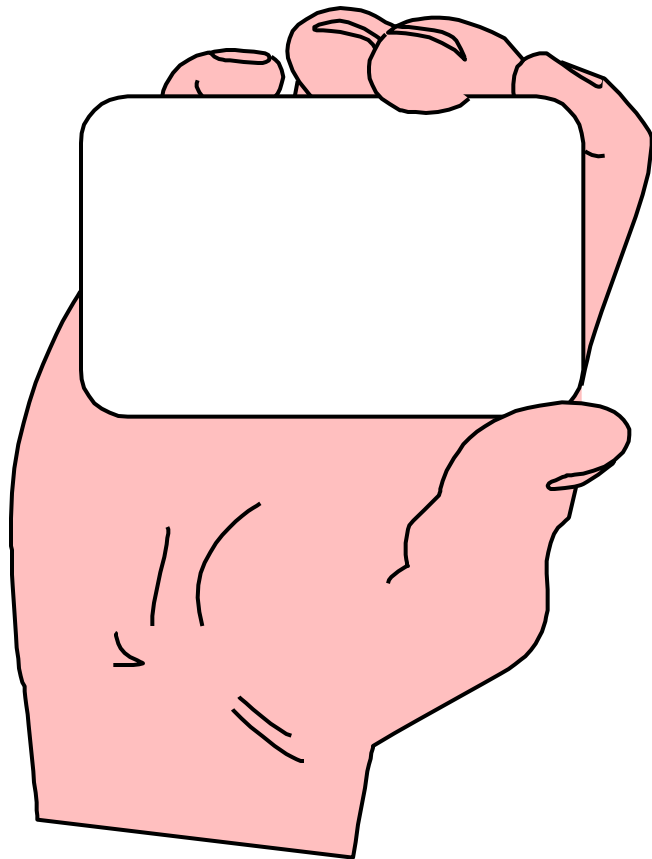
“Tell em what you’re gonna tell um, tell um, and tell um what you’ve told um.”

Preparation

- Spending time preparing material for a talk pays dividends.
- Check all your equipment too! Room layout?
- Knowing your subject also pays dividends - remember that only you know what you are going to say. It's a surprise for your audience



Remembering what to say



- Reading from a script does not impress the audience
- Using 'slides' or 'crib cards' is a useful way of reminding you where you are and what you are going to say.

Giving the 'talk'

- Look at the clock.
 - Take a deep breath and smile.
 - Say who you are.
 - Tell your audience what your talk is about.
 - Give a brief summary - flag up the issues.
- Look at the clock.
 - Open up the 'body' of your talk using 'slides, props or other aids' as necessary.
 - Draw conclusions and give a brief review - end with a smile.

It's entertainment



- Your audience will only remember small sections of your talk. So if you have a point to make - make it memorable.
- Comedians talk about using a hook. What is your hook going to be?

And finally



- Leave your audience 'amazed' and thinking' - wanting more!
- Predict the likely questions and have answers ready - do not repeat your presentation.
- Leave your audience with a handout.
- Be polite and friendly.
- There are many useful books on presentations - try your local bookshop
- "It's goodnight from me, and goodnight from him"