

Presenting Your Best *Magnacom's Presenter Tip Sheet*

You've been invited to give a presentation. It's a great opportunity and you want to make the most of it. For your career, your organization—this is your time to shine.

You can make this moment count by being prepared. Here are some tips to help make this presentation your best yet.

Prior to presentation day:

- ***Plot your purpose.***
 - Think clearly about what you want the audience to take away from your presentation. Do you want to persuade or educate them? Are you looking to sell or move your audience to action? Becoming clear on your objective will help you measure your success.
- ***Distill it down.***
 - Nail your content down to a maximum of three main concepts. Including more can confuse your audience or overwhelm them. Dive into your points and bring it back to the main ones to maintain focus.
- ***Keep PowerPoint simple.***
 - Ensure all slides are simple and easy to read. If you can easily read your slides on a laptop screen from a *distance of 15 feet*, you're all set. If you can't, you'll want to simplify them for maximum impact.
- ***Keep time in mind.***
 - Find out how much time you'll be allotted and prepare your presentation so it's 5-10 minutes shorter than the designated time. Determine if there will be a Q&A session and prepare for likely questions.
- ***Practice your presentation.***
 - Rehearse first on your own, then practice with a test audience to gain valuable feedback. You can make necessary adjustments and you'll be ready to deliver your presentation without looking at your slides.

- **Organize your info.**
 - A good strategy is to introduce your information, deliver the details, then recap what you covered with a summary. This keeps your audience in the loop and also instills your message even further.
- **Be at your best.**
 - Get a good night's rest the night before and be sure to come prepared. Eat light, healthy foods to keep you alert and on top of your game. Arrive at the location well before your presentation start time.

On site at the session:

- **First things first.**
 - Check in with the conference organization and make contact with the A/V technician. If doing your own equipment set-up, be sure to leave time for testing and a relaxation break before your audience arrives.
- **Check your numbers.**
 - Are there ample seats for expected guests? Enough handouts and writing materials? Double-checking numbers on site will help keep you prepared once the audience arrives.
- **Maximize your connection.**
 - Initiate a warm welcome by thanking your hosts for inviting you and your audience for being there. Expand this connection by establishing eye contact with multiple audience members throughout the presentation.
- **Capture audience attention.**
 - Consider starting your presentation with a small story related to recent news or a recent experience—even better if it relates to your content. Anecdotes draw audiences in and help warm them up.
- **Keep it clear.**
 - Articulate your words and use a measured pace. If using a hand-held microphone, hold it 6-8 inches from you, with the top pointing directly at your mouth. If using a clip-on microphone, you'll need to speak louder than normal to prevent feedback or 'howling.'
- **Stand straight and strong.**
 - If speaking from a lectern or podium, avoid holding the sides and don't touch the microphone(s) mounted on or near the lectern. This will keep the equipment working and also help you project your message.

- ***Relax, smile and have fun.***
 - Keep your energy up throughout the presentation. Use lots of air so your voice stays strong. Breathe, smile, stay calm and make sure to have fun!

Wishing you all the best for a successful presentation!

For more information or for services to support your presentation needs, please contact:

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