

## Presentation Checklist: Tips for Making Better Presentations

Making better presentations is an evolving skill. What does it take to create an effective presentation? Is it the beautiful colors and pictures? Is it the animations and transitions?

[Click here](#) to view general presentation tips to assist you in creating better presentations for your targeted audience.



Prepared by Information Security and IT Governance Division of ICT.  
Productivl.T.y showcases tips & tricks on various office and branch applications.

# Presentation Checklist: Tips for Making Better Presentations

## 1. What is the Purpose of your Presentation?



- Many presenters make the mistake of trying to incorporate too many ideas or a variety of topics into one presentation. This only serves to confuse an audience. You need to clearly define the *primary reason* for this presentation, and there should only be one key message, a message that is important to the audience.

## 2. Who is your Audience?



- This step works in conjunction with the purpose of the presentation. Do you know the level of the audience's expertise on this topic? Are they the "doers" in a company or are they the primary decision makers? Do your homework and research any information you can gain about your prospective audience. Tailor your content with all of these factors in mind.

### 3. Make it Simple



- Compose your presentation with "*threes*" in mind. Break it into three sections.
  - *Beginning* ~ tell them what you are going to tell them  
A brief overview of what today is all about.
  - *Middle* ~ tell them  
The middle section is the most detailed. You should break this into three sections as well ~ three points about your topic and expand further with three items about each of those points.
  - *Conclusion* - tell them what you told them  
Summarize your content.

### 4. Edit, Edit, Edit



- Be brutal when you edit your content. Although you know everything there is to know about your topic, you do not want to demonstrate all this knowledge. Remember that you are focusing on *one key point or area*. Think of ways to keep the audience interested.
  - Use photographs that have an impact.
  - Use simple charts that explain your point. Pictographs are very effective.
  - Keep your language simple. Avoid "techno-speak".

## 5. Learn Keyboard Shortcuts



- It is a good idea to learn pertinent keyboard shortcuts to quickly navigate to specific slides if necessary. With a few quick clicks you can access the information you want with ease and avoid fumbling around trying to locate the information.

## 6. Rehearsals Are Not Just for Broadway



- It is surprising how many people fail to properly rehearse their presentation. They might go through it once or twice and think all is well. Keep in mind that *you* are ***not your best critic***. You know your topic and it all seems clear to you, so that is not a proper test. A good practice is to rehearse in front of a few colleagues or friends who have limited knowledge of your topic. Be willing to accept their constructive criticism, as they are the best audience to tell you whether your material is clear, and interesting