

Young Markets

Presentation Tips & Tricks Presentation Content

Effective Presentations

No. 3 in a series of 6



1. Think about what you want to achieve
2. Think about who the audience are
3. Think about what they want to hear, not what you have to tell
4. Think about why they are listening, not why you are talking
5. KISS Keep it simple, stupid. Decide on your key points and focus on them, don't try to make too many points in one presentation, they will be lost.
6. Be enthusiastic (If you don't seem to care your audience certainly won't)
7. Don't let the audience get ahead of you (They will lose interest while you catch up). Easy ways for the audience to get ahead are:
 - a. Reading all your bullet points while you talk about the first
 - b. Being very repetitive in your structure
 - c. Taking too long to explain an obvious point
8. Add variety, in terms of content, volume and pitch
9. Use the Power of 3 - 3 words, 3 points, 3 messages are always more powerful than 2 or 4, because the human brain can handle 3 things at once.
10. Obey the first rule of visual aids – less is more. Use graphics, charts and images not text and bullet points.

Remember:

Poor Preparation Produces Perfectly Pathetic Presentations



For more hints tips and advice on effective business presentations and our ebook "A to Z of Effective Business Presentations" go to www.businesspresentation.biz

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