

Presentation Checklist

1. Define the situation

Specify your objective

- Why are you giving a presentation?
- What do you hope to accomplish?
- What do you want the audience to do or to think as a result of the presentation?

Analyze your audience

- Who are the decision makers?
- How familiar with the subject are they?
- How interested in the subject are they?
- What do they stand to gain if they say Yes and what do they stand to lose?
- Why should they say No?
- What are the three toughest questions you're going to get from the audience?

Define the scope

Select the medium

- Can you meet the objective within the given timeframe?
- Handouts, flipcharts, electronic boards
- Transparencies, LCD projector
- Multimedia equipment

2. Design the presentation

Determine the message

- How would you summarize the presentation if you had only 30 seconds?

Craft the story line

Introduction

- Purpose
- Importance
- Preview

Body

- To a receptive audience: conclusions and recommendation up front
- To an unreceptive audience: conclusions at the end of each chapter or (if you must) at the end of the presentation

Ending

- Summary
- Recommendation(s)
- Action program
- Next steps

Build the story board

- Design the visuals
 - WHAT** Text, pictures, models
 - WHERE** Maps, plans
 - WHO** Organization charts, photographs
 - WHEN** Calendars Gantt charts
 - HOW** Diagrams
 - HOW MUCH** Tables, charts
 - WHY** Text
- Sequence the visuals: Develop what you're going to say and a transition for each

Produce the visuals and the supporting handouts.

3. Deliver the presentation

Rehearse 1

- Get thoroughly familiar with story and visuals
- Prepare Notes
- Practice with a tape recorder

Rehearse 2

- Practice with colleagues who are sensitive, constructive, objective, and realistic.
- Anticipate questions.
- See yourself on video.

Set up facilities

- Get to the room 40 minutes early and take responsibility for setting up facilities and equipment

Apply delivery skills

- Breathe, breathe, breathe
- Establish eye contact
- Talk naturally
- Use full vocal range
- Weight on both feet
- Hands waist high
- Stand beside screen

Work with visual aids

- Establish transition before changing visuals
- Reveal visual
- Lead audience through each visual
- Remove visual

Handle questions

- Establish eye contact
- Listen patiently
- Pause before answering
- Answer question, no less, no more
- Transition back to presentation