PRESENTATIONS

INTRODUCTION
An introduction must provide the audience with 3 items:

- AN ATTENTION-GETTER
- A Positioning Statement
- AN OVERVIEW

In this section, you will discuss the overall message of your presentation.

EFFECTIVE HEADERS NEED TO MAKE A CLAIM*

EFFECTIVE SLIDES USE THE “PREP” METHOD
The “PREP” method makes your information memorable and understandable.

- PORTRAYAL
- REASONS
- EXAMPLES
- EXPLANATION

TRANSITIONS HELP AUDIENCES UNDERSTAND
Transitions help you to move from one idea to another. They help the audience follow your thoughts and ideas.

DELIVERY MATTERS
Not your visual aid and NEVER read verbatim from or use your visual aid as a crutch. Instead, know your stuff!

A STRONG CONCLUSION ALWAYS DOES 2 THINGS:

1. NEVER leave your audience wondering what you meant to say.
2. Either provide your audience with a TAKE AWAY MESSAGE or make a RECOMMENDATION.