

Tips for Delivering an Effective Presentation

1. Preparation

- Understand the 'Attention Hammock' — attention peaks at the beginning and end, so plan for engagement dips mid-presentation.
- Practice your presentation in proportion to its importance — every audience deserves your best.
- Review logistics: location, timing, tech setup, travel details, and whether you'll be recorded.
- Attend other sessions if you're part of a multi-speaker event to tie your comments to theirs.

2. Delivery

- Start strong with an introduction that builds credibility and shares your agenda.
- Use slides sparingly — they should guide your story, not replace it.
- Announce how you'll handle questions (during or after).
- Be authentic. If humor is natural to you, use it. If not, don't force it.
- Use verbal cues to guide listening: 'First...', 'Next...', 'Finally...'.

3. Engagement

- Ask questions to involve the audience: 'Show of hands...' or 'Write this down...'.
- Use stories and examples to make key points memorable.
- Re-engage attention midstream using statements like: 'If you hear nothing else today, hear this...'
- Summarize key points periodically to bring the audience back with you.

4. Wrap-Up & Follow-Through

- End with clarity — summarize your key points and thank your audience.
- Repeat audience questions during Q&A to ensure everyone hears.
- Be ready for post-presentation networking: have business cards front and back of the room.
- Respect the next speaker by clearing out quickly and staying available for follow-up conversations.

Bill Says: "Work hard to make it look easy. Good presentations are like that."