Presentation – general outline (12 minute)

Adapted from example outline p. 477 of Technical Communication, by John Lannon et. al.

**Maximum 12-minute presentation**

* aim for 9-10 mins, so you have time to deal with unexpected problems or extra questions
* assume your audience has not read your report
* give your audience information that is relevant to them
* practice and focus: presentations usually (always?) run longer than planned
* use PowerPoint to assist in understanding; use words and only one or two images for each slide
* Engage with your audience; avoid reading the PowerPoint slides

Here is an outline you can use to build your Presentation plan. Change each header and bullet point as needed, as you extract key information from your written report

**12-minute presentation**

**Introduction (2 mins)**

* Gain attention of your audience:
  + Surprising fact?
  + Ask a question?
  + Share a brief story illustrating the problem?
* Introduce each team member (Name and expertise)
* Purpose of your investigation: why is this topic is important?
* Summarize what how you approached your investigation (briefly)

*Transition: “And here’s what we found…”*

**Conclusion and Recommendation (1 min)**

* State your conclusion and recommendation
* Briefly state key supporting information

*Transition: “Here’s how we arrived at our conclusion or recommendation…”*

**Research summary (3 mins)**

* Explanation of key option or issue examined
* Evaluation of merit of options examined
* Conclusion
* Recommendations with key supporting info

*Transition: And to wrap up…*

**Call to action (1-2 mins)**

* Review key points leading to recommendation (reminder of the why?)
* Perhaps echo your introduction wow fact or story
* Ask your audience to take action: what do you want them to do?

*Transition: Now, we are ready to answer your questions…*

**Questions (2-3 mins)**

* State how much time you have for questions
* Only take more time with permission of your host

**Wrap up and thank you (30 seconds)**

* Thank everyone for their attention
* Clear away our presentation props and quietly leave