

Learn from TED Presentation Advice

[How to Give a Killer Presentation](#)

In this article, Chris Anderson highlights the key factors into giving a good presentation. He starts by emphasizing the importance of framing the story to create a clear narrative rather than overwhelming the audience with excessive data or details. Additionally, he covers the importance of planning your delivery. He suggests that memorizing your speech allows for a more authentic connection with the audience. If time is limited, he recommends using bullet points to outline your key points instead. He cautions against reading directly from a script, as it can weaken your connection with the audience. Furthermore, Anderson discusses the importance of stage presence and the effective use of multimedia. He highlights that confident body language and purposeful movements can engage the audience and reinforce your message. He also emphasizes how utilizing visuals or multimedia can make complex ideas more accessible and memorable when used strategically, without overshadowing the speaker's narrative.

What I will apply:

- Structure the demo around a clear narrative that highlights the problem, the solution provided by our software, and its overall impact, avoiding excessive technical details.
- Incorporate demonstrations to simplify complex ideas and make the presentation more engaging.
- Memorize key parts of the demo for authenticity, using bullet points as a guide while avoiding reliance on a script.