

Six tips for successful presentations



Cut your speaking speed by 25%.

Most people speak at what they think is a normal conversational speed. But in fact, the best orators slow down their deliveries to make sure everybody understands. This is especially important in ESL audiences.



**Memorize your key research points,
example: “55% of women buy product X.”**

Cards and speaking notes are simply not acceptable. People who can recite statistics on cue often come across as more credible.



Make eye contact by looking at the tops of people's heads.

Instead of looking down or avoiding eye contact altogether, try looking at the tops of everyone's head. This is an especially useful trick when presenting to large audiences.



Create mach ups on real devices.

Creating comps, even just still frame images, on real devices dramatically improves people's ability to understand what the end product will look and feel like.



Don't talk about the strategy, talk about why it works.

The most convincing arguments have nothing to do with fonts and colors. Instead, talk about why the photography connects with the target audience or why the colors induce a shopper to buy.



If you don't know, don't make it up.

You will destroy any credibility you have earned if you begin making up facts. If you don't know the answer to something, simply say, "I'll look into that and follow up with you by the end of the day."

Tips for successful presentations

Six tricks for better live presentations



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