

Presentation Checklist

- **Avoid rushing** through your presentation. While you may have time limitations, try to strike a comfortable balance between the minutes you've been allotted and the delivery of an effective message. If you are trying to persuade or clarify, pause and emphasize key points for greater impact and improved recall. Modulate your tone of voice: All points should not be delivered with equal weight.
- **Smile frequently...** but genuinely! Aside from helping to reinforce perceptions of accessibility and personality, it also serves as a relaxation mechanism.
- **Prepare a strong and concise opening statement** for your personal presentation. Particularly important when part of a shared time block, it will clarify your approach for teammates and will help to set expectations with your audience.
- **Be sure to stress the differentiating knowledge and distinctive experience** that you may have. The client may have already heard/absorbed other presenters' material. Try to differentiate your individual presentation in memorable ways so that you and your content stand out for greater recall.
- **Avoid saying "Ummm"** or other repeatable phrases.
- **Prepare a "Plan B" approach** to your content delivery. If (ideally) your audience asks deep questions and the discussion proves interactive enough to go "off agenda," your intended content flow may change radically. What are your personal "must deliver" messages to share before the session close?
- **Make eye contact** with your audience during the presentation.