

Presentation trainer

PREPARATION

Checklist – Organization

Date & time: _____

Length of time for talk: _____

Questions at end? If yes, length of time for questions: _____

Place/Room: _____

Room set-up:



Equipment needed: _____

Is it available? Does it work?

Audience

Number of people	1–5	6–15	16–30	over 30
How much do they know about the topic?	nothing	a bit	a lot	quite well
How well do I know them?	not at all	a little	formal	informal
How formal?	very formal	formal	international	
Nationality/Culture?	same as me			

Handouts no

yes/before talk

at end of talk

later (intranet/email)

Checklist – Contents

Topic: _____

Three main points

1 _____

2 _____

3 _____

Purpose of talk: (What do I want to do?)

- Inform the audience
- Train the audience
- Sell something to the audience
- Persuade the audience to do something

Importance to audience: _____

What do I want audience to know by the end of talk: _____

Preparing visuals

How many visuals will I have? _____

Do they say (or show) what I want to say?

Are they clear and simple to understand?

Will the audience be able to read them (font size and colours)?

Do they have effective headlines?

Is there as little text as possible?

Have I remembered the *rule of six*?

TRAINER**Introduction**

Welcome audience.

Introduce yourself (name, position/function).

State your topic.

Say why your topic is important for the audience.

Describe the structure of your talk (the main points and when you will be dealing with them).

Say how long the talk will be.

Say when you will answer questions.

Say whether there are handouts.

TIP

Remember how to make effective openings: start with a rhetorical question, a story or an amazing fact, or give the audience a problem to think about.

Main part

Briefly state your topic and objective(s) again.

Then introduce your three (or two or ?) main points and give details.

Main point 1:

Main point 2:

Main point 3:

Signal the end of the main part.

REMEMBER TO:

- signal the beginning of each part.
- talk about your topic.
- signal the end of each part.
- highlight the main points.
- summarize the main ideas.

BULLET CHARTS?

- Refer to points in the same order.
- Use the same key words and phrases as on your bullet charts.

GRAPHS, TABLES, PIE CHARTS, ETC?

- Start by telling your audience what the visual illustrates.
- Explain it if necessary.
- Highlight the key points.
- Say why these points are important (and explain the cause or effect).

Conclusion

Signal the end of your talk.

Summarize the key points.

Highlight one important point.

Explain the significance.

Make your final statement.

Invite questions.

Dealing with questions

What questions can I expect?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

How can I answer them?

TIP

Remember how to make effective conclusions: end with a question or a quote from a famous person, finish a story you started at the beginning of your talk or call the audience to action.

TIP

Remember, when answering questions during or after your talk:

- Listen carefully and make sure you have understood the question correctly.
- Reformulate the question if necessary.
- If you want to postpone the question, say why politely.
- If you don't know the answer, say so and offer to find out.
- Answer irrelevant questions politely but briefly.
- Check that the questioner is satisfied with your answer.