

Presentation Structure

A general saying about presentations is “tell them what you’ll tell them, tell them, and tell them what you told them.” This general formula can get you pretty far in preparing for a presentation. However, there are other strategies you can consider for increasing audience engagement and helping people understand your message.

Opening Strategies

- Tell a story
- Shock the audience
- Interesting fact
- Describe something for the audience to imagine
- Talk about a quote
- Ask interesting, thought-provoking questions
- Provide surprising statistics
- Point out a problem

Closing Strategies

- Give a call to action
- Tell the next steps the audience can take
- Talk about the future
- Talk about a quote
- Tell a story
- Summarize the contents
- Restate the message
- Provide an interesting fact/statement

Examples

- **Shocking quote:** “Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead through the food that they eat.” - Jamie Oliver, TED Talk
- **Summarize Presentation / Ask Something Interesting:** “So I want to start by offering you a free no-tech life hack and all it requires of you is this: that you change your posture for two minutes. But before I give it away, I want you to do a little audit of your body and what you’re doing with your body.” - Amy Cuddy, TED Talk

Examples

- **Call to Action:** “I wish for everyone to help create a strong, sustainable movement to educate every child about food, inspire families to cook again and empower people everywhere to fight obesity.” - Jamie Oliver, TED Talk
- **Tell Steps Audience Can Take:** “So I want to ask you first, both to try power posing, and also I want to ask you to share the science because this is simple.” - Amy Cuddy, TED Talk

Presentation Tip

Often people start with 1) a greeting, 2) a brief self-introduction, 3) and an overview of the presentation’s contents. While useful and common, you don’t have to limit yourself to only these parts. Also, these don’t have to be the first things you say. You can try combinations of these with the strategies above.

Presentation Strategies and Language

Speaking

- Speak at a comfortable volume for you and your audience
- Avoid reading slides and notes
- Use emphasis and accents at key points

Position & Posture

- Keep centered in the presentation area
- Face the audience
- Maintain good posture by standing up straight
- Don't cover your mouth as you speak

Eye Contact

- Maintain eye contact with various audience members
- Don't stare at the floor, screen, or one person

Using language to signal what you are trying to do in a presentation can help your audience follow what you are saying. The language below can help you signal to your audience the structure of your presentation and where they are in the presentation.

Welcome Audience

- Good morning/afternoon/evening
- Hello everyone
- Welcome to this session
- Thanks for coming today

Outline Content

- I'm going to talk today about
- My goal for this presentation
- By the end of this presentation, I'd like you to
- This presentation will be divided into # parts.
- To start with
- Then
- Next
- Finally
- I'll end with

Finishe an Idea

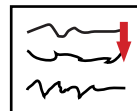
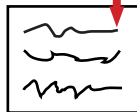
- To sum up,
- In short,
- We've looked at
- So now that we've covered X, let's talk about Y.
- In conclusion
- To remind you of what we've being covering , <restate>

Move between Ideas

- Now let's look at
- We'll move on to
- The next point I'd like to discuss
- Next
- Let's turn to
- So now that we've covered X, let's talk about Y.
- Let's shift our focus to X



Transitions help move between slides.



Transitions help move between ideas on slides.