**Clear and Simple Structure**

Remember that your audience will benefit most from a very clear and logical structure. Don’t overload the audience, and try to use simple language.

**Your Introduction**

This is an important part of your presentation. In the first few minutes, you can get your audience’s attention, build rapport, and create a positive impression.

**Topic and Objective**

Clearly say what the topic and objective (or purpose) of your talk is. Repeat the topic and objective at a later time.

**Signposting**

Let the audience know at all times what you want to do and how you want to do it.

**Repeating new Information**

Always repeat new details. This helps your audience remember them and ensures optimal flow of information.

**Summarizing Points**

At the end of each section, summarize the main facts to make sure everybody is following

**Interaction with the Audience**

Many audiences expect direct interaction. Treat attendees as individuals and show them that you care about their individual needs.

**Presenter’s Role**

The presenter is often considered as important as the topic. The presenter’s job is to make sure the presentation is interesting and entertaining, regardless of the topic. To achieve this, you will need to display your personality and to be enthusiastic.

Adapted from *English for Presentations*, Oxford University Press, 2015