

How To Prepare for an Interview Presentation (With Tips)

By Indeed Editorial Team

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The Indeed Editorial Team comprises a diverse and talented team of writers, researchers and subject matter experts equipped with Indeed's data and insights to deliver useful tips to help guide your career journey.

Employers are increasingly adopting presentations as part of the interview process. Interview presentations are a brief but persuasive talk a job candidate prepares and presents for the interviewer to assess their suitability for the job. Understanding how to prepare for a presentation in an interview is essential to increase your chances of impressing the interviewer and getting hired for the job. In this article, we explain what an interview presentation is, show you how to prepare for a presentation, and share some important tips to help you during the interview.

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What is an interview presentation?

Interview presentation is a method of assessing your competence for an open position that involves presenting a talk to the recruiter on a particular topic. Presentations in a job interview may entail preparing to present a topic shared in advance or one given to you on the interview day. Like the traditional interview, employers use presentations to assess whether a candidate has the strengths required for the open position. Interview presentations also test the following attributes in a job candidate:

- **Communication skills:** Employers want to test your ability to communicate verbally and in writing. They also use presentations to test your listening skills, as the session may involve answering some questions from your presentation.
- **Knowledge of the industry:** Employers use presentations to assess how well you are familiar with industry trends, growth, and prospects.
- **Organizational skills:** Interviewers use presentations to assess a candidate's organizational skills. How you organize your presentation shows your ability to organize other areas of your work.
- **Ability to adhere to a brief:** Some employers share the presentation topic in advance. Your ability to follow the topic brief is apparent in your presentation.
- **Attention to detail:** Presentations provide the employer an opportunity to observe how attentive you are to details.
- **Creativity:** Presentations enable the employer to see your creativity in real life. Your answers to the brief and how you present may give the interviewer a preview of your creative skills.
- **Performance under pressure:** Presentations provide an additional platform for the interviewer to evaluate how well you work under pressure. This is critical when they give you a presentation topic on the interview day.

Interviewers commonly use presentations when assessing candidates for executive positions. Roles that are client-facing, such as sales, product managers, and business analysts, can also use this format. Whichever role you are applying for, it's important to stay prepared for interview presentations.

Read more: [10 Executive Positions To Pursue \(With Salaries and FAQs\)](#) 

How to prepare a presentation for a job interview

Here are the five steps you can take to prepare a presentation for a job interview:

1. Research the company

The first step is to research the organization to which you are applying for the job. Researching the company allows you to include important information in your presentation. Visit the company website to learn more about the company's products, application process, market size, leadership and governance, and performance. Review media coverage for recent press releases, news articles, and features. If the company runs a social media profile, review recent posts to understand the preferred tone and recent developments.

If you have the presentation topic in advance, gather as much information, while ensuring it's relevant and factual. During your research, you can ask the employer some questions to help you better prepare for the interview. Questions to ask include what topics are most relevant to the organization and the length of your presentation. Answers to these questions help tailor your presentation to the organization's needs.

2. Know your audience

Depending on the position you are interviewing for, the audience is likely to be different. For instance, an entry-level sales role would likely include someone from the human resource or sales team. The audience for a higher-level role would typically include the company executives or board representatives. Your presentation may resonate better if you tailor it to the audience.

Inquire about the people likely to listen to your presentation, their expertise, departments, and positions. You can also find out their names to enable you to connect better with them during your presentation. In an audience with technical and non-technical members, prepare a presentation that is relevant and interesting to both sections.

Related: [17 Interview Tips To Help You Get the Job](#)

3. Prepare notes

Prepare general notes about the industry or organization. This is essential for preparing your presentation for a topic handed to you on the interview day. Include recent industry news in your notes, as the interviewer may seek to test your knowledge of the wider industry the company operates in. Make your notes easily accessible, as you may have a few minutes to prepare your presentation. Typically, interviewers don't expect you to prepare visual presentations when they share the topic on the interview day.

4. Use a logical structure

Create your presentation in a well-structured format. A well-structured presentation allows your audience to follow your presentation and keeps them engaged from start to end. A good presentation contains a catchy introduction, compelling information, and a strong conclusion. An excellent introduction draws the interest of the audience, while your compelling information convinces the listeners that you are an outstanding candidate. A strong conclusion reiterates your most outstanding qualities and keeps you in the audience's memory.

5. Rehearse your delivery

With your presentation ready, prepare how to deliver it. Proper rehearsals also enable you to notice any errors in your presentation. You can prepare by recording yourself with a camera. Also, you can present before your friends and ask for feedback on what you did right and what you need to work on.

Important issues to review in your practice include the length of your presentation and how audible and clear you are with your voice. A confident presentation on the interview day allows you to impress the interviewer and stand out among other candidates.

Read more: [14 Tips To Improve Your Interview Skills](#)

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Helpful presentation tips during the interview

Here are essential tips to help you during your presentation:

Tell a personal story

Presentations require you to be professional and impersonal. That notwithstanding, you can include a personal story that allows you to connect with the audience. A personal story might emanate from a personal experience relevant to the presentation. For instance, you can give a brief experience of how you helped a previous company achieve particular success or overcome a difficulty. A personal story captures your audience's attention and helps you deal with tension.

Mind your body language

Your body language is an important aspect of your presentation, as employers judge both your verbal content and non-verbal cues. Body language tips to remember include maintaining eye contact with the interviewer and delivering your presentation while standing. If you are behind a podium, you can step aside to make it possible for the interviewers to see your entire self. Articulate your words clearly and project your voice authoritatively. Smile and use your hands with moderation to emphasize your points.

Observe the presentation rules

Presentations are organized by the interviewer to allow every candidate to have ample time on stage. It's important to understand and observe all the presentation rules. For instance, if the presentation lasts ten minutes, ensure you complete your presentation within the stipulated time. Use the time they allocate to you effectively to show that you are prepared. Following the rules also show that you are mindful of other people's time.

Organize your slides

If you're using visual aids, such as slides, ensure the text is legible by the interviewer. Too small fonts may disengage your audience and affect your general presentation. Ideally, use the slides only for the high-level points. Also, keep the slides to a minimum in order to complete your presentation within the set time. Typically, the following slides make up part of a presentation in an interview:

- personal summary
- career path
- education background
- key skills and competencies
- case studies
- your vision
- what value you bring

You can print the slides and give copies to the interviewers to enable them to follow your presentation. Also, inquire whether the company provides presentation tools such as laptops and projectors to determine if you are required to bring your own.

Read more: [10 Items To Bring to Your Next Job Interview](#) ↗

Provide evidence to support your assertions

If your presentation contains claims, provide evidence to support them. For instance, if your presentation is on the market size of a particular product or company, provide statistics and research findings to support your assertions. Study the organization and market dynamics to show the interviewer your knowledge of the domain. You can also distribute printed fact sheets such as graphs, diagrams, and images to share your points and support your statements.

Anticipate questions

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Typically, interviewers ask job candidates several questions during and after the presentation. Anticipate the questions you're likely to encounter and prepare comprehensive responses. Some questions may be typical of the role, while others may be from your presentation. Preparing for questions enables you to reduce interview nerves and impress the employer.

Related: [14 Signs Your Job Interview Went Well](#) 

Remain positive and end strongly

Be positive throughout your presentation. When discussing difficult points or past challenges, turn them into opportunities to show your resilience. As you conclude your presentation, consider using a memorable ending, such as using a relevant quote or asking an open-ended question referencing your presentation. Close by inviting questions or feedback from your audience.

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