

P-E-R-F-E-C-T preparation is the key to effective presentations

P = Pinpoint your purpose

- What is the reason for your presentation?
- How do you want the information you present to be used?

E = Empathise with your audience

- Make your presentation audience-centred
- Think about what they need to know and how you want them to feel
- Be mindful of limited attention spans

R = Research your content

- Research statistics, facts, anecdotes and stories to support the message you want to put across
- Too much material is fine at this stage; it can be pared down
- You'll find you will need less content than you think!

F = Filter your content

- Break your content down into no more than seven key points for a twenty minute presentation
- Look for opportunities to repeat the key points - especially at the end
- Reinforce your key points with one or two memorable stories, facts or anecdotes
- Anticipate and allow time for questions

E = Enhance your content

- Stimulate all of your audience's senses
- Encourage your audience to participate
- Practise until perfect

C = Cue cards

- Use bullet points or a mind map to outline your content on cue cards
- Use them only to jog your memory – they are not a substitute for rehearsal or practice

T = Ten tick list logistics

- Venue booked?
- Is what you want to wear clean and pressed?
- Audio-visual equipment tested?
- Is a flip-chart available? Is it in the right place?
- Do you have flip chart pens that work?
- Is there an electricity supply or sufficient battery life?
- Is the room layout correct?
- Is the heating and lighting set correctly?
- Can all of the audience see you and your visual aids?
- Do you need a microphone? If so, have you tested it?

