

Tips for Preparing and Leading a Presentation

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Here are some important suggestions for preparing and leading a presentation:

Preparing the Presentation:

1. **Begin early** - Start preparing your slides early. Leave enough time for revisions and final design adjustments.
2. **Use the KIS principal (Keep it simple)** - To retain your audience's attention; put no more than six lines of text per slide and a maximum of seven words per line.
3. **Consistency** - The goal of any presentation is to inform and educate. Make sure the presentation follows a consistent progression of ideas. Use the slide transition feature to highlight concepts.
4. **Can you see everything?** - Is the text big enough to read at the back of the auditorium? Before you prepare the presentation, establish how far the audience will be from the screen. Selecting the correct font size is 90% of the job.
5. **Use uncomplicated fonts.** - Select font types, font sizes, and colors that increase the readability of your presentation. Legibility and clarity are the most important design principles when formatting text.

About the author: Cravenpark Media Inc. provides products and services to small companies, mid-sized businesses and individuals who want to establish an online presence. Permission is granted to republish this article providing it is reproduced in its entirety without exclusion including this Author's Block and embedded links.

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Leading a Presentation:

1. **Have a practice screening** - Run the presentation without an audience; verify that the slides are visible from all sides of the auditorium. Consider how the presentation will impact your audience. Ask yourself if there are enough graphics, is there a logical sequence and are the slides in the correct order.
2. **Don't read the slides** - Create presenter's notes and practice the presentation. Your audience will become bored if you begin reading the content of each slide. The content is presented in bullet form so that you can fill in the background information of each point.
3. **Visit the presentation location** - Make sure you have all the materials and aids you will need on the day of the presentation. Ensure the screen is not directly facing sunlight and seat the audience using the most favorable lighting. Make certain you know where the lights are, audio visual equipment has been requested, tested and you know how to work the equipment. Ask that refreshments be served and find out when they will be served. Set a time to break for lunch. What about air conditioning, heating, seating plan or excessive noise?
Always maintain casual eye contact with the audience. Never turn your back on an audience.
4. **Presentation Mobility** - Use a wireless mouse, time slide transitions or even a mouse with a long cord so that you can run the presentation from a distance.
5. **Make back-up copies of your presentation frequently** - You never know when the computer will crash and you might lose your revisions or the entire presentation. Back up often.

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