

5 Ways to Give a Better Presentations by John Smith

If you look around a room and find that half the people are **slumped over** in their seats and the other half are on their phones, it might be a good time to revisit your presentation strategy. Many presenters tend to make mistakes by overestimating the attention span of the listeners or the level of interest in the room. These 5 tips will make sure that your next presentation is one that conveys your points across better and grabs the interests and the attentions of more people in the conference room.

1. Make your presentation **visually** interesting.
This will save you even if you are not conveying the information well, people can look at the slides and if they can keep their attention then there is a higher chance of the information being conveyed. Use interesting graphics. There are many sites that offer **royalty** free videos and royalty free stock footage which you can use for a video background which can **captivate** an audience and keep them from **nodding off**.
2. Run through the presentation before the big day.
Stand in front of the mirror and rehearse the presentation. Time yourself and make sure you are not going on for too long. If possible, get a few honest friends together and ask for their opinion of your presentation. These are especially important if you have trouble speaking in front of large groups of people, are inexperienced in giving presentations or it is an especially important presentation.
3. **Tailor** the presentation to your audience.
It is extremely important to know the audience that you are going to present to. This will allow for you to include the right information to the right amount of detail that will make the best impression and convey the ideas the best. There is no use presenting overly technical information to non-technical people who will lose interest very quickly and zone out. **Conversely**, a presentation that is too simplistic may put off some who may be looking for more details, technical or otherwise.
4. Make it as **concise** as possible.
Keep it short and sweet. Every presentation should subscribe to that **motto**. Look for information that you can cut, things that are not very important. These can be included with a more detailed report accompanying the presentation. Remember, the point of most presentations is to make an immediate impact on the listener and to attract them to the ideas and needless information that clouds the main idea will work against this. With attention spans being **fickle** things, you do not want to test the ability of the audience to **retain** information. Keep ideas clear and sentences short and you will see your presentation will have immediate impact.
5. Make sure all information supplied is correct.
This may seem like a given to most but a surprising amount of inaccurate information may be included by presenters in a hurry. Make sure you fact check all facts, there is nothing that can harm the chances of your presentation making an impact like being caught with wrong facts.

Following these rules should make your presentation a lot better and remember, confidence that your presentation is the best that it can be is the best way to ensure a good performance on day.

Answer the following questions:

True or False (Circle the correct answer)

- 1) If people are slumped over in their seats you should change your strategy. **(T / F)**
- 2) Many presenters underestimate their audience's attention span. **(T / F)**
- 3) Using interesting videos and graphics can hold your audience's attention. **(T / F)**
- 4) It is difficult to find royalty free videos online. **(T / F)**
- 5) It is helpful to rehearse the presentation in front of strangers. **(T / F)**
- 6) It's important to adapt the presentations to your audience's needs. **(T / F)**
- 7) The presentation should be long and detailed. **(T / F)**
- 8) The audience's attention spans can be inconsistent. **(T / F)**
- 9) It is not always necessary to use accurate information. **(T / F)**
- 10) Being confident in your presentation is the most important thing. **(T / F)**

Match the correct synonyms:

- | | |
|---------------|--------------------|
| a. slumped | 1. on the contrary |
| b. visually | 2. slogan |
| c. royalty | 3. optically |
| d. captivate | 4. fascinate |
| e. tailor | 5. remember |
| f. conversely | 6. adapt |
| g. concise | 7. commission |
| h. motto | 8. slouched |
| i. fickle | 9. brief |
| j. retain | 10. unpredictable |

Fill the gap with the best word from the synonyms exercise:

1. It is not necessary to pay a _____ to many stock video websites.
2. It is difficult for most people to _____ a lot of information in meetings.
3. You know you have lost people's interest when they are _____ in their seats.
4. I had to _____ the presentation to make sure people from different departments could follow what I was talking about.
5. The presentation wasn't _____ enough so people lost interest.
6. It will _____ the audience to have graphics that are more _____ pleasing.
7. Keep the presentation interesting because audience members' attention spans are _____.
8. Our company's _____ is 'Bigger, Brighter, Better'.