



10 tips for preparing a presentation

1. Purpose

What is the reason for the presentation you are preparing ? This sounds obvious but stay focused on this as you build the presentation.

2. Audience

Who are you presenting to ? Presenting to 50 people is very different to presenting to 1 or 2 people, not only in style of delivery but in the way you prepare the content.

3. Time

How long have you got for your presentation ?. Plan your presentation to last no more than 80% of your allocated time - so if you've got 5 minutes plan to do it in 4. You want to ensure you have plenty of time for your summary and 'call to action'. You don't want to rush this key part with someone hanging over you pointing at their watch !

4. Venue and Equipment

Ideally visit the venue to get a feel for the room, its layout, the equipment that will be used and the seating arrangements. If you are using a screen check roughly what size it is. You need to ensure your audience can clearly see everything on your slides so up the font size if its a TV screen rather than a wall mounted one.

5. Sketch

Sketch out your presentation on paper before you go anywhere near PowerPoint or other presentation programmes. Build the sketch around the structure notes in point 7 below.

6. Objective

What do you want to achieve from the presentation ? Win a contract ? Gain funding ? Attract new customers ? Demonstrate your knowledge ? Gain high marks ? Be clear on your objective -

anything in the presentation that doesn't contribute to achieving your objective should be dumped. Be a ruthless editor !

is the main part of your presentation and is the bit that you give the most time to - around 70% of your time slot.

7. Structure

Presentations come in 3 parts - opening, core content including key message, and summary. These are often known as the tell them (them being the audience) three times rule - 1. tell them what you are going to tell them (the opening), 2. tell them (the core content), 3. tell them what you have told them (summary).

8. Slides

Ensure they are relevant and any visuals/photos are of good quality. Go big with images and words for impact. Use PowerPoint (or it's equivalent) as a prompt not a script. If you include a video keep it to a maximum of 20-25 seconds or audience attention will drift.

9. Delivery Style

Use postcard size notes, ideally 2 / 3 cards with single word prompts - written large and clear enough so you with a quick glance you are able to read them.

and finally.....

10. Rehearse, Rehearse, Rehearse

Don't waste this presentation by not practising. You don't need to be word perfect as you can improvise a bit on the day but you need to come across as being well prepared and professional in your delivery. Practise also builds confidence.

Good luck !

Need help ?

My presentation services include :

Company Coaching - designed for between 3 and 6 people from the same company. The session usually runs from 10am to 4pm with the morning spent learning how to deliver an engaging and successful presentation and the afternoon practicing presenting - usually in the form of delivering an 'elevator pitch'.

One to One Coaching - helping individuals with a specific presenting or speaking need. Anything from a sales pitch to a keynote speech or an elevator pitch. Sessions usually run for two hours.

Key Presentation Delivery - working with you and your colleagues on the delivery of a planned forthcoming key presentation. Sessions usually run for three hours.

Presentation Creation & Delivery - for those who need to create and deliver a key presentation - it could be to a potential customer, an existing customer, investors, at a business event or to colleagues. The service includes advising on the content, designing the presentation and coaching on the delivery.

Get in touch :

07785 390717 trevor@trevorleemedia.co.uk



'Presenting and public speaking are increasingly important business skills. Standing in front of an audience and delivering an engaging and confident presentation can not only win you business but make you stand out from your competitors. I can help you and your colleagues become engaging and confident presenters and speakers'

What others say about my presentation skills coaching:

'An incredibly useful exercise that I am determined to take forward'

John Lowdon - Changing Brands

'A good, well structured, instructive and enjoyable morning' **Oliver Warshaw - First Contact**

'I feel a lot more comfortable now in 'performing' my pitch' **Alana Bardill - Falmouth University**

'This was great and gave me lots of confidence' **Bev Plunkett - Helpful Holidays**

'I thought the course was excellent and I look forward to putting into practice what I have learnt'

Sarah Stott - Childrens Hospice South West

'A masterclass is exactly what it is' **Corinna Langford - St Petroc's Society**

'The course was fantastic and no matter how good you are you will learn more'

Nick Fitzcosta - Amicus Health & Safety Training

'A focused, succinct and practical session. Very valuable' **Sam Weller**

'Good content, provided structure for doing presentations which is really useful'

Rachel Thomson - Lloyds Bank

'Has enabled me to approach presentations in a more focused and confident way'

Bob Leach - Belvoir Lettings

'It was very worthwhile with plenty of useful tips and great examples and demonstrations of how to, and how not to, present well.'

Lisa Oakes - Forte