



5 top tips to an awesome 5 minute presentation

I regularly attend networking events - particularly ones where I know a lot of customers and potential customers will be present.

Most events have speakers. I observe them closely so I can pick up tips and ideas which I can then use during my presentation skills masterclasses and share through my website, on social media and via Linked In.

One thing I notice more often than not is that the speakers, who often have just 5 minutes, don't always make the most of their opportunity.

Most struggle with the equipment on offer - not their fault - but something that with a bit of pre-planning could have been avoided.

So based on what I have seen recently here are 5 top tips to make sure that when you do a 5 minute presentation you make the most of your opportunity.

1. Check out the screen before you create your Powerpoint

Most venues have screens designed for small audiences so when you have 120 people packed into a room the screens often can't cope. This means most of the audience won't see all or most of the screen. So how best to handle that?

Two options :

- Use few words on your slides and design them so they only take up the top half of the screen
- Ditch the slides and stand in front of the screen with just your logo on it - (if may not be practical for the organiser to switch the screen off for your 5 minutes and you don't want their slides on the screen whilst you are talking).

If the screen is easily visible to most of the audience then use it sparsely - few words - no sentences - no jargon. See the screen as a prompt for the audience not something they should be reading from. You want them focusing on you.

2. What's in it for me?

Work on the basis that the audience aren't interested in you or your company only what your product or service will do for them so don't waste time at the start of your presentation talking about you or your company. Instead talk about why the audience should be interested in what you have to offer.

Get the organiser to introduce you (write that intro for them) and then go straight in from the very start with one of the following:

- a bold statement - 'Ladies and Gentlemen did you know that'
- a striking memorable image - 'Ladies and Gentlemen what you see here is
- or an anecdote that will create immediate audience engagement

Don't start :

- with an excuse - 'apologies for my voice, my nervousness, my under prepared presentation..'
- by tapping on the microphone and asking 'can you hear me?'
- by saying "I'll keep it short" .. people who say that rarely do

3. Don't read from A4 notes or the screen

This is a 5 minute presentation and you should know your stuff. Have a single postcard with 4 or 5 words on it which will act as your prompt. If you start reading from notes or the screen the audience will think you either don't know what you are talking about or you haven't prepared or both.

4. You've got 5 minutes not 6 or 7 or 8 or 9...

At a recent business event I attended we were told to expect 5 speakers each speaking for 5 minutes. Instead the speakers took between 6 mins 8 seconds and 9 mins 54 seconds to deliver their presentations - I know because I timed them. Running over time is not appreciated by either the audience or the event organiser so why does it happen so often?

Here's how you can run on time:

- Plan your presentation to run for 4 minutes not 5
- Stick to your plan on the day - speakers get carried away and start adding stuff they didn't use in practice
- Have 2-3 rehearsals and time them.

5. Be engaging and enthusiastic

Speaking for 5 minutes in front of 120 people is a fantastic opportunity.

Don't waste it by coming across as dull and uninteresting instead get out there and be memorable - show some passion for your subject, share your expertise and knowledge, be funny without telling jokes, and look as though you are enjoying your presentation.

That may be tough if you've not been looking forward to it but if that's the case why are you doing it?

At the end of the day its just 5 minutes - 300 seconds during which you want people to think 'that's the sort of person I want to work with'

Good luck !

If you would like help with a particular presentation or you and / or your colleagues would like your own bespoke 'Deliver Awesome Presentations' session please call me, Trevor Lee, on 07785 390717 or email via trevor@trevorleemedia.co.uk