

**Presentation Tips for a Tip-Top Lecture**  
**Susan Cotter, OD, MS, FAAO**  
[scotter@scco.edu](mailto:scotter@scco.edu)

*Please email me for a PDF of the powerpoint slides.*

A good lecturer is made, not born. Key steps to designing and delivering an effective presentation and tips on how to enhance your powerpoint slides and develop skills that will ensure that your audience stays awake and receives your intended message will be presented.

1. Objective: Tips for creating and delivering an effective presentation
2. Overview
  - Preparation
  - Respect for the audience
  - PowerPoint do's and don'ts
  - Speaker tips
3. Guidelines for a Successful Presentation
  - Preparation
  - Organization
  - Economy
  - Good communication
4. Be a Girl/Boy Scout: Be Prepared
  - Know your stuff (topic)
  - Know your audience / expectations
  - Rehearse (out loud for timing / visualize)
  - Proofread visuals
  - Reconnaissance or casing the joint
    - Check out equipment beforehand
  - Bring your own laser pointer and remote
  - Back up presentation
5. Respect Your Audience
  - Be prepared
  - Don't talk down to your audience
  - Dialogue not a monologue
  - Involve them when possible
  - Ten "you's" or "we's" for every "I"
  - Repeat questions
  - Do not exceed allotted time

## 6. PowerPoint: The Good, the Bad, & the Ugly

- Slide Structure: use slides to lead, not to read
  - 1 concept, idea, or topic per slide
  - Headings
  - Use of bullet points
  - Use of builds
  - 7x7 rule
  - Consistency of slide layout
  - Fonts
    - Sans Serif vs. Serif fonts
  - Footers – including citations
  - Parallel construction
  - Color considerations and problems
  - Margins
  - Capitalization & punctuation
  - Grammar and spelling
  - Animation
  - Use of visuals – photos & videos
  - Background
    - What to do
    - What not to do
    - Beware of projector washout
    - Problems
  - Careful with clip art
  - Drop shadow effect
- How to Present Data
  - Graphs
  - Problem Data Slides
  - Not All Graphs Are Good

## 7. Presenter Tips

- Great lecturers are made not born
- Enthusiasm is contagious
- Create an outline; organization is key
- No apologies
- State objectives or overview at beginning
- Have a hook – reel them in
- Follow story telling conventions
- Modulate: speak as if to a friend
- Control flow of information
- How to switch to a black screen if want to get focus back on you
- Use of humor

## 8. Eye contact tips

- Why
- The critical first few minutes
- Importance of familiar faces
- Who to avoid
- Length of contact and how to vary
- Monitoring audience body language

## 9. Your body language

- Posture
- Gestures
- Movement
- Careful with the podium
- Smile
- Avoiding distracting mannerisms

## 10. Equipment issues

- LCD projector
- Remotes
- Laser pointers
- Microphone issues
- Disaster planning

## 11. How to Handle Questions

- Set rules in beginning of lecture
- Repeat the question
- Good manners

## 12. Controlling your nerves

- Greet some audience members as arrive – esp if you know them
- Don't get hung up
- Walk it off
- Positive affirmations
- Breathing

## 13. Starting a presentation

- Get the audience's attention
- Introductions
- The critical first few minutes
- Stating the purpose of your presentation
- Presenting the purpose and outline

## 14. Concluding the presentation

- Use an effective and strong closing
- Summarize main points of presentation
- Suggest future avenues of research