

## DELIVERING AN EFFECTIVE PRESENTATION

Presentations are a source of anxiety for many people. Who doesn't know the experience of "butterflies" in the stomach prior to a big presentation? However, being prepared for and enthused about the material in the presentation goes a long way toward delivering a positive experience for both you and your audience. Following are several tips to being an effective speaker along with tips for handouts and notes to make your next presentation a huge success!

### STRATEGIES FOR RELAXATION

| STRATEGY                               | HOW IT WORKS   |
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| <b>Control nervousness</b>             | Breathe slowly and deeply from the diaphragm to help the body relax, reducing the body's tendency to speed up.   |
| <b>Project your voice</b>              | <i>Allow</i> the throat to open and relax the jaw to improve articulation, diction, and pronunciation.   |
| <b>Practice several times out loud</b> | Practice ahead of time to allow the brain to store key points for recall, help to keep pace, and make smoother transitions between segments of the presentation as well as presenters. |
| <b>Pause intentionally</b>             | Repeat or stress key words and pause to emphasize meaning; slow down the pace to give yourself ample time to re-group and the audience to catch up.                                    |
| <b>Relax</b>                           | Be aware of personal stress reactions (e.g., too many gestures, blushing, lack of eye contact, touching face or hair, awkward posture) to reduce chances of occurrence.                |



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### HANDOUTS

Give to the audience at the appropriate time to provide additional information and to clarify, support or illustrate points.

Give during the presentation only if the audience needs to reference it to complete a task during the speech.

Give at the end of the presentation to provide the audience with extra information that they can take with them, while simultaneously preventing the audience from reading the handout during the speech.

### NOTES

Using notes assists in speaking naturally and fluently. But...

**Do not read from your notes.** Reading from notes gives the appearance of uncertainty, distracts the audience from listening to the message, and impedes a conversational tone.

**Avoid sounding scripted** by using notes only as a scanning tool for the purpose of jogging your memory. Remember to look up when speaking.

**Keep notes brief and to the point.** Long notes create confusion, so write in large, printed text for easy reading (3 to 7 words per line). Keep the notes to the point and underline key words and phrases to emphasize points.

**Remember to number notes** in case they get out of sequence.

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### KEY STRATEGIES FOR PRESENTERS:

**Sum up key points at the end** of the presentation to highlight important information one more time, bringing the audience back to the main purpose of the speech.

**Use positive body language, gestures and movements** to strengthen appeal and show confidence as a speaker. A confident speaker will increase receptivity and engage the audience. If the presenter is comfortable, the audience will be too!

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### ABOUT THE BUSINESS COMMUNICATION CENTER:

The BCC provides one-on-one coaching to undergraduate and graduate students, supports the instruction of communication content in other courses, and offers Isenberg faculty and staff expert communications-related resources and assistance. The BCC works with other Isenberg faculty, the Chase Career Center, and student groups to customize our services and meet the needs of the Isenberg community.]