
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: What makes a good presentation?
DATE: Today
CC: Everyone else who might otherwise miss it



Making a presentation interesting and engaging is very easy if you follow these simple steps.

To most people, the thought of speaking in public, let alone making a presentation to a group of people, is quite daunting. However, by focusing on the essentials, and allowing content to be king, you should be able to sail through it.

Simply follow these simple steps and you'll be on to a winner.

- **Understand the requirement**

Talk to whoever has commissioned the presentation to clarify the requirement and what exactly is needed.

Be clear as to what type of presentation it is – PowerPoint, White Board, Rostrum etc

- **Plan**

Plan, allowing time for commissioning any contributions you might need, checking content clearance and receipt of submission well before the deadline

- **Get the basics right**

Present the information you have been asked for and not what you'd like to present

- **Practice**

Do several dry runs before committing your presentation to 'paper' to check timing

- **Use professional presentation techniques**

Instead of spending time making up your own designs, use standard templates to get the format right

- **Floor test**

If using PowerPoint, print off your most wordy sheet and place it on the floor. If you can't read everything clearly when standing upright looking down at it, you have too many words on the 'page'

- **Prepare it**

Keep it short and sweet, including only the basic information in your presentation support. You will be talking to your audience about the content of your presentation, not summarising the material they can read for themselves from any support material you may use

- **Check**

Proofread, and ask someone else to also proofread for factual spelling, clarity and accuracy

- **Don't read**

Don't just read from your presentation verbatim

- **Give handouts**

Do not give out your handouts until you have concluded, otherwise the audience will read what you want to say in advance instead of listening.