



## INTERNATIONAL BRIDGE CONFERENCE®

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## CREATING A GOOD PRESENTATION

To ensure a solid presentation, follow these guidelines in the order they appear.

### DEFINE YOUR OBJECTIVES

What is the purpose of your presentation? To persuade? To inspire? To inform? To instruct? When it's all over, what is it that you want the audience to do? Most important - what is in it for the audience?

### DESIGN THE CLOSE

Devote your creative energies up front to this important part of the presentation. Summarize your main points. You might consider memorizing the last 2 minutes so you go out with a bang.

### CREATE THE OPENING

This is the second most important part of the presentation. A set-up for the close and a first impression of you. Consider memorizing the first 2 minutes to ward off butterflies and establish a flow.

### OUTLINE THE BODY

What is your story? Support your case with reasons, facts, proof, examples, references, etc. Sample approaches (use several):

- \* Chronological
- \* Topical (arranged by subject)
  - e.g. inspection, design, construction
- \* Categorical (arranged by categories within one subject)
  - e.g. inspection: proposal, field work, report
- \* Problem / Solution
- \* Comparison / Contrast
- \* Ideal versus Reality
- \* Feature / Benefits
- \* Old Way / New Way
- \* Advantages / Disadvantages
- \* Goal / Roadmap (What's our goal and How do we get there?)
- \* Objectives / Answers

### TAILOR TO YOUR AUDIENCE

Convey the perception that your presentation was created just for them.

### CREATE CHEAT SHEETS

Don't read verbatim from a script

### REHEARSE, REHEARSE, REHEARSE

Work out the kinks before the actual event.

### DESIGN YOUR VISUAL AIDS

Basic rules for good visuals:

- \* Simplify
- \* Use Color
- \* Translate numbers into pie charts, bar charts or graphs.
- \* Minimize words. Don't use complete sentences. Use bullets only.
- \* Use pictures, graphs, symbols and cartoons that relate to the subject.
- \* Only one key point per visual.
- \* The best visual is the real thing -- next best is a picture of it.

**NOTE:** More important than the content of your message **IS HOW YOU SAY IT.** Your enthusiasm and commitment to your message is what will sell your ideas.