

# Presentation trainer

## PREPARATION

### Checklist – Organization

Date & time: \_\_\_\_\_  
 Length of time for talk: \_\_\_\_\_  
 Questions at end? If yes, length of time for questions: \_\_\_\_\_

Place/Room: \_\_\_\_\_

Room set-up:



Equipment needed: \_\_\_\_\_

Is it available?  Does it work?

#### Audience

|  |             |               |            |         |
|--|-------------|---------------|------------|---------|
| Number of people                       | 1–5         | 6–15          | 16–30      | over 30 |
| How much do they know about the topic? | nothing     | a bit         | a lot      |         |
| How well do I know them?               | not at all  | a little      | quite well |         |
| How formal?                            | very formal | formal        | informal   |         |
| Nationality/Culture?                   | same as me  | international |            |         |

Handouts    no   
                   yes/before talk                     at end of talk                     later (intranet/email)

### Checklist – Contents

Topic: \_\_\_\_\_

Three main points

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Purpose of talk: (What do I want to do?)

- Inform the audience
- Train the audience
- Sell something to the audience
- Persuade the audience to do something

Importance to audience: \_\_\_\_\_

What do I want audience to know by the end of talk: \_\_\_\_\_

#### Preparing visuals

How many visuals will I have? \_\_\_\_\_

- Do they say (or show) what I want to say?
- Are they clear and simple to understand?
- Will the audience be able to read them (font size and colours)?
- Do they have effective headlines?
- Is there as little text as possible?
- Have I remembered the *rule of six*?

**TRAINER**

**Introduction**

Welcome audience.

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Introduce yourself (name, position/function).

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State your topic.

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Say why your topic is important for the audience.

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Describe the structure of your talk (the main points and when you will be dealing with them).

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Say how long the talk will be.

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Say when you will answer questions.

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Say whether there are handouts.

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**TIP**

Remember how to make effective openings: start with a rhetorical question, a story or an amazing fact, or give the audience a problem to think about.

**Main part**

Briefly state your topic and objective(s) again.

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Then introduce your three (or two or ?) main points and give details.

**Main point 1:**

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**Main point 2:**

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**Main point 3:**

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Signal the end of the main part.

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**REMEMBER TO:**

- signal the beginning of each part.
- talk about your topic.
- signal the end of each part.
- highlight the main points.
- summarize the main ideas.

**BULLET CHARTS?**

- Refer to points in the same order.
- Use the same key words and phrases as on your bullet charts.

**GRAPHS, TABLES, PIE CHARTS, ETC?**

- Start by telling your audience what the visual illustrates.
- Explain it if necessary.
- Highlight the key points.
- Say why these points are important (and explain the cause or effect).

**Conclusion**

Signal the end of your talk.

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Summarize the key points.

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Highlight one important point.

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Explain the significance.

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Make your final statement.

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Invite questions.

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**Dealing with questions**

What questions can I expect?

How can I answer them?

|   |  |
|---|--|
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |

**TIP**

Remember how to make effective conclusions: end with a question or a quote from a famous person, finish a story you started at the beginning of your talk or call the audience to action.

**TIP**

**Remember, when answering questions during or after your talk:**

- Listen carefully and make sure you have understood the question correctly.
- Reformulate the question if necessary.
- If you want to postpone the question, say why politely.
- If you don't know the answer, say so and offer to find out.
- Answer irrelevant questions politely but briefly.
- Check that the questioner is satisfied with your answer.

## EVALUATION

## Checklist – Feedback

## Organization

**Was my presentation the right length?**too long  too short  just right **Was there time for questions at the end (if relevant)?**too long  too short  just right **TIP**

Use this checklist after a practice talk or an actual talk to evaluate your own performance!

## Communication

**How was my body language?**good  bad  Why? \_\_\_\_\_**How well did I deal with nervousness?**well  not well  Why? \_\_\_\_\_**Did the audience understand me?**yes, all the time  yes, most of the time  yes, some of the time  no **Did I have trouble expressing myself in English?**yes, all the time  yes, most of the time  yes, some of the time  no **What were some words or phrases I needed but didn't know?**

\_\_\_\_\_

\_\_\_\_\_

Look them up!

## Parts of the presentation

**Introduction**Did I tell the audience the purpose of my talk? yes  no Did I explain the structure of my talk? yes  no Did I tell the audience why the talk was relevant to them? yes  no 

- How can I improve the introduction? \_\_\_\_\_

**Main part**Did I state my main points clearly? yes  no Did I use effective signposting? yes  no Did I emphasize key points? yes  no Did I summarize key points after each section? yes  no Did I present my visuals well? yes  no 

- How can I improve the main part? \_\_\_\_\_

**Conclusion**Did I summarize the key points? yes  no Did I tell the audience what to do (call to action)? yes  no Did I leave a lasting impression? yes  no 

- How can I improve the conclusion? \_\_\_\_\_

**Questions**How well did I deal with questions? very well  well  fairly well  badly 

- Why? \_\_\_\_\_

- What questions were asked that I didn't anticipate? \_\_\_\_\_

- How can I improve the way I deal with questions? \_\_\_\_\_