



# Presentation skills

## What are presentation skills?

Good presentation skills are important for good communication. The goal is to be understood so people remember your selected key points. Talk with your audience, not at them.

## What's the difference between good presentations and bad presentations?

Consider the following:

Good presenters	Bad presenters
Clearly present a few key points	Are uncertain of their take home message
Use eye contact with the audience	Have poor body posture
Speak enthusiastically and clearly	Mumble and look bored
Use motion in their speech	Stay fixed to one spot and stare into space
Use appropriate anecdotes and humor	Use inappropriate language or humor or words that aren't understood
Present logically	Wander about their topic
Use visuals that are clear and easily read	Use jumbled visuals that are hard to understand
Dress appropriately	Dress in a way that detracts from their message

## What are the components of a good presentation?

### Prepare!

#### Analyze your audience.

- What are they interested in hearing? What is their background and education?

#### Structure your talk in three parts

##### 1. Opening

- Grab the audience's attention (e.g., use a quote, statistic, or picture etc.)
- Clearly state the purpose of your talk and why it is important.  
Write out in 1-2 sentences (or 3-4 bullet points) your main (simple) message.  
**Note:** If you can't clearly state your key message(s), then the audience likely won't understand either.

##### 2. Body

- Write out the 3-4 main points of your talk in a logical sequence
- Identify the stories, data and/or illustrations to support each point
- After each point recap and make the transition to the next point

##### 3. Conclusion

- Review the key points you covered and why they are important
- Finish with a call to action or a memorable statement



Good talks need preparation

### In presenting

- Practice. Be familiar with your talk and its flow
- Draw on day-to-day experiences and use stories; Relate the talk to current events
- Turn "butterflies" into positives
  1. Know the room, the audience and your material
  2. Relax and visualize yourself giving the speech
  3. Realize that people want you to succeed
  4. Don't apologize
  5. Concentrate on the message not the medium
  6. Turn nervousness into positive energy
  7. Learn from each experience

Who is the audience? What are the 3-4 main points you want them to remember?

(There are many references on Presentation skills on line.)

For more information visit: International Programs [ip.ucdavis.edu](http://ip.ucdavis.edu)

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