Tips for Effective Presentations

~ KISS (keep it simple speaker) ~

Practice

Present

Prepare

Order to Prepare:
1) Objective
2) 1-3 Key Points
   Supporting Materials
   Transition
3) Preview
4) Opener
5) Summary
6) Closure

Order to Present:
1) Opener
2) Preview
3) 1-3 Key Points
   Supporting Materials
   Transition
4) Summary
5) Closure

Consider Visual, Verbal, Vocal

SBU School of Journalism - Alan Alda Center
Communicating Science: www.stonybrook.edu/journalism/science

JRN 501: Communicating Science: Distilling Your Message
JRN 502: Communicating Science: Writing for the Public
JRN 503: Communicating Science: Improvisation for Scientists.

1-credit modules, last 4-5 weeks. Fall, Spring, and Summer
Objective

Persuade - What do you want the audience to do?

1-3 Key Points

What points support your Objective?

For Each Key Point

> Concept / Question

  > Experimental Approach

    > Results

    > Interpretation

  > Transition

Preview

'Tell them what you are going to tell them'

Opener

Capture Audience Attention

Summary

Review

Closure

Future

Acknowledgements
Practice

Don’t Underestimate the Time Needed

Present

Visual

Slides, Handouts, Whiteboard

You

Dress

Eye Contact & Facial Expression

Hand Gestures & Posture

Movement

Podium

Don’t Keep Back to Audience

Verbal

Clarity and Simplicity (KISS)

Vocal

Volume, Pace, Pauses, Intonation