



Louisiana Tech University
College of Engineering and Science

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How To Make an Effective Presentation

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ENGR 120 - Fall Quarter - 2007



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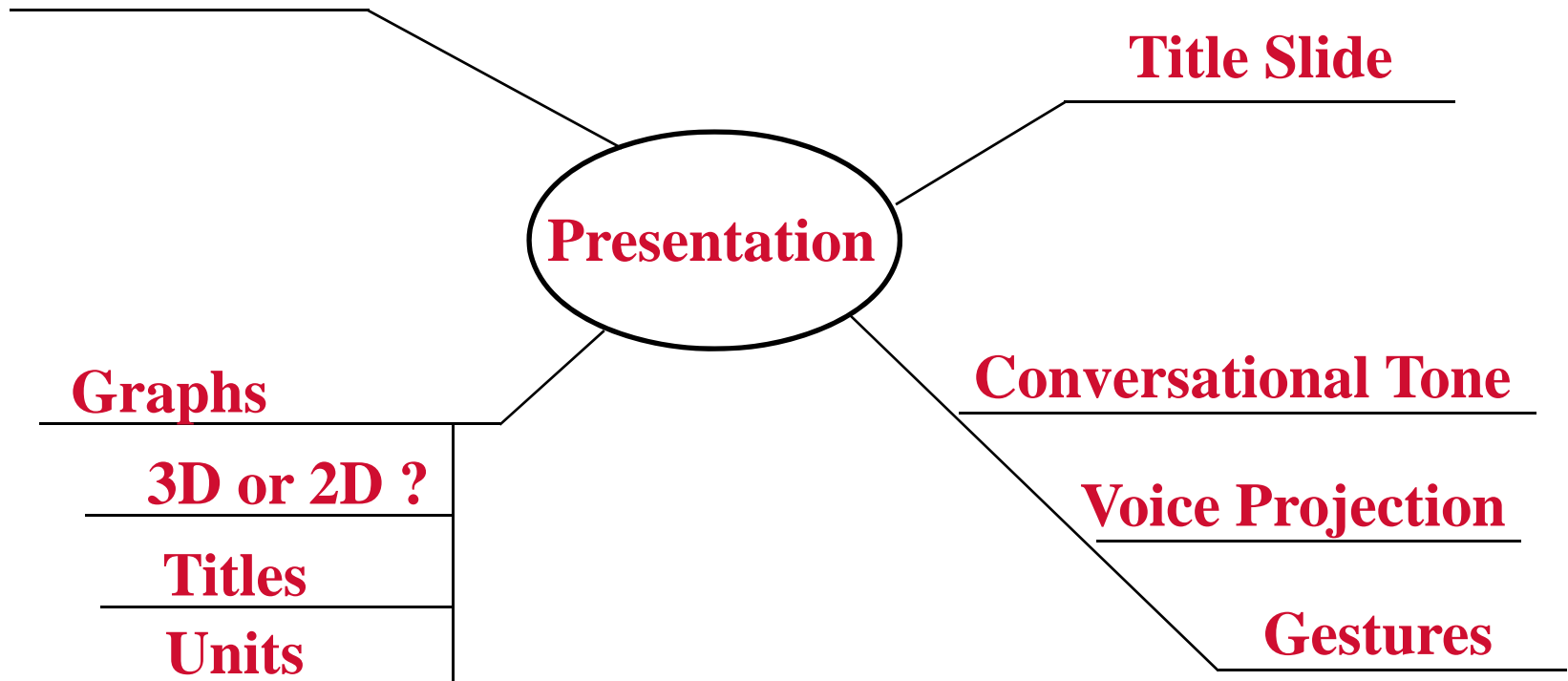
Closure



**Allow yourself enough time
to prepare. It always takes
more time than you think.**



Mind Mapping





KISS Principle

Keep It Simple, Stupid !!

(Keep it at an appropriate level for the audience)



BE FLEXIBLE !!

Be prepared to adjust your presentation to:

- Audience
- Room
- Time Constraints
- Equipment Problems



Speak from your slides or transparencies.

Let them serve as your notes.

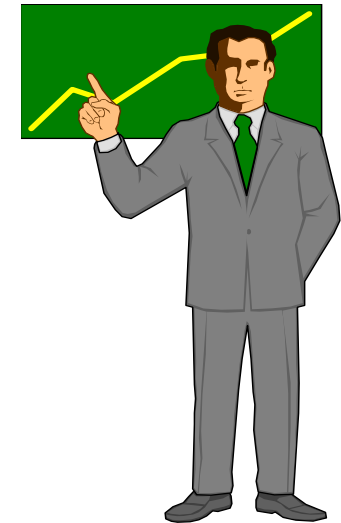
Allow about one minute per slide.





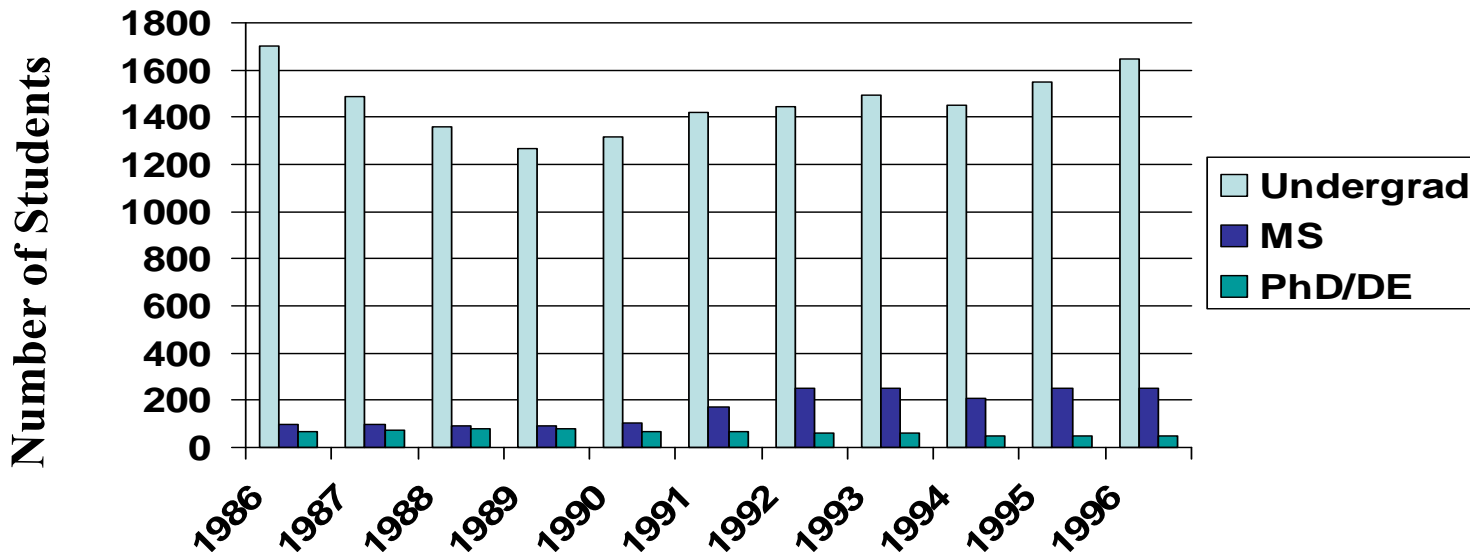
GRAPHS

- **Simple, Not Cluttered**
- **Readable**
- **Title and Axis Labels**
- **Units**
- **3D only if it adds clarity**



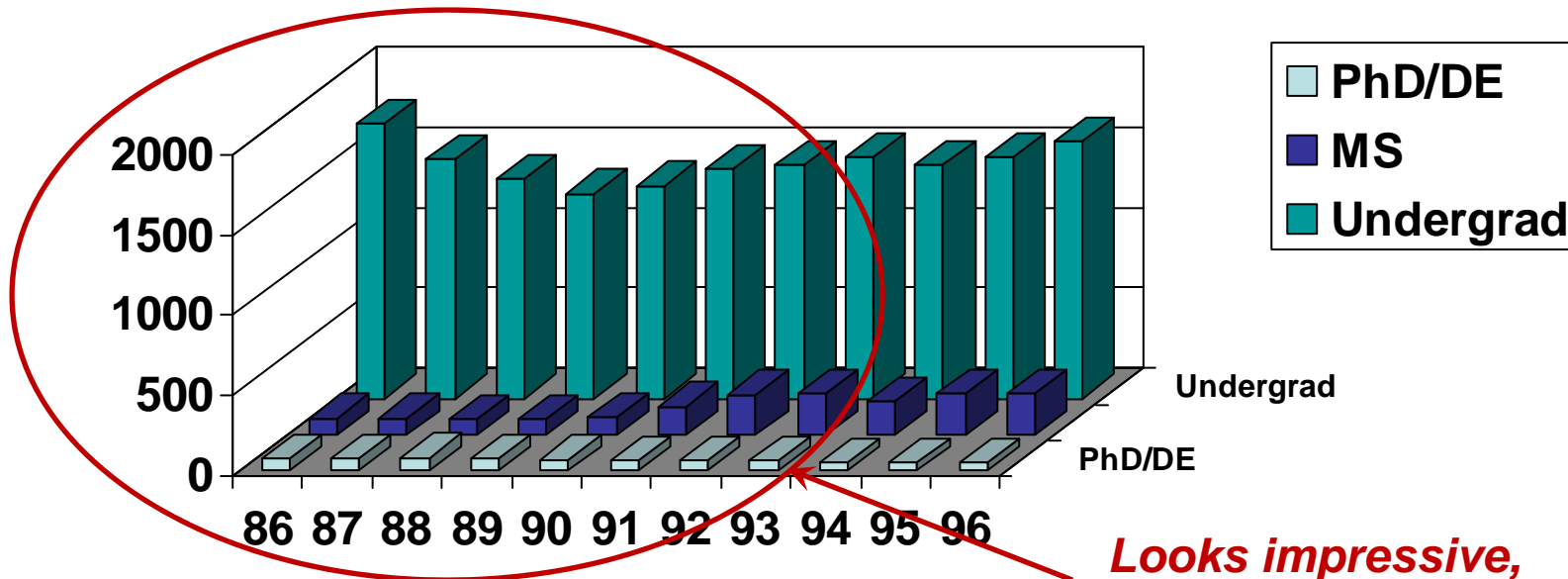


Enrollment Statistics





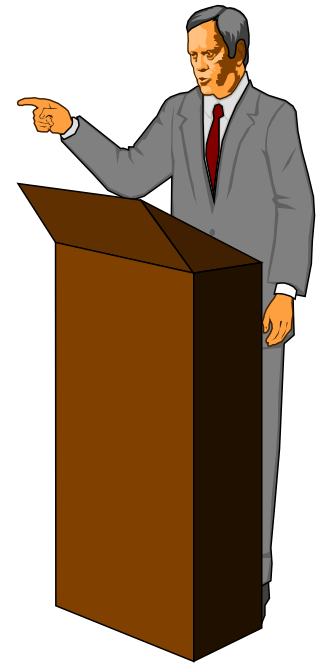
Enrollment Statistics



*Looks impressive,
but difficult to read accurately*



Avoid the
temptation
to use every trick
at your disposal!!





**Avoid red on a dark
blue background.**

**However, white on a dark
blue background works well.**



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**Always check your slides on the projector screen.
They will look different than on your computer screen.**



**Most audiences can not read text
with font smaller than 18 points.**

- This is 12-point font.
- This is 18-point font.
- This is 24-point font.

This is 32-point font (bold).



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One of the worst things you can do is put so much stuff on a slide that no one can possibly read it past the first row; and the apologize to the audience by saying “I know you can’t read this slide, but here’s what it says.” This is made even worse when the slide contains numerical data and tables, much of which is superfluous anyway.

Include only that material which is really relevant and easily absorbed by the audience. You should use short key words and phrases that prompt you for what you want to say and serve as an anchor for your audience.

This slide is intended to serve as an example of how not to do it.



Practice delivering your presentation in front of the mirror or friends.

Better yet, video tape yourself and critically evaluate your performance.



In evaluating your performance, consider

- **facial expressions**
- **eye contact**
- **posture**
- **gestures**
- **movement**
- **tone of voice**



A natural, conversational tone is the most interesting and effective way to make your presentation.





Wear clothing that will draw the audience's attention to what you are saying, not to the clothing itself.





Convey a positive attitude.

- **Smile and act friendly.**
- **Use eye contact; focus on different people in the audience.**
- **Do not read off a script or memorize your speech.**



- **Avoid distracting body language (like jingling coins in your pocket).**
- **Learn to modulate your voice.**
- **Slow down!**
- **Use strategic pauses.**



Tips for Presenting with a Team

- Introduce everyone on the team
- Divide tasks according to individual strengths
- Rehearse often, and seek constructive criticism
- Work on smooth transitions
- “Pass the baton” by mentioning other people’s names
- Practice answering questions the team has brainstormed



Start on time and end on time.

**Respond directly, but courteously,
to questions from the audience.**



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Questions?

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