



100 STEPS TO A PERFECT PRESENTATION

PART 2

THE ART OF PRESENTING
AND CONNECTING
WITH YOUR AUDIENCE



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Premium PowerPoint Templates

100 STEPS TO THE PERFECT PRESENTATION

PART 2

In part 1, you learned about creating attractive content and design. Part 2 deals with the art of presenting, communicating and con-

necting with your audience, as well as how to reuse your presentation content. Read on for our helpful tips.



25 Tips

HOW TO

PRESENT LIKE A PRO

Even the most experienced speakers can suffer from nervousness and doubt when going onstage. It's hard to prevent this fear, but there is a good remedy for it. No, we're

not talking about a strong drink. It's preparation! Even when things don't go as expected, being well prepared allows you to deliver a professional and convincing presentation.



51

START

STRONG ...

The best presentations succeed when they attract attention from the very beginning. These methods usually work best: a powerful quote, a personal anecdote, an exemplary narrative or a rhetorical bang that shakes up the audience.

Once you get onstage, don't only declare what you intend to do, but start with an introduction that will keep people in their seats with excitement.

52

... AND END

EVEN STRONGER

The goal of the beginning is to win the audience's engagement for the duration of the presentation. However, the purpose of the conclusion is for the viewers to remember your presentation long after. Therefore, the ending of your presentation must be

more memorable than the beginning. For example, you can envision the possible future of a touching story, give a motivating call to action, or end with a powerful quote. It doesn't need to be perfect, but it should leave a lasting impression.



53

STAY

VISIBLE

There are two behavioral traps in which you can get into: restlessly pacing back and forth or hiding behind the podium. Too much movement distracts the audience and staying

behind the podium implies insecurity. Find a balance by limiting the space in which you move, so that the viewers don't have to keep turning their heads to see you.

54

LOOK AT

YOUR AUDIENCE

Don't underestimate the power of eye contact. If you look at your audience, you'll not only convey security and commitment, but your audience will feel addressed and

included. As a general rule, select three points in the room to make short, but concentrated eye contact.



55

PAY ATTENTION

TO YOUR GESTURESTEN

Gestures are a natural way to express commitment and show emotional involvement about the subject. Careful, though, with aggressive movement, wild wandering or

rough gestures that can be offensive. Try to remain sensitive to how your audience responds to your body language.

56

WATCH WHAT

YOU EAT

To avoid feeling bloated or sleepy, stay away from food and drinks that are caffeinated, fried, contain alcohol or are sugar-free. These can provoke a nervous stomach. Instead, eat

or drink something nutritious that soothes your stomach and your nerves like bananas, rice (not too much), toast, applesauce, decaffeinated tea or sweetened ginger tea.



57

ASK QUESTIONS

Ask your audience questions (hypothetical or real) to drive your message home to your audience. It doesn't matter if the questions

are easy or difficult, the main thing is that your listeners think about the topic and how it relates to them.

58

EXPLAIN

PIECE BY PIECE

If you are giving a particularly long or information-heavy speech, divide it up into parts that can be better rehearsed, as well as parts that can be more easily digested by your audience. You may even want to break sen-

tences down to highlight important sections. Sometimes it is even enough to take a single word and extrapolate on it to further unfold the topic.



59

DRIVE YOUR

CALL TO ACTION FORWARD

As already mentioned, it's important to already consider the call to action when making your presentation. The CTA however only really works if it is presented with some en-

thusiasm. Make a pause before and after the CTA and drive it home with your best, "and now for the most important thing" face.

60

THE POWER

OF THE PAUSE

Some of the most professional speakers of our time use pauses to bring emphasis to important points. Silence gives the audience time to consider why this point matters. This

also gives you time to catch your breath, take a sip of water or sort your thoughts instead of apologizing or filling the gaps with "um, uh, well, etc."



61

TAILOR YOUR DELIVERY

TO YOUR AUDIENCE

If you do not tailor your presentation design or content to your audience, then how connected the audience feels rests wholly on the manner in which you present. (A similar scenario would be a band on tour that manages to appeal to the audience in every city in a specific and personal way). The more precisely your presentation is tailored to the

audience, the more potential you will have for hitting a home run and giving an effective presentation. To get feedback on how well you came across and make future improvements, you might want to consider having a question and answer session after your presentation.

62

PRACTICE TALKING

Will a regular speaking voice do or should you turn it up a notch? Or perhaps whisper? While volume variation is not a bad idea, a normal speaking voice should do just fine. What you should take notice of is the speed at which you talk. If you are nervous you will

tend to speak a little faster, or it might just seem a little faster, or it could very well be a thousand times faster than normal. The most efficient antidote for this is practice! Practice preferably with a stopwatch and a test audience.



63

PRACTICE STANDING

You certainly already know the power of muscle memory: This ensures that you can make your morning coffee before your brain is fully switched on. In the same way, you can practice a presentation situation - keep

standing and occasionally walk back and forth while practicing your speech. Practicing this will help make your presentation into an entirely normal and familiar situation that will also help against stage fright.

64

PRACTICE PRESENTING

No magic formula applies to all speakers. We recommend that you practice your speech about seven times in real presentation-like conditions and in a similar environment. This means you should give the lecture standing up, use your presentation materials and

equipment (PowerPoint, beamer, etc.) and time your presentation. Prepare and practice your presentation as closely as possible to the real thing so as to avoid unexpected situations or mishaps.



65

MENTALLY PLAY

THROUGH YOUR PRESENTATION

This training method doesn't require a stopwatch, technical equipment or lecture notes. Simply sit down and go through your whole presentation: how you will prepare your equipment, where you will stand, walk and

what you will say, and how you will moderate. This meditative method can help lower your nerves and help you keep a cool head on presentation day.

66

WORKOUT

If you have a few hours before your big presentation, go for a run. Sport promotes the release of endorphins. This condition may persist for several hours after exercise and

provide extra energy and confidence. Even if this method ends up not being effective for your body, you probably won't mind burning off the calories from your last sandwich.



67

SUPERSTITIOUS?

If you happen to have a lucky charm, then why not wear it? Even though chances are your charm doesn't have any magical powers, it has a placebo effect.

You might just feel luckier and more confident while wearing it. A little bit of magic has never hurt a presenter.

68

USE FLASHCARDSTEN

The majority of your content should be in your notes (and in your head) and not on your PowerPoint slides. However,

for sections of your presentation that are content heavy, make flashcards and practice reciting from them.



69

AVOID TOO MANY

FILLER WORDS

Fillers are a normal part of any presentation. They allow the mind a few seconds to finish an idea or move on to the next. However, too many „umms“ and „uhs“ can be distracting, and you risk coming across as unprepared or extremely nervous. The point is not to eliminate fillers completely. Having no fillers

suggests you are over-rehearsed and emotionally cut off from your audience. Try instead to focus on natural, everyday speaking styles such as talking with friends or telling a story. When you understand and feel comfortable with your presentation content, your delivery will flow more naturally.

70

DON'T

DRESS UP

If your jewelry is noisy, your outfit restricts your movement, or shines rainbow colors across the room, don't put it on. You can of course have your own personal style, you don't need to look like all the others. Have confidence in wearing something

that doesn't conformed and isn't "corporate". What matters is that it reflects your own identity. Mark Zuckerberg and Jeff Bezos didn't become who they are today because they spent countless hours debating on what to wear.



71

GET A SECOND

PAIR OF EYES

Before you give your real presentation, practice in front of a friend that can give you detailed and honest feedback. They can help

catch distracting habits, or unflattering gestures and expressions that you might make unconsciously.

72

ENCOURAGE QUESTIONS

Question and answer sessions are most successful when the audience feels comfortable. Encourage even the most absurd questions and find a way to come back to your message with the answer. If you let your audience know beforehand the presentation

that a question and answer session will be held after the presentation, your listeners can already consider and prepare appropriate questions. This can help possibly avoid a few meaningless questions or utter silence.



73

TO HECK

WITH HECKLERS

Every now and then you will get a trouble maker sitting in the audience interrupting you with critical comments. If that happens, don't answer with a counter argument but answer with a question. Be careful what tone and volume you use when answering. Keep calm, that way you take the wind out of their sails.

It is always legitimate to ask hecklers to save their questions for after the lecture so you can better clarify. Do this with an especially friendly and enthusiastic attitude and not in a confronting manner. Try a phrase like, "I would be happy to speak with you in detail after the presentation."

74

DON'T LEAVE THE FIRST

MINUTE UP TO CHANCE

The course of your presentation weighs heavily on the first sixty seconds. You and the audience get to know each other, and if there are any technical difficulties, they

usually happen at this time. Be sure to take extra time to rehearse the first minute of your presentation.



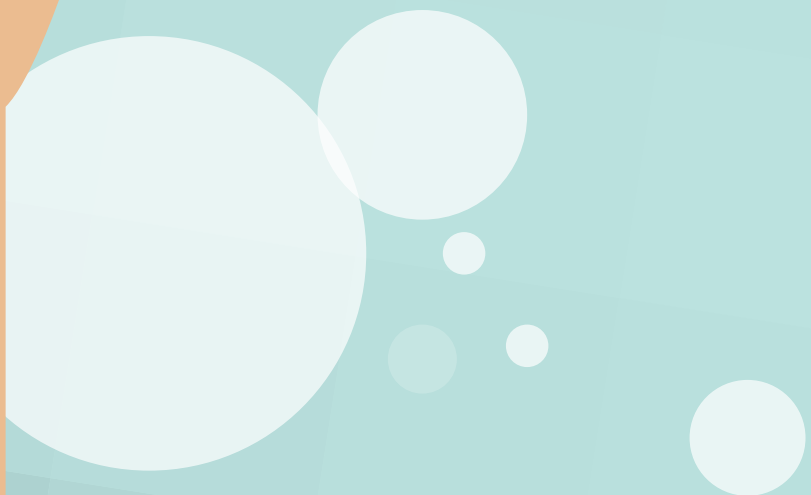
75

HIRE A

COACH

Should your nerves get the best of you and there is a lot at stake, don't be shy to hire a coach. You can participate in group courses in which presentations are practiced or hire a speech trainer who can also give you tips

and help you gain confidence. Regardless of what kind of presenter you are, your presentation skills will certainly benefit from the training and feedback provided by others.



10 Tips

FOR SUCCESSFUL NETWORKING

AFTER THE PRESENTATION

Now that you know how to create, design and give an outstanding and powerful PowerPoint presentation, let us briefly discuss what you can do afterwards to follow up.

Your audience can provide valuable input on your presentation. Take advantage of any networking opportunities between you and your audience. Besides getting constructive

feedback, you can also make useful contacts. The next ten tips will show you how to network after a presentation.



76

BE AVAILABLE

Networking needs time. Plan to talk to your audience after your presentation, even if it's only for 15 minutes. Don't underestimate how great a resource your listeners can be for

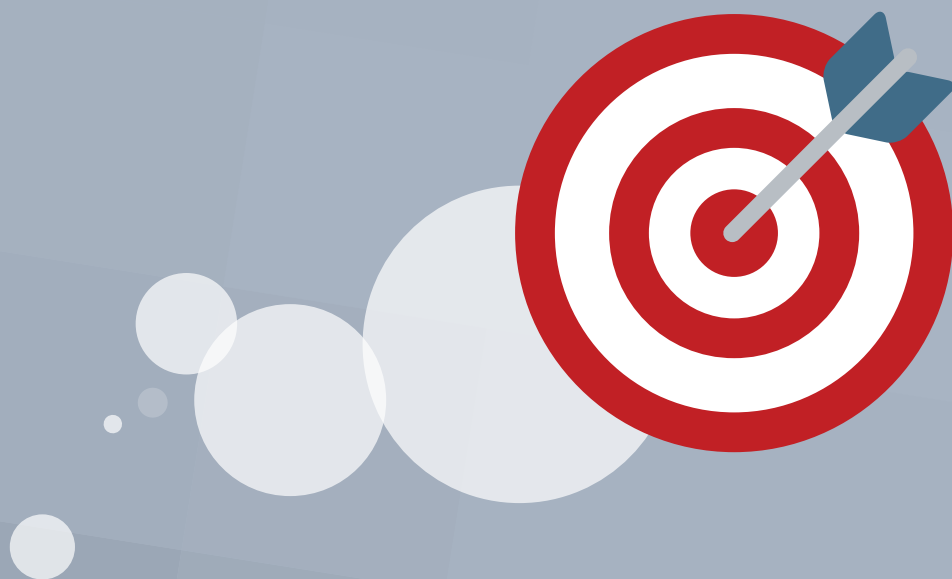
inspiration and helpful suggestions. The audience not only learns from you, but you also grow by reconsidering your theories when answering questions.

77

MAKE A GOAL

You already know in advance what you would like to accomplish with your presentation. Maybe you want to collect 100 signatures for your company, or raise 100,000 euros in financing. In the same way, you should set

a goal for networking with the audience. For example, aim to make five new business contacts or collect ten new business cards. What's your goal?



78

LISTEN

To be a successful networker, it is important to be a respectful listener. No one wants to have a conversation with someone who feels and acts superior or who is not really listening or focusing on you. Your presentation

already gave you enough time to state your position. Now take the time to really listen to your audience, understand what they're saying, and wait patiently to respond.

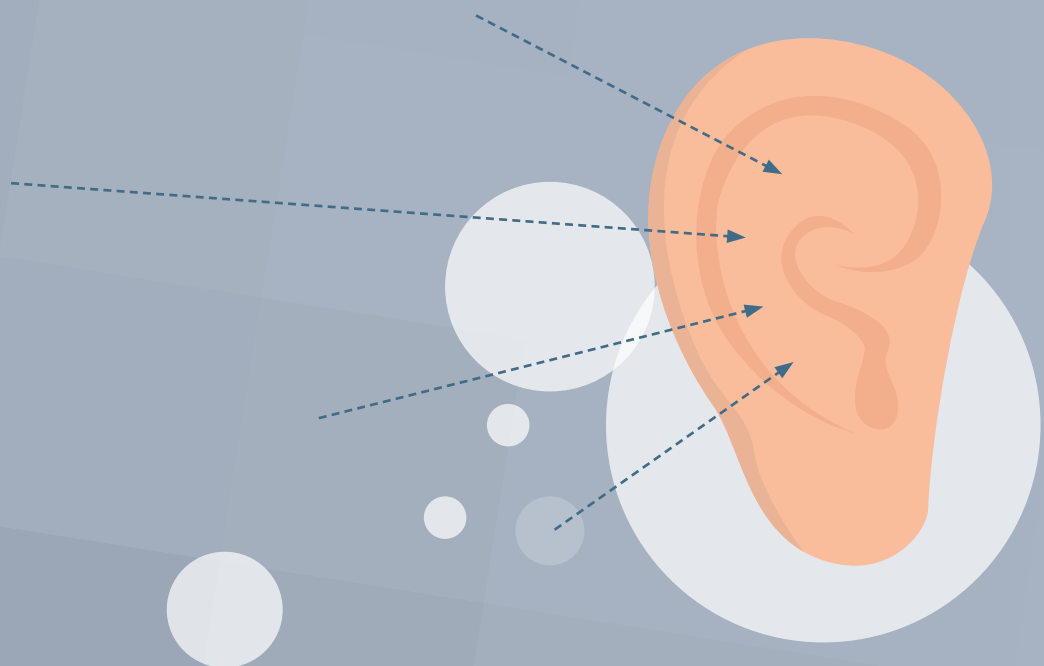
79

BUILD

RAPPORT

Even if you automatically associate networking with selling yourself, it's not all about you. The aim is to exchange ideas and nurture conversations that can be continued at a later date. You should have already commu-

nicated all the important points in your presentation and your call to action should be clear enough so that there is no need to hold a second round of your talk.



80

TAKE NOTE

OF YOUR AUDIENCE

If someone commented during your lecture or especially if they asked a question, make a note to talk to them. Dedicate yourself to the

concerns of the listener and open a dialogue before the rest of the audience leaves the room.

81

GET FEEDBACK

It's up to you to get the feedback you need! Even if you're not keen on networking after the presentation, you may find other ways to collect verbal feedback. For example, use

breaks to ask your colleagues questions such as "Is my presentation convincing?" and "Is there a point that is still unclear?"



82

USE A SURVEY

If you have absolutely no time to get in touch with your listeners, there are alternative ways to get their assessment of your speech. For example, include a survey, a handout, or a

call to action that invites the audience to send feedback to your email address (make sure you place your contact information on the last slide).

83

SET A TIME LIMIT

Making contacts can also be exhausting. You have to remain patient and always keep a smile on your face, even when you receive criticism or provocative questions. If this idea makes you nervous, set yourself a

15-minute time limit. Don't feel like you have to answer all questions extensively. You may also refer the audience to your brochure, publication etc., to help them gain more understanding on a particular topic.



84

STAY IN TOUCH

If you connect with someone and exchange contact information, be sure to touch base with them within 48 hours. This way your

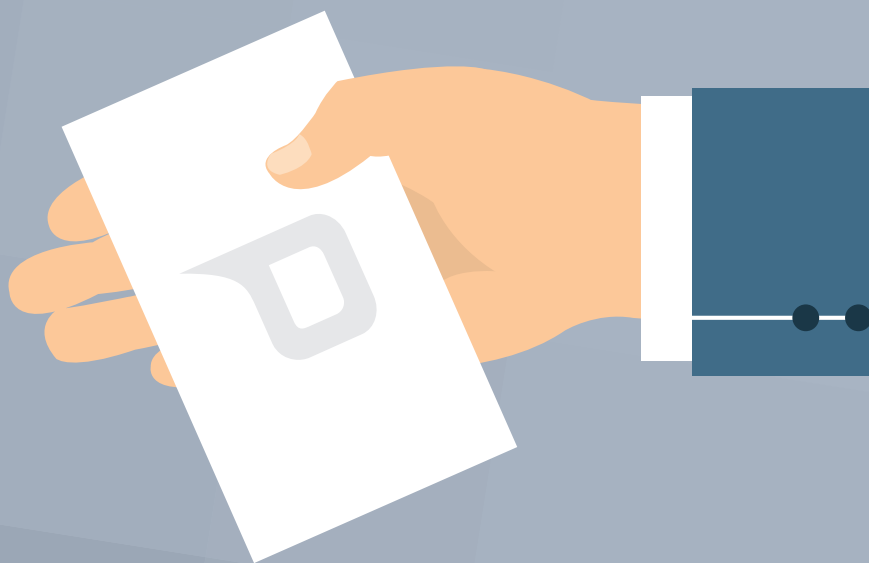
meeting will still be fresh for both of you. The longer you wait, the less likely it is you will make that connection.

85

LEARN FROM MISTAKES

Your presentation may not be running perfectly. Perhaps your videos won't load, you've forgotten a point, or networking hasn't been successful on that day. Write a summary of your presentation and list things that went

well and things that need improvement. Look at this list before your next presentation, learn from it and make the adjustments you need for your next presentation to be a complete success.



15 Tips

FOR RECYCLING

YOUR PRESENTATION

After you have invested so much time and effort in your presentation, the last thing you want to do is archive it and never use it again. Thankfully, there are several ways to reuse

your work. For example, you can use your slides for content marketing or as a template for additional presentations. Here are some helpful tips to inspire you.



86

CREATE

A VIDEO

Expand the reach of your presentation by uploading a webinar version on a site where videos can be viewed and shared easily, like

YouTube. Save your presentation as a video file in PowerPoint or use professional video editing software like Camtasia Studio.

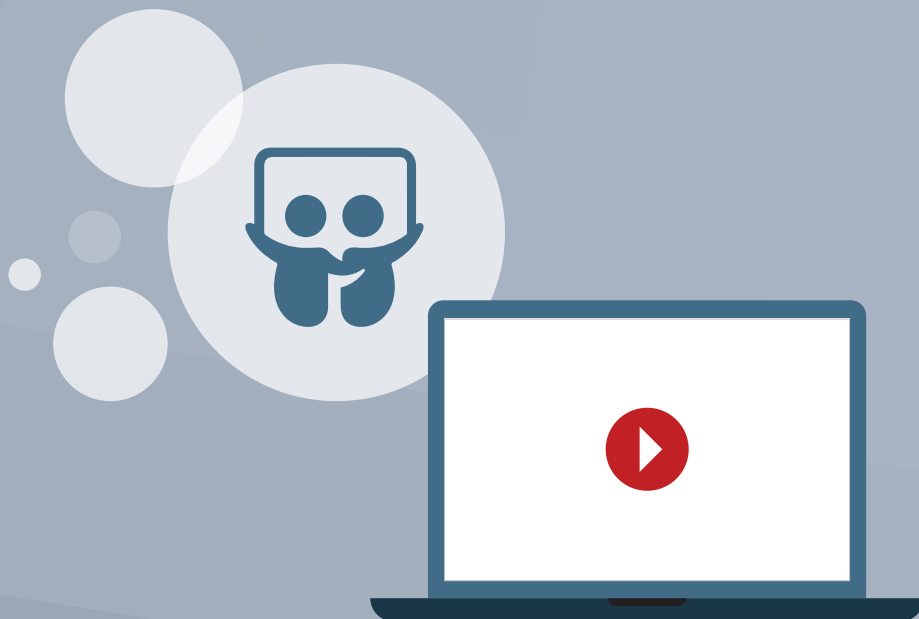
87

PUBLISH

ON SLIDESHARE

SlideShare is a file hosting service where presentations can be uploaded and shared with other users. There is currently no bet-

ter platform for publishing presentations, no matter the topic. All you need to do is create a profile, upload your file and share the link.



88

SHARE

ON LINKEDIN

If you have an industry-specific presentation, select some of your best slides, save them as separate images and upload them to your LinkedIn profile. You can post a quote along

with a suitable diagram or graph. Alternatively, you can publish a link that refers to your SlideShare.

89

TWEET IT

The predefined number of characters on Twitter makes it difficult to share presentation material. No to worry, just share a link

to your uploaded presentation on SlideShare and use the remaining space to give a short teaser to spark your followers' interest.



90

FACEBOOK

Add individual slides to your company page. Choose slides that best represent your business, future projects and offers. With the

Social Share plug-in, you can upload your presentations directly from PowerPoint as an album, graphic, or video on Facebook.

91

YOUTUBE

As mentioned earlier, you can upload your presentation to YouTube. This video portal allows you to insert external links into the video or description text. You could link it to SlideShare or a landing page where the user

can scroll through the presentation, making complex content more accessible. Viewers can read and digest the material at their own pace.

The YouTube logo is displayed in red text within a white rounded rectangle, set against a light blue circular background.The Facebook logo, a blue lowercase 'f', is centered within a white circle, which is itself set against a larger light blue circular background.

92

OTHER SOCIAL MEDIA CHANNEL

In addition to popular social networks such as Facebook, Twitter and LinkedIn, there are other platforms potential customers use such as Scoopit, Google+, Pinterest, etc. Test which channel works for your business by

saving your presentation as .png and sharing slides on these platforms. You may want to edit some of your slides depending on the network and monitor how your material generates likes and shares.

93

EMAIL AND NEWSLETTER

If sending emails or newsletters is part of your content marketing strategy, try using them to share your presentation. Send a link to your SlideShare or send a single sample

slide. You can use the email to briefly explain the content of the slide, or write a short review of the SlideShare post.



94

INFOGRAPHICS

Do you want to present relevant facts, figures and results in an infographic but don't have the design expertise? Contact our team at PresentationLoad. All you need to do is provi-

de us with the information you have in mind and let our design professionals do the rest. We'll take those ideas and create a unique infographic perfect for your project.

95

PRESENTATION TEMPLATES

Your presentation can serve as a design template for future PowerPoint projects. Simply remove all content and replace them

with placeholders that can be filled with new content when needed. Save time and effort when creating your next projects.



96

REPRESENT

When giving a presentation, you are acting as an ambassador for your company or organization.

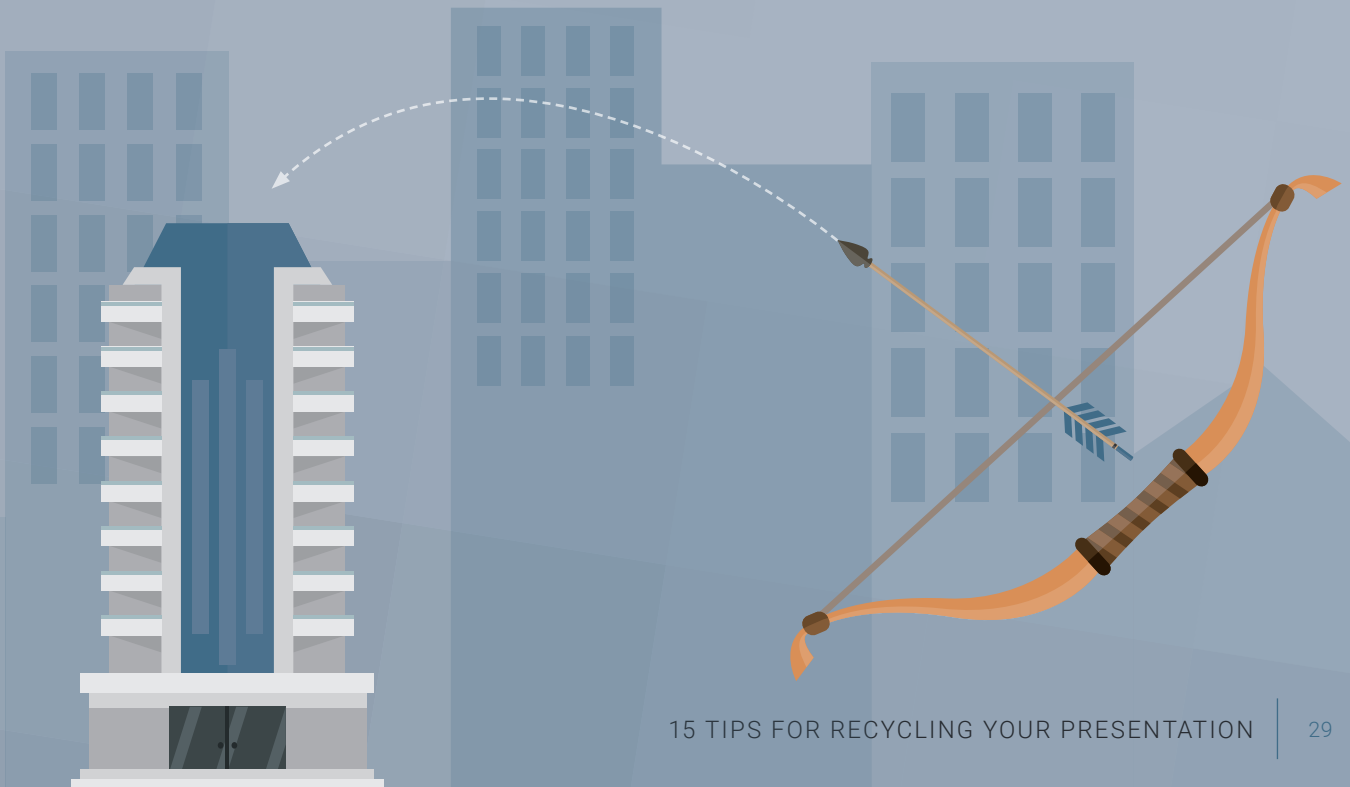
If your slides allude to your company's stance, spend a few minutes to introduce your company and its position.

97

PRESENTATION PITCH

A pitch is presenting a business idea in a limited time frame. You can use your presentation content to create a pitch presentation. You might need to change certain slides,

depending on what you want to accomplish. Ultimately, topic presentations can quickly be converted into a pitch presentation with relatively little hassle.



98

WRITE AN

EBOOK

The content of your presentation can be used as inspiration for an eBook. Clarify the motivation behind your presentation and determine how you can format this into an eBook.

Use key phrases from your presentation and incorporate the same graphics for the design.

99

MOOD BOARD

Use your presentation to create a mood board with design elements, diagrams, pictures, etc. You can always refer to this and copy individual elements to create new pre-

sentations. This might also give you inspiration for new designs, colors and pictures and may even lead you to create your very own design style.



100

TEMPLATES AND INSPIRATION

FOR WEBSITE DESIGN

If you are designing a web page on the same topic as one of your presentations, try reusing some of your material like images, fonts,

text layouts and graphics. You may also want to copy and paste existing content.

We are now at the end of our 100 tips to a perfect presentation.

With these tips, you can create and give a flawless presentation. However, factors such as time constraints or unexpected technical problems may interfere. We're here to help. Whether you need us to create your presen-

tation, or would like our expert advice throughout the design process, PresentationLoad is there for you. Just give us a call or write us an e-mail – we'll take care of the rest



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