

PREPARATION

1

Know Your Audience: An integral part of successful presenting is having a clear understanding of participants. Try to get a general sense of the demographic ahead of time by knowing the types of programs they run, age groups, funding sources, etc. Please be mindful that the participants will have different learning styles, and knowing this ahead of time can help you be successful in your workshop.

2

Know Your Space: Please let us know in advance your room set up requests. Arrive early to ensure that your room is set up in a way that is conducive to your style and goals. Please let us know in advance your Audio/Visual equipment requests. Again, you may arrive early to check that your AV and room set up are arranged the way you requested.

3

Know Your Goals/Objectives: Determine ahead of time your own personal goals and objectives for your presentation. What do you want participants to gain from being there? How much information do you plan to cover? What is your primary purpose? It might also be helpful to create an agenda so you can be mindful of time and ensure that you reach your own goals.

PRESENTATION

1

State Your Purpose: Be intentional. Make sure your audience is well aware of your goals and objectives from the start in order to avoid any initial confusion. If they are clear on the content, they will be much more engaged throughout the presentation. Let them know how your material and content are relevant and realistic.

2

Strategize With Your Materials/Visual Aids: If you choose to hand out materials during your presentation, please have enough for everyone in the room. Second, be mindful of how you distribute them. Tangible items can be an effective tool to entice your audience and keep them engaged the whole time. Do not feel obligated to hand everything out at the beginning of the session. Use visual aids that enhance your presentation but still allow your audience to hear and focus on you.

3

Inspire, Engage and Be Present: Your ability to connect with your audience is crucial in having a successful presentation. Work the room by moving around, making eye contact and addressing participants individually. Try to use as many interactive conversations and activities as possible. Make it personal by sharing anecdotal stories and asking them for the same. Enabling your audience to make your material relevant to them will improve their retention. Try to be flexible. If you find that a certain part of your presentation really speaks to your audience, allow them to pursue that.

4

Finish Strong: Try to find an easy and quick way to summarize the session and/or restate your objective. Allow your audience to ask questions and give yourself enough time to answer them. This is a great time to teach them how to implement all of the amazing information and tools you have given them. Make them feel supported by giving them all of your contact information and/or applicable resources (i.e., websites, books, opportunities for follow up).