Presenting Your Paper ... In The Best Light

**Powerful Professional Presentations**

Glen H. Besterfield

**Outline**
- C.O.D.
- Marketing Essentials
- Basic Ingredients
  - Knowledge Wins
  - Formats & Slides
  - Physical Things
  - Room Arrangement
  - Image & Stage Presence
- Punch Line & Quotes
- Questions & Answers

**A Good Talk Is C.O.D.**
- Content
- Organization
- Delivery

**Marketing Essentials**
- Know Your Product
- Know Your Customer
- Identify How Product Meets Client Needs
- Match Product With Client Resources
- Develop Professional Sales Presentation

**Basic Ingredients In A Powerful Professional Presentation**
- Knowledge
- Format
- Physical Things
- Image
- Stage Techniques

**Knowledge Wins**
- Research Your Material
- Exceed Your Requirements
- Organize Your Presentation
- Condense Your Material
- Study It! Talk It! Dream It!
- Practice! Practice! Practice!
- Get A Critique
A Format That Flows
- Title Page
- Outline
- Introduction - Why?
- Body / Main Points
  - Methodology
  - Procedure
  - Results
  - Conclusions And/Or Recommendations
- Wrap Up Or Summary
- Punch Line

A Simplified Format
- Tell 'Em What You're Gonna Tell 'Em
- Tell 'Em
- Tell 'Em What You Told 'Em

Slide Preparation
- Four To Five Main Points
- Figures, Tables, Illustrations
  - One Per Point & Vice Versus
  - Audience Understands In 30 Secs.
- 1 Minute Per Slide
- One Idea Per Slide
- Visual Standard
  - Dark Background, Light Lines ???
  - Six Words Per Line, Six Lines Per Visual

Physical Things Count
- Room Arrangement
- Lighting
- Temperature
- Microphone & PA System
- Projector
- Visual Aids
- Distractions

Room Arrangement

Image Can Help Or Hurt

- Professional Dress
  - Conservative Business Office Dress
- Shoes Clean & Shined
- Current Hairstyle, Etc.
  - Neatly Trimmed, Cut Or Styled
- Introduction Of YOU
- Confident, Competent Impression
  - Speak Slowly & Distinctly
- No Slang Or Regionalisms
- Smooth, Prepared, Erudite

You Never Get A Second Chance

To Make A First Impression

Stage Techniques Pay Off

- Voice
- Gestures
- Body Movements
- Eye Contact
- ENERGY!
- Like It Or Not
  - You’re An Actor On Stage

Stage Presence

Weakling Orator Gripper

Points To Ponder

- Know Your Material
- Use Flowing Format
- Set The Stage
- Make Image A Plus
- Be A TV - Not A Radio

Punch Line

- Think About It!
- Plan It!
- Do It!

Promotable People Present Powerful Professional Presentations
Quotations

- For & To Audience
- About Speaker & Topic
- Quote Is A Metaphor

“The key is not the “will to win” ... everybody has that. It is the will to prepare to win that is important.”  
Bobby Knight

Questions & Answers

- Listen & Repeat
- Paraphrase
- “Starter” Questions
- Feed Audience
- Respect To Audience
  - Know Audience
  - Sir, Dr., Ms. Jones
  - Don’t Humiliate
  - “Good Question”
  - Answer To All

Questions & Answers

- Take Control
  - Relate To Orators
  - Admit Weakness
  - Use Final Slides
- NO ENEMIES !!!!!
  - Approach People
  - Mediator Is Best Friend

Final Slide

- Descriptive
- Answers 90% Of Questions
  - Drawing
  - Picture
- Name On Slide, Dept., Etc
- Quote ????

Blackout