

I543 Presentation Criteria

Content Delivery

- clearly deliver key points of every slide without reading text from slide
- enunciate words and appropriate volume
- appropriate use of audio visual materials
- delivered in assigned time (not too long or too short)
- fluid conveyance of overall message to the audience

Presentation Manner

- obvious rehearsal
- appropriate use of eye contact to connect with audience
- professional manner, appropriate for setting
- audience engagement for Q&A and comment session

Tips

1. The most important thing about a presentation is the audience. When presenting, make sure that you are not turning your back on your audience to look at the screen.
2. The information being presented on the screen should help highlight a point you are making rather than be the point you are making. Try not to read from the slides, but instead let the audience see the slide as a helpful guide to what you are currently speaking about, or as something that really helps your point be made. Essentially, your slides should help you convey your point to the audience, but not be your point.
3. It is generally a good rule to give your audience an idea of your presentation's scope. Including information that unobtrusively conveys to the audience where you currently are in relation to the broader structure of your presentation is important.
4. Pictures often say much more than words and can be powerful tools to constructing and conveying your argument. Showing what you are talking about with a picture makes your point easier to understand for an audience that might not be very familiar with what you are testing. However, do not overload your presentation with loosely related images—each picture you include should have a specific meaning related to your overarching message.
5. Be concise. Because you have such a short time for most presentations (this holds true in industry and conferences) you should try to fine-tune the information you are presenting. Make sure that you are talking about the most important topics and leave the rest for questions at the end or the paper. Oftentimes the most concise presentations are the most remembered.
6. Be creative in how you present your information. The more engaging you are the more your audience will remember your presentation. Beyond text and images, consider different ways to convey your overall message