Creating Effective Presentations

If you've ever written an effective document, you can create an effective presentation. Like an effective document, a persuasive, informative presentation must have a **core message** and clear **claim statements** supported by **evidence**.

Introduction

The introduction is the most overlooked part. Don't just focus on having good content in the body of your presentations. Recognize that the introduction sets the stage for what follows.

Give an **agenda** that communicates to your audience the order of the information being presented.

Clearly convey the **core message** of the presentation and its relevance; doing so now will allow you to refer to it throughout the presentation to reinforce its importance.

Use an insightful question or a personal anecdote. The audience wants to be **engaged** as well as informed during your presentation. It is a presentation, not a delivering of information.

Body of Presentation and Transitions

Differentiate your **claims** from supporting **evidence**. Strong, clear claims hold the audience's attention.

Use specific, relevant examples or striking images, statistics, and data as evidence so that audience members can **retain information**.

Think of your transitions between speakers **as miniature introductions**. The new speaker can restate his or her name and the core message before telling a personal anecdote or asking an insightful question.

Conclusions and Other Information

If your presentation has a question-and-answer period, **don't just say "Any questions?"** Instead, actually **invite** your audience to ask questions. If your audience does not have any questions, then have some questions ready to start the conversation.

Anticipate the questions your audience will likely ask you. Remember the question session is always an **opportunity** – regardless of the type of question – for you to restate your core message.

Visual aids, when used effectively, both **reinforce** your core message and support your claims.

For tips on how to **deliver** an effective presentation, consult our **"Presenting Memorably"** tip sheet.

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