Presentation Skills:

Make An Impact

Whether you are a seasoned public speaker or just starting out, the most important thing to consider before you give a speech is your audience. Even if you only have a few minutes, take the time to review the tips below and consider how you can connect with your audience and deliver your message in the most impactful way possible.

Know Your Audience

You are the expert on the topic, but it is important to customize your presentation based on the audience.

// What does your audience want to learn from you?
// How much can you expect your audience to understand?
// How can you best establish credibility with your audience?

Know Your Message

Develop a game plan for your presentation. What are the two or three messages you want the audience to remember? Repetition is key. Throughout your presentation reiterate your top points.

1) Tell the audience what you are going to tell them.
2) Tell them.
3) Tell the audience what you told them.

Know Your Story

Storytelling is one of the most powerful tools to connect with your audience and bring facts to life. Compelling stories present problems and the speaker describes the search for solutions. Ask yourself these questions:

// What brought you to agriculture or science/technology?
// How can you humanize your presentation? Is there a personal story you can share?
// What challenges have you overcome?

Prepare

// Check bios, social media profiles, and recent news online for info on fellow participants.

// What is the question you dread most? Prepare for that one.

Practice

// Practice makes perfect. Practice out loud in the car and time yourself.
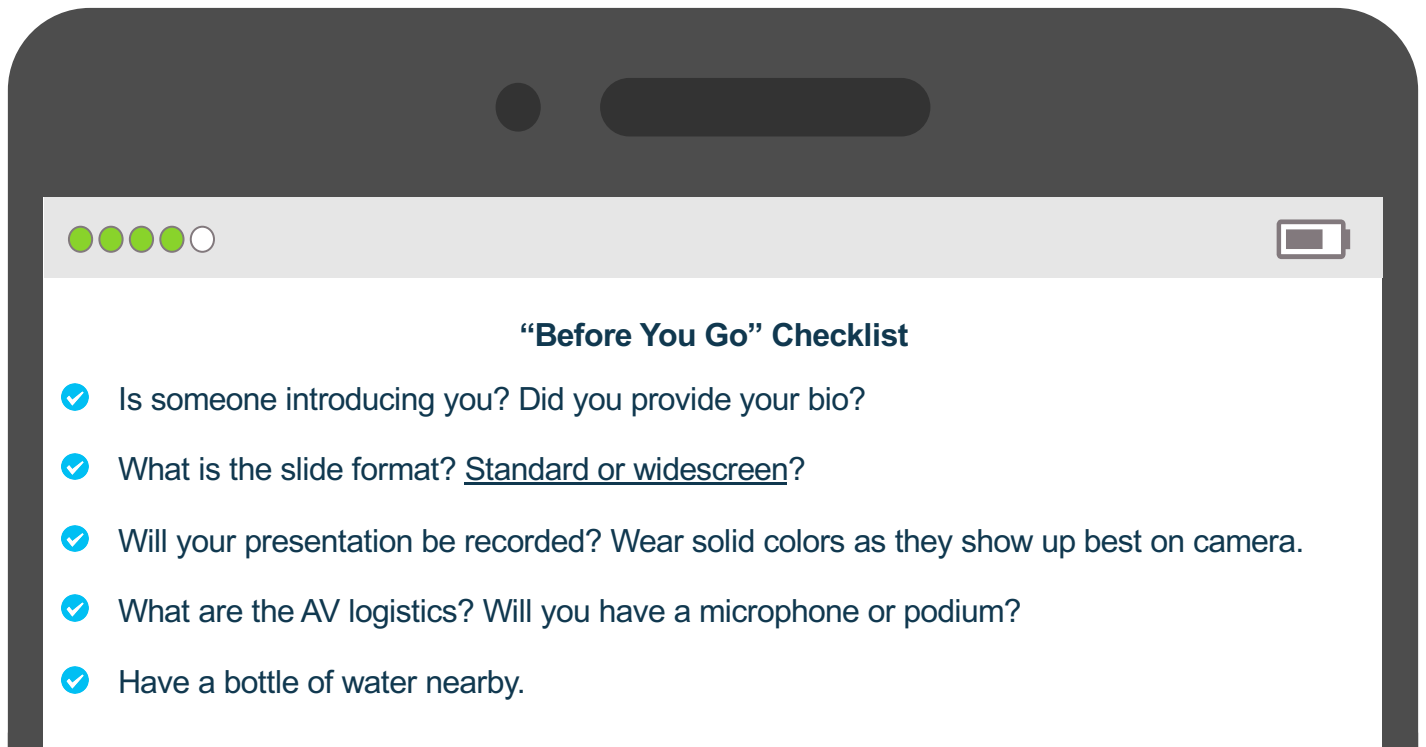
// It's ok to pause between thoughts. Pace yourself.

Create

// Show, don't tell. Use engaging visuals.

// Limit your text. Slide titles should act as headlines.

Evaluate

// What went well? And what could be better next time?

// Was there an "a ha" moment?

"Before You Go" Checklist

✓ Is someone introducing you? Did you provide your bio?

✓ What is the slide format? Standard or widescreen?

✓ Will your presentation be recorded? Wear solid colors as they show up best on camera.

✓ What are the AV logistics? Will you have a microphone or podium?

✓ Have a bottle of water nearby.

For more ideas on how to put a personal touch on your presentations, here are a few great examples:

This **video** is a great example of the importance of body language

Steve Jobs iPhone **2007 Presentation**

Future of Farming Dialogue **Video**