

May 2022

What makes a presentation effective?

(IIHFWLYH SUHVHQWDWLRQV DUH ZHOORUJDQLJHG IRFXVHG RQHWKHLU
PHDQW WR LQFUHDVH NQRZOHGJH DQG LQIOXHQFH OHDUQHUV 7KH\ VK
RXWFRPHV GHVLUHG

3UHVHQWDWLRQ VOLGHV VKRXOG IRFXV RQ HVVHQWLDO LQIRUPDWLRQ D
RWKHU IRFXV VKRXOG EH SODQQHG SUHVHQWLQJ LQIR
6OLGMV VKRXOG EH XQFOXWWHUHG

DQG HDV\ WR UHGRFXURQ DHOORZV RYDSV ZYQD FLOORZ GLQJ \
SUHVHQWDWLRQ PDWHULDORV \$YRLG XVLQJ WRR PDQ\ VOLGHV GXULQJ \
GRHVQ\W DOORZ \RXU OHDUQHUV WR SURFHVV ZKDW \RX\DRUG SUHVHQW

How do people process presentations

&RJQLWLYH VFLHQFH VXJJHVWV RXU EUDLQSLHFHQ URPHFRQWUHQ \$SDW\DPV
UHFRRPHQGDWLRQ LV WR ³FXHQWLRQM
FRQWHQW DW PRVQWR RDXURQ RYQHUEW
FRQWHQW VKRLOXVHDW W HIRUH D FRJQ
DVNLQJ D TXHVWLRQ RFFXUV



³ORGDOLW\ HIIHFW\ VKRZV XV WKDW LG
YLVXDO LQIRUPDWLRQ VHSUDWV\ 8
HQKDQFHV SDUWLFLSDQWV\ DELOLW\ V
\RX VKDUH

3HRSOH UHPHEHU WKH ILUVW DQG ODVW SLHFHV RI LQIRUPDWLRQ \RX
FRQFOXVLRQ WR \RXU SUHVHQWLRQ RQJ \$VWLYXHS \$XVHQ\QW HURGXBRXW
XS LQIRUPDWLRQ LQWR GLJHVWLEOH VHFWRQV

What resources can help me design a presentation?

0&: SURYQ XPHWRX\RXUFHV WR DLG LQ WKH GHYHORS
)URP VRIWZLEWHUWRVXEVFULSWLRQV WKHUH DUH D Z
\RX LQ SUHVHQWDWLRQ GHVLJQ

0&: VXEVFULEHV WR 0LFURVRIW\V 2IILFH SDFNDJ
DUHDLODEOHURXURVRIW,QDGGGLWLRQ 0&: ,6 RIIHU
[WUDLQLQJ](#) [DSW](#) [FOLW](#) [W](#) [OHV](#) [WR](#) [QR](#) [FRVW](#)

0&: /LEUDULHV VXEVFULSWWRQVRJLYH W\KDQDERRNV DQ
)RU H[DPSON WKH &OLQLFDO .H\ GDWDEDVH DOORZV
VXFK DV LPDJHV DQG YLGHV WKDW FDQ EH HPEHGGHG LQWR \RXU SUH
IRU DOO PDWHULDOV\WRNERS\ DQG SDVWH LQWR \RXU SUHVHQWDWLRQ

3ROOLQJ WRROV VXFK DV 7RS+DW DQG 3ROO (YHU\ZKHU DOORZ \RX V
\$W 0&: 7RS+DW LV XUDHGWLQJGSRHHFRROXFFIKDVGWFKH ZKHUHDV 3RO
XVHG IRUHQHQ SURJUDPV VXFK DV LQ JUDGXDWPHGLFDO HGXFDWLRQ

7RROV WR GHVLJQ LQWHUFWLYH SUHVHQWDWLRQV DUH DYDLODEOH W
&DSWLYDWH 60FKFSQHEHGWLDLQHG IRU DV\QFKURQRXV GHOLYHU\ RIIH
WKH PDWHULDOV DFFRUGLQJ WR WKHLU RZQ VFKHGXOH

What are some tips for designing presentations?

\$GDSW \RXU SUHVHQWDWLRQV WR \RXU WDUJHW DXGLHQFH WR HQVXUH
GHSWK QHHGHG IRUHQHLQIRUPDWLRQ
LQWR VHFpÀ QHUV 0\Q\Q\Q\IP€€€€QHUY~qP0SU rVIP€€€€€@0