

PRESENTATION

Tips & Tricks

Presentations can be a great tool for marketing your program, but presenting in front of others can be nerve-wracking! Use this resource to help feel confident in the presenting to other groups.

GENERAL

- Practice your presentation by yourself in front of a mirror or in front of family/friends.
- On your slides, include general ideas with minimal text. You can expand while speaking. *See the Marketing Toolkit "Presentation Template" for examples of good slides*
- Prepare notecards if needed.
- Dress appropriately for your audience and presentation environment.
- Be prepared to answer any questions asked about the presentation.
- Keep text minimal and emphasize key points in bold, underlined or in a larger font. This will keep viewers engaged with what you are saying.
- Include personalized photos or videos to provide visuals and team highlights.

IN-PERSON PRESENTATIONS

- Consider having a handout for attendees with additional information about your team. *See the Marketing Toolkit "How to Make a QR Code" to add one to your handout*
- Be aware of your body language while presenting. *Maintain eye contact with audience, use hand gestures when appropriate, maintain good posture, be aware of facial expressions and smile!*

ZOOM/ONLINE PRESENTATIONS

- Consider recording the presentation to send out to those who were interested but unavailable to attend. *Inform the audience that you're recording*
- Make sure your camera background is appropriate and not distracting. *If needed, blur the background or use one of the free Zoom backgrounds*
- When you are speaking, turn your microphone off mute and speak clearly.
- Do the presentation in a quiet environment without background noise.
- Be prepared to share your screen while giving the presentation so viewers can see your slides. *Have notifications on do not disturb and make sure all other items on screen are okay to be shared with your audience*
- Consider a waiting room or passcode to secure your zoom presentation.

[How to set up a Zoom meeting](#)

