**Short guide**
**to make your presentation effective and successful**

**Before the Presentation:**

Careful preparation of your presentation is very important.

- Identify your audience and define your objectives.
- Prepare a general introduction.
- Think about the way to reach your objectives.
- Clearly structure and time your talk.
- Don't try to memorize.
- Finish your presentation with a conclusion.

**During the Presentation:**

- Give a short introduction to your talk, state it's purpose and explain how it will proceed (outline).
- Do not read your presentation; notes (including on the laptop) should only be used in a very limited way.
- Address the audience directly, keep eye-contact (with different people).
- Be natural and speak (communicate) clearly (rhythm and pitch like in a normal conversation).
- Keep your language simple; paraphrase complex terms, questions or comments, use clear examples. Check the pronunciation of difficult words beforehand.
- Don't rush! Speak slowly and clearly.
- Move during your presentation, use your body to support your message (non-verbal communication). Don't turn your back on the audience.
- Present your main points in logical order, use pauses at the end of each point (time to think and to take notes).
- Make sure that questions can be asked  ("Do you have any questions?")
- Emphasize and repeat the important (key) points of your presentation, give a clear summary.

**Important:**

Do not overload your presentation.

Follow the KISS-principle:

## Keep It Short and Simple

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