

## Guidelines for Final Presentations

Work with your group members. Use individual members' skills to the best advantage. Look within yourself to your own talent and motivation. Consider the art as well as the science of presenting information in a clear, logical way. Skillfully persuade others to see things the way you do. Be gracious with your audience, even those who disagree with you.

Follow the basic outline here, but improvise, create and add your own stylistic touches. Begin with an **overview** of your plan. Don't repeat it word for word, but give enough information for others to follow.

List the **issues** involved in your plan. Use visuals to help your audience follow you. Issues are statements of fact about a situation. Generally, they include an audience, a topic and a tone. Example: "Members of LPE communication honor's society (audience) are reluctant (tone) to attend (topic) various special events hosted by the club's officers."

Briefly discuss the **primary research** you have done for your client.

List the **audiences**. Identify, fragment and prioritize them. Make certain to cover internal and external audiences.

List your **goals**. These are the outcomes your client wishes to accomplish. These are not activities. They focus on the "what" to be done. Generally, they will have an audience, a purpose and a measurable term in them.

List your **strategies**. These are the communication or counseling techniques you use to accomplish your goals. They focus on the "how" of getting the job done.

List some, not all, of your **activities**. Decide which activities are your most important. These are specific versions of your strategies. Example: A strategy may be "Create a series of morale-building special events..." An activity may be "Host an LPE recognition dinner to honor outstanding communication studies students..." At this time, you can discuss parts of your media kit.

**Please note:** it is very important during this part of the presentation to explain why you are using these tactics to reach your audiences. Remember to link much of this to your formative audience research.

Briefly discuss the **evaluative research** your client should conduct to measure the plan's effectiveness. Then, **entertain questions**.

Make certain that you use visuals (PowerPoint), handouts and other aids that will help you do the job. Keep all sight lines clear among the audience, the speaker and the visuals. These aids must be professionally done.

This is a professional presentation. Hence, your appearance is to be professional.

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Don't overrun one another as you speak. Assign areas to each person in your group to handle certain parts of the presentation. Set the room in a professional way – speaker standing, others seated at the front of the room and supporting the speaker. Use tables, lecterns, etc. from wherever you can find them.

You will have five minutes before your presentation to set the room up to your liking.

Invite your clients to the presentations. You will also have to arrange refreshments, driving directions, campus directions and parking. One helpful idea is to assign someone in your group to leave the prior presentation early to greet your client as he/she arrives on campus. That person can then escort your client to our classroom.

If you wish, schedule a group appointment with me prior to your presentation. It is my job to help you fine tune your presentation to perfection.

Good luck. Be prepared, be confident, be professional.