When preparing or revising your PowerPoint presentation, it’s a good idea to check if you are presenting effectively. Are you offering your audience an informative and balanced presentation? Following are a few tips.

**Rhetorical triangle of presenting**

- **Know who you are as a speaker—present yourself as the speaker you wish to be.** For example, if you are addressing members of a business community, you will want to dress and speak in a formal and practiced manner because you would then be exuding professionalism for that audience.
- **Use words that are representative of your purpose.** If you are giving a presentation on professionalism, for example, don’t use slang in your presentation.
- **Know what relationship you have with your audience and use it while presenting.** To illustrate, when addressing your fellow students, you might adopt a less formal manner of speech.

**Presenting with speech and visuals**

- **Speaking**
  - Have more to say than you quote from others
  - Don’t read your slides—use them as cues for what you want to talk about
  - Change up your tone (monotonous is boring)
  - Engage your audience: make eye contact, smile, and relax
- **Visuals**
  - Slides: Consider how your audience will react to your images and words
    - Too much text=too much reading for audience
    - Complicated vocabulary may disinterest or distract an audience
    - Too many pictures looks messy (one or two images with a few main points)
    - Imagery, words, and colors should not block each other
    - Slides should be different than handouts or what you say in your presentation
    - Transitions that are swirly or otherwise visually weird can be distracting
    - Irrelevant images indicate unprofessionalism and create confusion
• Handouts: Consider what you want your audience to take away from this presentation
  ▪ Have a balance between visuals and words
  ▪ Keep it short and simple (images with short blurbs—not mass paragraphs) Should be different from slides and speech for variety
• All visual presentations should carry similar style
  ▪ Headings
  ▪ Language Style
  ▪ Graphics
  ▪ Fonts
  ▪ Colors
  ▪ Terminology

General presentation advice
✓ Practice ahead of time to set your pace and length
✓ Engage your audience: ask questions, give brief explanations
✓ Keep your audience in mind—what are their needs/interests?
✓ Have a core set of points that you transition through
✓ Don’t repeat things (watch for vocabulary repetition)
✓ Take only the time you need; if done early, have a back-up of info to talk about
✓ Leave your audience time to respond (prepare questions for your audience)