

How to make a good presentation

1. Think about the presentation and prepare.
2. Think audience. Engage, be interactive, be enthusiastic. **Face your audience at all times.** Don't hide behind computer.
3. Prepare the little things. E.g., how to start („hello everybody”, „good afternoon everybody”), how to end (“thank you”, “thank you for your attention”), prepare your signposts, “next”, “Now I'd like to move on to....”, “finally”, etc. Also, think how to describe what is on your slide. Are you showing a picture, or a graph, table, chart. Use **color** or **bold** to emphasize. Use fading in points. If you are playing movies, be sure to use your own laptop.
4. Structure your presentation.
 - The first slide should announce the title of your presentation, the event and date, and your name and position. Try to make the title catchy.
 - The second slide should seize the attention of your audience (the „hook”).
 - The third slide should set out the structure of your presentation. Typical structure: an introduction, a body, and a conclusion.
 - Each slide should have a clear heading.
 - Think time. Better too short than too long. Golden rule: 1 slide/minute.
 - Don't overload slides (each slide should normally contain around 25-35 words).
 - Each point/sentence should be meaningful on its own (test: your slides should make sense and be useful to someone who was not present at your presentation).
 - Use equations sparingly (if you must use mathematics, slow down and talk the audience through each equation)
 - Don't put anything on a slide (text, images, pictures, tables, and graphs) if you are not going to talk about them.

5. Learn the Three-Seconds-Rule or 1-2-3 Rule

Whenever there's a...	Pause for...
Comma	1 second
New sentence	2 seconds
New paragraph	3 seconds

<http://www.youtube.com/watch?v=GoKzCff8Zbs>

6. Non-verbal communication (55 percent of our total message in face-to-face interactions is communicated through body language)
 - Eyes - look at the audience
 - Hand <http://www.youtube.com/watch?v=ooOQQOQdhH8>
 - Movements <http://www.youtube.com/watch?v=wCU9X8QK-rg>
7. Do not read from the page or read like you mean it (or use the presenter's view).
8. Practice, practice, practice (by yourself, in front of friends, in front of a webcam).