

Top Tips for Presentation Success

Why ask for a presentation? Employers want to see how clearly you communicate, how you react to the pressure of presenting to people you don't know and how you handle questions. Presentations in selection tend to be short – 5 to 10 minutes is common. You need to **work out a clear structure**, **prepare** your presentation and **practice**.

Remember the rule of three: a clear structure helps both you and the audience.

- Tell them what you're going to say
- Tell them
- Tell them what you've said

A thick sandwich

The "Tell them" section of the presentation carries the content. Think about the time you should roughly allow for each section in a short presentation.

5-minute presentation	10-minute presentation
<ul style="list-style-type: none"> • 1 minute to tell them what you're going to say 	<ul style="list-style-type: none"> • 2 minutes to tell them what you're going to say
<ul style="list-style-type: none"> • 3 minutes to tell them 	<ul style="list-style-type: none"> • 6 minutes to tell them
<ul style="list-style-type: none"> • 1 minute to tell them what you've said 	<ul style="list-style-type: none"> • 2 minutes to tell them what you've said

Start with some free thinking.

When you begin to think about content, don't get bogged down in detail. Put some ideas down, research your content, make a draft structure and keep working until the message is clear.

Less is more

The most common mistake is to include too much information. Stay focussed on the topic. Aim to make **three clear points** in a short presentation. The audience will remember them and you'll have a little time to explore each point.

Visual Aids and Handouts.

Avoid complex technology. If you're allowed PowerPoint or handouts, keep them very simple – a maximum of one slide per minute with minimum text and no unnecessary graphics. Consider giving handouts **after** your presentation so that you get full attention while you're talking and can keep eye-contact with your audience.

Practice, practice, practice...

Very brief prompts if you must, but aim to practice the presentation until you're absolutely confident. Check your timing. Employers will insist you keep strictly to time.

Get advice

Discuss your preparation with a Careers Adviser and arrange to try out your presentation.

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