

BEGINNING YOUR PRESENTATION

Take-away points to develop an upcoming presentation or improve a current one

1. Knowing how not to begin a presentation supports the groundwork for a grabber.

Seven things not to say:

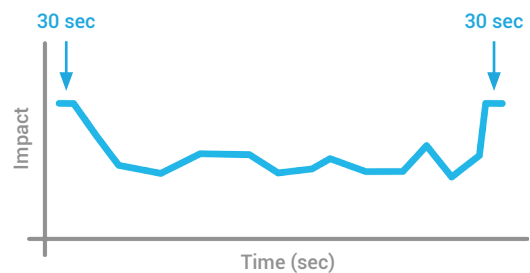
- "Today, I'm going to talk about..."
- "I know this is boring but..."
- "I'm sorry for..."
- "I am really nervous."
- "Thank you for coming."
- "I don't know why I was asked to speak on this topic."
- "So, how's everyone doing?"



2. A grabber catches the attention of the audience as you begin your presentation.

Examples of grabbers:

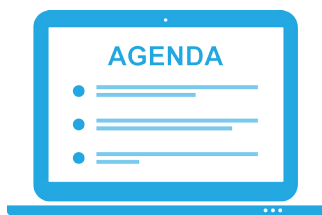
- Interesting fact
- Exhibit/picture
- Statistic
- Prop
- Question
- Case study
- Quote
- News topic



3. An overview lets the audience know where you are going with your presentation.

Example of an overview:

"I will describe the etiology, treatment, and follow-up of patients with prostate cancer."



4. Establishing credibility ensures the audience that the speaker is worth listening to.

Examples of credibility:


- Education
- Experience
- Publications



5. Answering the “What’s in it for them (WIIFT)” tells the audience how they will benefit from your presentation.

Example:

“This program will show you two ways to reduce your risk of type 2 diabetes.”



What will I get out of this program?

Notes: