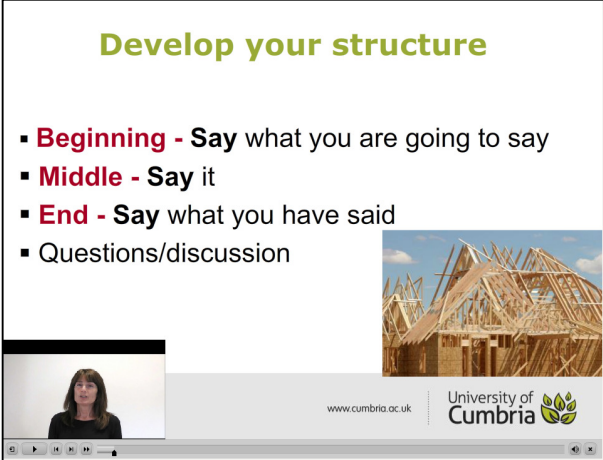


## Effective Presentations 2

### How to structure your presentation

**Develop your structure**

- **Beginning** - Say what you are going to say
- **Middle** - Say it
- **End** - Say what you have said
- Questions/discussion




Presentations need a beginning, a middle and an end.

The presentation is often followed by further discussion and questions.

What are the main features of each part?

**The Beginning**





### Beginning

- Introduce yourself and give an overview of what you will be presenting.
  - Try to engage the audience and gain your authority.
  - Capture the audience's attention – start with a question, an interesting quote or statistic.
- Tell the audience you will accept questions at the end – this will avoid too many interruptions and helps you to maintain your flow.

## The Middle

- Key points
- Logical sequence
- Ensure it flows
- Consider hand-outs
- Reference the evidence



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- ### Middle
- Have your key points in a sensible order so your audience can follow what you are doing.
  - Reference your material accurately so it's clear where your information has come from. (Have a reference list as your last slide)

## The End

- Don't rush the final impression
- Summarise key points
- Draw conclusions
  - Benefits?
  - Significance?



What is the main message you want the audience to remember?

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- ### End
- Summarise the key points you have made.
  - Emphasise again what you think is important.
  - Don't be tempted to rush
  - Draw conclusions which emphasise the significance of your findings.

## Questions/Discussion

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- ### Questions
- Don't pretend you know all the answers!
  - Tell the questioner you will look into it and get back to them later date.
  - If you don't know an answer, engage the audience in a discussion to find out what they think

**For further help please contact**  
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