

SHELTON & CAUDLE TOP TEN PRESENTATION TIPS

- Figure out your specific objective for giving the talk. Write it down
- Figure out what audience interests you can appeal to. Write them down, too.
- Make an outline that contains at least your three main messages, plus a summary of both your opening and your closing.
- Two relevant examples, fully explained, will prove your point. You rarely need more than that.
- Remember that you are in charge of everything during the time you're speaking, and that includes the Q&A. Have a "hip-pocket" factoid to mention if questions are slow in coming.
- Make sure the A/V works -- and make sure you can deliver your talk without it, just in case.
- PowerPoint is a helper; don't let it take over your presentation.
- Follow the 4x4 rule for each PowerPoint word slide: No more than four lines, no more than four words in each line.
- Include something about yourself that's relevant to the topic; people connect with other people, not presentations.
- Practice *out loud* four times; the final time should be as close to the presentation time as you can make it.

As a leader in communication training, Shelton & Caudle is well known for our customized hands on training courses. In our highly interactive presentation training, you will learn new ways to make the most of every opportunity to speak to virtually any group, anywhere, anytime.

Extensive individual attention, targeted practice sessions and sensitive feedback are all hallmarks of our training programs. You leave a Shelton & Caudle presentation training session with increased confidence, both in your abilities and in your presentation materials. For more information or to schedule your session, call (713) 970-2108.

Shelton & Caudle is a division of Vollmer Public Relations, with offices in Houston, Dallas, Austin and New York.