

# PRESENTATIONS – BEST PRACTICE

## Presentation DOs

Organise your information clearly. Start with your overall message, outline it, and think of your supporting arguments and examples for each point that you want to make. Rehearse it loudly and time it. Only then start working on your slides; remember that those are just a visual guide for your audience and the whole presentation should not depend on them.

Use visual elements and key words to demonstrate what you are talking about. If you include too much text on your slides, your audience will try to read it and will stop listening to what you are saying.

Choose your presentation format wisely. We do not prescribe any specific presentation software, you can use Power Point, Prezi or Keynote, but do keep in mind that we cannot guarantee a reliable WI-FI / Internet connection in all competition venues. For example, unless you use the paid, academic version of Prezi, you will need WI-FI, which may be problematic. Also remember that you must submit your presentation on a USB pen drive.

Use animation (as in the function in Power Point) and sound carefully. Too much movement or too powerful sound effects can easily become distracting.

Practise in front of an audience. For example, present at a parents' meeting or for another class. Such audience can give you honest feedback – what they liked / disliked and why? Could they see and hear everything well?



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## Presentation DON'Ts

Do not overload your presentation with facts which are not directly relevant to the brief. Make sure you research, link and present well those areas which are interesting for the judges and relevant to your business idea.

Do not over-rehearse. Do not plan your body language. Try to be relaxed and natural with your gestures. The main aim of gestures and body language is to extend your message and convey the emotions behind the topic of your presentation. The audience will feel if your gestures are planned and they don't match the rest of your message.

Do not rely heavily on cue cards. You can definitely bring cue cards to help you remember what to say, but try not to rely on them too much. If you read from the cue cards, you cannot make eye contact or use body language effectively to connect with your audience, which in turn will probably make them less interested in your presentation.

Do not use hard-to-read colour combinations or photos. For example, red text on yellow background (or the other way round) hurts people's eyes and is really difficult to read. Also, keep in mind that you might be performing in big venues, make sure that the font you use is a suitable size and easy to read.

Do not apologise if you get nervous or if you forget something. If you forget something, improvise as best as you can. Remember, typically the audience do not know that you are nervous or that something went wrong, unless you tell them.

