

# Presence in Presentation Checklist

Take these sections one at a time, making sure you feel comfortable with everything in that section before moving on. When you're ready to try putting the material on its feet, practicing in front of an audience, even a single person, will show you where you need to work. Remember: Own the material and trust the audience. Everything else follows from there.

## Content

What are you presenting?

How are you most comfortable talking about this material?

What are you trying to accomplish? Sales? Motivation? Inform? Be concise.

Determining this will help structure your content.

Organize your presentation in a way that makes sense to you.

This is your house. Design it how you'd like to show it off to others

Be aware others think differently. Consider offering other pathways into the material.

Become intimately familiar with your presentation.

Be able to recite the content from memory, even if you plan on using notes

Make sure it is interesting to you.

If you're not interested, no one else will be either.

## Audience

Who are you presenting to?

Where are they coming from?

How will they approach the material?

Understand the demographics of your audience. How many people will you present to?

Empathize with the audience.

How would you like them to feel during and after the presentation?

## Format

Who else will be presenting?

Is there a flow to the event?

What is the context of the presentation?

Live or virtual?

Do you want to entertain questions during or after?

## Logistics

Where will your event take place?

What is the room setup? Stage? Floor level? Are people eating?

How much time will you have?

Will you need A/V support? Microphones? Is there a set-up time/rehearsal?

Make sure you have everything you need and backups of anything that might be easily misplaced or broken (i.e. adapters, batteries, etc.)

## Structuring your Presentation

The two most important components are your opening and closing. Once you've established your stage presence, you can present your material. Your thorough preparation will make this part flow. Make sure your ending is concise, clear, and strong. Leave your audience with a sense of purpose, power, and possibility.

### Preparation

Arrive well in advance of your appointed stage time.

Become familiar with any props, remotes, or technology before you begin.

Breathe, sigh, and warm up your voice. Connect to the body.

Don't worry about reviewing. You've prepared for this. Let yourself relax and enjoy the excitement.

### Openings

Arrive on the stage with ease. Make it yours before you start.

Breathe. Smile. Orient yourself. (*Think Fast, Move Slow!*)

Don't address the audience until you are ready. You are in the pilot's seat.

Once you feel at home, greet and welcome the audience.

Take your time. See who's there. Soak it in.

Introduce yourself. Introduce your talk.

What's your connection to the event and this material?

Why is this important to you?

Where will you take the audience? What can they expect by the end?

*[Congratulations. You've just established your credibility. Now they'll go anywhere with you.]*

### The Middle Bit

Concision and simplicity.

Only use visuals if absolutely necessary.

Keep the moving pieces to a minimum.

The structure provides a map for the audience as well as for you.

No more than 4 or 5 main points.

Using a central metaphor can help your audience orient.

Be careful mixing metaphors. Stay consistent.

### Conclusions

Brief overview of the content. Land them gently but firmly.

Is there a call to action?

Are there any questions?

What do you hope has changed for your audience? How will they potentially use this going forward?

Acknowledge and thank them for their attention.

Let them know what to expect from this, from you, and how to find you.

Bask in the glow of a transformative experience. Nice job!