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TELEPHONE: 01256 760022



## Delivering PowerPoint presentations

Presentation coach Gavin Meikle works with individuals and groups to help them develop and deliver presentations that leave the audience saying wow! You can visit his Web site at [www.inter-activ.co.uk](http://www.inter-activ.co.uk).

- Have a clear objective for your presentation. In my experience the only outcome many presenters have is to fill their time slot without drying up. Ask yourself the question "What do I want my audience to do as a result of this presentation?"
- Consider your presentation from the audience's point of view. What's in it for them? If you can show them early on that they will benefit in some way from listening to your presentation you have a much better chance of achieving your outcome.
- Build in an attention getting opening. If you don't hook their attention early on, then you are unlikely to make a real impact. Depending on your experience and confidence you can try things such as, making a controversial statement, using a humorous story, or posing a question.
- Spend as much time planning your delivery as you spend writing your content. You can have wonderfully crafted speech and still fail abysmally if you deliver it in a dull and boring manner.
- Make sufficient eye contact with your audience. Eye contact is vital in establishing trust and credibility. It also allows you to gather feedback from your audience. 2-3 seconds per person is ideal.
- You are your own best visual aid! Use your body language, facial expression and gestures to add impact to your verbal message. Make gestures bigger than when presenting 1:1.
- Work on your voice. There is nothing worse than a monotonous speaker. You have the capacity to inject energy and emotion into your speech through good use of your voice. Plan to vary your volume, tone and rhythm during your presentation. Finally don't forget to build in some appropriate pauses.



Gavin Meikle  
T: 01329 661380  
M: 07810 645309  
E: [gmeikle@inter-activ.co.uk](mailto:gmeikle@inter-activ.co.uk)  
W: [www.inter-activ.co.uk](http://www.inter-activ.co.uk)

*I to Eye are based in Hook, Hampshire and have been designing brochures, websites, banners and adverts for over a decade. If you would like to contact I to Eye please call us on: 01256 760022 or visit our web-site: [www.itoeye.co.uk](http://www.itoeye.co.uk)*