

Audience-Focused Presentations
A Washington Library Association webinar for presenters

Tuesday, June 15, 2010
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As a result of this webinar, you will be able to:

- When you are in the audience, learn from what presenters do that is effective or not effective for you.
- Develop your own presentations with the perceived needs of the audience as the focus...and check your perceptions.
- Write outcomes appropriate to the audience, topic, and time allocated.
- Utilize some simple techniques during the presentation to keep it audience-focused.

What makes a presentation EFFECTIVE?

Ten Tips for Audience-Focused Presentations:

1. Assess the needs of your audience.
2. Address those needs.
3. Start with your conclusions.
4. Avoid too much detail about your library/your situation.

5. Limit the number of slides, keep them clean and simple, and use them where they add value.

6. Create a handout that is NOT the PowerPoint slides.

7. Anticipate and welcome questions and comments.

8. Use stories and examples.

9. Plan your presentation for less than your allotted time.

10. Practice so that you are comfortable with your content...and can change your focus if necessary.

Resources on audience-focused presentations:

Cliff Atkinson, *Beyond Bullet Points*, Microsoft Press, 2007.

Peter Bromberg, "Ten Steps to Promote Learning in Your Conference Presentation," ALA Learning RoundTable blog, <http://alallearning.org/2010/02/02/10steps/>

Roger Courville, *The Virtual Presenter's Handbook*, CreateSpace, 2009.

Guila Muir, "Five Star Presentations: Bringing Your Message to Life," a guide created for the Washington Library Trainers (WALT) interest group, <http://www.files.wla.org/igs/walt/handouts/fivestarguide.pdf>

Kathy Reiffenstein, "Speaking Up: 10 Tips for Making a C-Level Presentation," *T&D* May 2010, pp. 33-35.

Garr Reynolds, *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, New Riders Press, 2008.