Presenter Checklist/Recommended Resources

➤ **Have you defined your goals for your presentation?** *What do you want the audience to learn that they didn't know before? Do you have a "call for action" that you want to convey?*

➤ **Does your presentation connect with those of others in your session?** *Aligning with others' messages will help produce a session that is thematically integrated, enhancing its impact*

➤ **Have you budgeted time appropriately?** *Take into account timing for the full session including potential overruns; timing can vary substantially between practice and live presentations*

➤ **Have you simplified your visuals and made them legible for the entire audience?** *Note that figures and graphics tend to be more impactful than text and that audience members may be seated up to 75 feet from the presentation screen*

➤ **Have you clearly communicated the structure of the presentation?** *If audience members are aware of your plans for the presentation, clarity and memorability will increase*

➤ **Have you summarized your presentation's key points and audience implications?** *Consider implications for the full scope of the CAIR audience.*

➤ **Have you practiced your presentation to ensure it engages and connects with the audience?** *Practicing with a colleague who can time you and provide feedback can be particularly beneficial*

➤ **Have you indicated where and how the audience can learn more about your topic?** *Make it easy for the audience to request and ask questions about your content*

We have also identified several "quick-read" resources providing presentation tips and techniques for new and experienced presenters alike. We recommend at least a brief review of these authors' suggestions while planning your presentations!

• **Five Presentation Mistakes Everyone Makes**, by Nancy Duarte (Dec 2012), Harvard Business Review/hbr.org.
http://blogs.hbr.org/cs/2012/12/avoid_these_five_mistakes_in_y.html (note this is the last in a series of recommended posts by the author; the others are linked at the end)

• **PowerPoint: The Extreme Makeover Edition (Before and After Slides)**, by Carmine Gallo (Sept 2012), Forbes.com.
http://www.forbes.com/sites/carminegallo/2012/09/12/powerpoint-the-extreme-makeover-edition-before-and-after-slides/

• **What Every Entrepreneur Needs to Know about Public Speaking**, by Ross McCammon (Mar 2012), entrepreneur.com.
http://www.entrepreneur.com/article/223109

• **Five Tips to Help you Deliver a More Effective Speech**, by Joe Takash (Sept 2011), Smart Business. http://www.sbnonline.com/2011/09/joe-takash-five-tips-to-help-you-deliver-a-more-effective-speech/

• **How to Give a 'TED-Worthy' Presentation**, by Carmine Gallo (Jun 2010), BusinessWeek.com.
http://www.businessweek.com/smallbiz/content/jun2010/sb2010061_747229.htm

Further detailed suggestions can be accessed:
http://www.siop.org/Conferences/15Con/Presenters/