

## THE JOURNEY: STRUCTURING YOUR PRESENTATION

### DO:

- Chart your journey: Where is my audience before I begin? Where will they be when I am done?
- Use beats to mark the stops along the way, create relationships, and check in with your audience.
- Remember the Rule of Three: choose three key points to deliver.
- Be a verb: What are you doing to your audience in each beat?
- Use a story as a tool to engage feelings and to prove your point. It makes your data meaningful.
- Use Q&A time to verify the audience has “arrived safely”.
- Plan content for 60% of your time, use the rest for interactivity.
- Prepare abstracts, bios, links, and more data for your audience ahead of time.

### DON'T:

- Use too much jargon
- Lead with a string of statistics
- Use slides as your teleprompter
- Use more time than you need
- Create a white paper instead of a presentation
- Wait until the last moment to try to engage your audience
- Wing it

### LESSONS LEARNED:

- Focus on what the audience will take away from your presentation. Check in with them often.
- Tell a story AND give information.
- Find meaningful images and highlighted data to prove your point.