



20 Tips: How to present successfully

Our tips in this series

1. Above all, consider the audience. Remember the rule: 'Its not about you, its about them'
2. Keep to three main points
3. Introduce yourself
4. Finish on Time
5. Look them in the eyes!
6. Rehearse properly (dress rehearsal)
7. If in doubt, cut it out
8. Repeat questions from the audience (buys you time, checks your understanding of what they are asking, ensures everyone in the audience gets to hear the question)
9. You are not supposed to know everything. It is acceptable to say 'I don't know, let me find out and get back to you', or perhaps even more useful, reflect it back to the audience member by saying: 'I don't know, what do you think?'
10. Have an objective for the meeting
11. They will only remember 10% of what you say
12. They are allowed to disagree with you
13. Interact with the audience throughout
14. Have a friend there to keep notes
15. The friend can also keep track of time
16. Summarise at the end
17. Thank them for listening to you
18. Stay around afterwards for questions
19. Give them your (e-mail) address
20. Follow up afterwards with a note or e mail thanking them for inviting you

20 tips Bad Presenting

20 tips on Winning Facilitation

20 Tips How to run successful meetings

Negotiation Techniques

20 Tips Time Management

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