

## Tips for Effective Presentations

~ KISS (keep it simple speaker) ~



Order to Prepare :

- 1) Objective
- 2) 1-3 Key Points  
Supporting Materials  
Transition
- 3) Preview
- 4) Opener
- 5) Summary
- 6) Closure

Order to Present :

- 1) Opener
- 2) Preview
- 3) 1-3 Key Points  
Supporting Materials  
Transition
- 4) Summary
- 5) Closure

Consider Visual, Verbal, Vocal

**SBU School of Journalism - Alan Alda Center**  
**Communicating Science: [www.stonybrook.edu/journalism/science](http://www.stonybrook.edu/journalism/science)**

JRN 501: Communicating Science: Distilling Your Message

JRN 502: Communicating Science: Writing for the Public

JRN 503: Communicating Science: Improvisation for Scientists.

*1-credit modules, last 4-5 weeks. Fall, Spring, and Summer*



## Objective

Persuade - What do you want the audience to do?

## 1-3 Key Points

What points support your Objective?

*For Each Key Point*

- > Concept / Question
  - > Experimental Approach
  - > Results
  - > Interpretation
- > Transition

## Preview

'Tell them what you are going to tell them'

## Opener

Capture Audience Attention

## Summary

Review

## Closure

Future

## Acknowledgements



## Practice

Don't Underestimate the Time Needed

## Present

### Visual

Slides, Handouts, Whiteboard

### You

Dress

Eye Contact & Facial Expression

Hand Gestures & Posture

Movement

Podium

Don't Keep Back to Audience

### Verbal

Clarity and Simplicity (KISS)

### Vocal

Volume, Pace, Pauses, Intonation