



**Prevent Child Abuse
Minnesota**

Presentation Tips

- √ Provide handouts and make use of all information available (photocopy relevant pages, quote facts, statistics, etc.)
- √ Know your audience so you can gear your presentation accordingly for content and age-appropriateness.
- √ Treat your audience as if it were a gathering of old friends.
- √ The average person will only retain about seven important points or concepts.
- √ Keep in mind that you will either capture or lose your audience in the first four minutes. Start your presentation with a startling fact or a thought-provoking story to keep your audience interested.
- √ Do not attempt to answer questions you cannot answer. If you don't know, offer to get the information at a later time.
- √ If you get opposition from an audience member, do not debate them. Instead, acknowledge what they have said by repeating it back to them and tell them you will meet with them after the presentation to discuss it further and refer them to an appropriate person or agency.
- √ Avoid using negatives, technical jargon, acronyms, and overused clichés.
- √ Use humor sparingly so that you do not detract from your message.
- √ Keep handy an emergency kit of colored markers, chalk, masking tape, hard copy of slides, scissors, etc.
- √ Prepare more information than you will need so you can shorten or lengthen your presentation as needed.
- √ Practice, practice, practice.
- √ Have fun – it's contagious!