

Checklist for Making Oral Presentations

The following checklist relates to making effective/persuasive oral presentations. These guidelines assume that you have quality content (e.g., well developed objectives and plans, creative ideas, etc.). No matter how dynamic, attention-getting, or creative a presentation is, it will fail if the content is lacking.

1. Professional Approach:

Dress appropriately (show respect for the client)

Tone, PP slides, visual aids, etc. should be "professional"

Be prepared!! Rehearse, rehearse, rehearse.

Avoid reading for a script.

Make eye contact with the audience.

Test out all equipment beforehand! Have DVDs or VHS tapes cued up and ready to go. Time wasted fussing with equipment will leave less time for your presentation.

2. Introduction:

Memorable, appropriate, overview included, set the tone effectively

Introduce team members

Objectives set forth clearly

Outline the presentation for the audience (consider keeping that visible during the presentation)

3. Content:

Ad plans: Well-developed and justified strategies/tactics for all elements.

Research-based presentations: Clear/concise hypotheses; Proper statistical analyses.

All content must be organized, without repetitive or redundant material.

Any tables/graphs should be interpreted by the speaker.

Recommendations & conclusions must be sound with adequate support.

4. Visuals:

Organized, professional, coordinated with speaker, neat, good format, clear, simple.

Some aspects may deserve more detail (media plan).

Avoid handouts as they tend to distract the audience.

PP slides must be readable from the back of the room. Use large fonts.

Show creative samples for all executions.

5. Delivery [Speaking]:

Smooth, good pace, effective time-management, easy to follow, display confidence, etc.

All members should participate (i.e., speak).

The most dynamic, energetic member should start and wrap up the presentation.

All speakers should look interested and display some energy/enthusiasm.

Restrict questions during the presentation to clarification. Address more complex questions at the end (unless instructed otherwise by your instructor).

Talk at a moderate pace. If you speak too fast, you move attention away from content to yourself.

Pause slightly before and after making key points. Check for audience comprehension.

Do not merely read notes or PP slides – retain audience eye contact.

6. Conclusion:

Forceful ending – as opposed to trailing off to nothing or just stopping.
Ask for the order.

7. Questions/Answers:

Listen carefully and answer the question being asked!

Retain composure – even if an audience member attacks some element (e.g., strategy, hypotheses, empirical analyses).

Do not think on your feet. If you do not understand the question, ask for clarification. If you do not know the answer, check to make sure that you understood it correctly and tell them that you will get back to them.

Have a plan regarding who will answer which types of questions. Do not all jump in at once trying to answer a question.