

# THE MARKETING FRONTIER

IMPLEMENTING  
MODERN MARKETING  
STRATEGIES

## V3

HOW TO  
GIVE AN  
EFFECTIVE  
SEMINAR  
PRESENTATION

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# WHY PRESENTATION SKILLS MATTER

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It is no secret that having effective presentation skills is vital in the professional world. But why exactly?

### GOOD PRESENTERS ARE GOOD COMMUNICATORS

A presentation at its core is an avenue to communicate your ideas to an audience. If you are an effective presenter that means you are also an effective communicator.

### PRESENTATION SKILLS HELP BUSINESS SUCCESS

In your career, it is common that you will have to convey ideas in some type of presentation whether that is a seminar at a conference or presenting ideas to your team or clients.

If you are able to do this effectively, you will be noticed by your superiors and have a higher chance of moving up.

### PRESENTATION SKILLS FOSTER CONNECTION

Being a good presenter means that you are able to create connections with your audience that can extend well beyond the end of the presentation.



# HOW TO GIVE AN EFFECTIVE PRESENTATION

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### ASSESS YOUR AUDIENCE

Ask yourself: Is your audience beginners to your topic? Do they already have some base knowledge on the subject?

Knowing who your audience is will help shape your presentation and help you determine what information will be the most valuable to them.

### CONNECT WITH YOUR AUDIENCE

Be honest and enthusiastic. People don't want to hear a presentation from someone who is not passionate about the topic they are talking about. Let your natural enthusiasm for the topic shine through.

Make eye contact. No one wants to watch a presentation where someone is reading from their notecards or only looking at the screen. Be sure to look around the room at various points of your presentation, and if the space allows, move around to add energy to your presentation. This will keep your audience more actively engaged.



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### FOCUS ON THE AUDIENCE'S NEEDS

Similar to knowing who your audience is, it is important to know what your audience needs to gain from your presentation.

- Do they need more information?
- Do they need practical steps laid out for them?
- Are they looking for resources via your presentation that could be beneficial to them later?

### TELL STORIES WHERE APPROPRIATE

“Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards.” – Skills You Need

For example, did you, yourself, or a client you've worked with previously have a similar issue to what your audience is experiencing? Without going into too much detail, an anecdote can help them relate the information you're presenting to their lives more effectively.





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### USE VISUAL AIDS

Visual aids help to keep your audience engaged, but need to be simple and consistent.

Follow these tips for effective visual aids:

- Choose a theme and stick to it - it can be distracting for your audience if you switch up your design too much in one presentation
- Keep the amount of text on your slides to a minimum - no more than 3 points and 12 words per slide are recommended.
- Don't read directly from your slides
- Don't have too many slides - keep it to around 15-20 slides at most.
- Use Joint Branding - when giving a presentation for an event, be sure to include not only your logo, but the logo of the company putting on the event as well.



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### PRACTICE, PRACTICE, PRACTICE

The old adage "Practice makes perfect" holds true for any presentation.

Not only will this help to alleviate some of the nerves you're bound to feel before the presentation, but it will help you get a better sense of the flow and the best places where you can include some natural stopping points for questions.

### PRACTICE USING THE TECHNOLOGY YOU'LL NEED ON PRESENTATION DAY

Nothing can derail even the most seasoned presenters like tech glitches that you weren't expecting. One way to avoid this is to practice your presentation using all the technology you will need, not just going over what you'll say.

This is especially vital for virtual presentations. Practice using the presentation platform that way you won't waste valuable time figuring out how to share your screen or other features you might need to use.



# LOOKING FOR MORE SPEAKING OPPORTUNITIES?

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Do you have expertise and experience in a critical CannaTech, GreenTech, MedTech, or FinTech topic?

If so, we would like to have you speak at any of our upcoming emerging industry expos!

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