

Outline

Title: Business Presentations

- I. Introduction**
 - A. Creating Effective Business Presentations**
 - a. Speaking Skills and your career
 - b. Understanding Presentation Types
 - c. Knowing Your purpose
 - d. Types of Business Audience
 - e. Knowing Your Audience
 - i. Succeeding With Four Audience Types**
 - 1. Audience Members
 - 2. Organizational Pattern
 - 3. Delivery Style
 - 4. Supporting Material
- II. Organizing Content to Connect With Audience**
 - a. Capturing Attention in the Introduction
 - i. Twelve Techniques to Keep Audience Attention
 - b. Organizing the Body of the Presentation
 - i. Organize Main Points
 - c. Summarizing in the Conclusion
 - i. Summarize the main theme of the presentation
 - ii. Leave the audience with a specific and memorable take-away
 - iii. Include a statement that allows you to exit the podium gracefully
- III. Establishing Audience Rapport**
 - a. Effective Imagery
 - b. Verbal Signposts
 - c. Nonverbal Messages
- IV. Understanding Contemporary Visual Aids**
 - a. Types of Visual Aids
 - i. Handouts
 - ii. Zoom Presentations
 - b. Moving Beyond PowerPoint Bullets
 - i. Unleash Your Creativity
- V. Preparing Emerging Multimedia Presentations**
 - a. Analyzing the Situation and Purpose
 - i. How Will Your Slides Be Used
 - b. Adjusting Slide Changes to Your Audience
 - i. The Meaning of Color
 - ii. The Power of Images
 - iii. The Impact of Special Effects
 - c. Building Your Business Presentation
 - i. Organizing Your Presentation
 - ii. Composing Your Presentation
 - iii. Working With Templates

- iv. Revising and Proofreading Your Presentation
- v. Evaluating Your Presentation

VI. Seven Steps to Making a Powerful Multimedia Presentation

- a. Start with the text
- b. Select Background and fonts
- c. Choose images that help communicate your message
- d. Create graphics
- e. Add special effects
- f. Create hyperlinks
- g. Move your presentation online

VII. Polishing Your Delivery and Following Up

- a. Choose a Delivery Method
 - i. Avoid Memorizing Your Presentation
 - ii. Don't Read From Your Notes
 - iii. Deliver Your Presentation Extemporaneously
 - iv. Know When Notes Are Appropriate
 - v. Conquering Stage Fright
- b. During Your Presentation
 - i. Start With A Pause and Present Your First Sentence From Memory
 - ii. Maintain Eye Contact
 - iii. Control Your Voice and Vocabulary
 - iv. Show Enthusiasm
 - v. Skip the Apologies
 - vi. Slow Down and Know When to Pause
 - vii. Move Naturally
 - viii. Control Visual Aide with Clickers, Pointers, and Blank Screens
 - ix. Avoid Digressions
 - x. Summarize Your Main Points and Drive Home Your Message
- a. After Your Presentation
 - a. Distribute Handouts
 - b. Encourage Questions but Keep Control
 - c. Repeat Questions
 - d. Reinforce Your Main Points
 - e. Avoid Yes, but Answers.
 - f. End With a Summary and Appreciation

VIII. Conclusion

- A. Take-Aways
- B. Questions

Reference

Guffey, M. E., & Loewy, D. (2019). Essentials of business communication (11th ed.). Boston: Cengage Learning.