

# Tips for Presenters

## Preparing your Presentation

- Identify your top 3- 5 messages
- Build your presentation around these messages
- Use anecdotes and examples – they help your audience understand and remember your points
- Visual aids should highlight key words only
- Graphs should be very simple
- Always practice. It's important, even for the most experienced presenter.

## Studio Equipment and Presenters

We guide you through the studio setup/ equipment and how to use both to your advantage, including:

- The camera and equipment set-up
- Connecting with the audience
- Cueing your visual aids

## Presenting

To appear your best on screen:

- Communicate where you're going with your presentation
- Slow down when you talk
- Highlight the most important points, "A key thing to remember..."
- Do not digress from your main messages
- Make "eye contact" with your audience by looking into the camera
- Show your enthusiasm and SMILE
- Relax and be yourself

## On-air Panel Discussion

- Be familiar with the agenda
- Take the opportunity to prepare with the other presenters
- Build rapport with the presenters and moderator
- Reference their points and don't be afraid to disagree with them
- Keep your comments short and pithy
- Bantering helps keep the atmosphere light and energy levels up