How to give a successful conference presentation?

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What are your goals?

- Convince your audience of your main points
- Share the gist of your ideas
- Be creative

- Do not give a presentation
- Just talk to your audience
If one member of your audience says:

“wonderful,
I need to read more about this,
you have succeeded.”
Framework

Content

Structure

Conference presentation

Delivery

Language
How?

1. **Consider your audience:**
   - their knowledge about your topic
   - oral communication differs from writing
   - they attend 15-20 sessions/day
   - they want to learn/understand
2. Content

- outline your presentation
- be succinct
- too many points are forgettable
- 4-5 support related to 2-3 main points
- transitions between points and slides
- use sign posts
- use quotes from authorities
3. Delivery

- ask questions at beginning
- speak slowly, but not too slowly
- speak clearly & confidently
- vary volume & rhythm
- rushing through the slides isn’t good
- add humor & anecdotes
- make eye contact with different sections of audience
- fill room with energy
4. Use Power Points

- 3-5 minutes per slide
- approx. 15 slides
- font never less than 20pts
- link slides
- use legible colors
- spell and grammar check
- font/italics/bold
- use pictures/graphs/visuals
- use bullet points
5. Intro. & conc.

- introduce yourself briefly
- explain your focus/goal of session
- give background
- explain key points
- summarize/wrap up
- Provide a strong conclusion
6. Question & answer

- Decide whether during or at end of talk
- let questioner finish
- rephrase question
- think about answer
- anticipate questions
- after answering ask, “does this answer your question?”
Don’ts

- nervous movements & hand signals
- read
- say something outrageous
- use awkward fillers
- mumble
- give too many handouts
Advice...

- go early to check room & equipment
- keep it simple
- forecast, recap, & repeat
- be polite & thank your audience
- give out outline at beginning of session
- be enthusiastic – “contagious”
Advice...

- practice, practice, practice
- learn from others’ successes and mistakes
- “own” the audience & the situation
- enjoy your 15 minutes of fame
“The right word may be effective, but no word was ever as effective as a rightly timed pause.”

Samuel Clemens