AGCJ 404: Communicating Agricultural Information to the Public

Week #13: Presentation Techniques

Practice

- Practice on your feet and out loud
- Videotape your practice session if possible
- Force yourself to exaggerate gesturing, physical movement and vocal inflection
- Practice with your visual aids

Delivery Techniques

- **Gestures**
  - make them large enough to be seen
  - make them fit the presentation
  - demonstrate enthusiasm for the topic

- **Eye contact**
  - Each person should feel like you have looked at them
  - You can’t make eye contact reading your presentation

- **Movement**
  - don’t be afraid to move around
  - move naturally
  - stand relaxed
**Delivery Techniques**

- **Voice**
  - avoid speaking in a monotone
  - change the speed
  - change the volume
- **Inflection**
  - avoid raising your voice at the end of sentences

**Presentation Visuals**

- Provide an outline for the audience to follow
- Provide support for the main points
- Evidence of what you say
- Clarify confusing statistics

**Managing Nervousness**

- Fear is the result of lack of confidence
- Nervousness is the energy you feel when you are well prepared
- Nerves can be a helpful stimulant
- Use the power of positive imagining
- Use the “as if” technique

**Evaluation**

- Oral Presentation of Research Brief
- Final Exam