



**STRUCTURAL
ENGINEERING
INSTITUTE**

TIPS ON HOW TO IMPROVE YOUR PRESENTATIONS



The Best Presenters...

TELL A STORY
HAVE ENTHUSIASM
UNDERSTAND THE AUDIENCE



How to make a Great Presentation



The key is to think about **the takeaway message** for each slide, **not** a topic



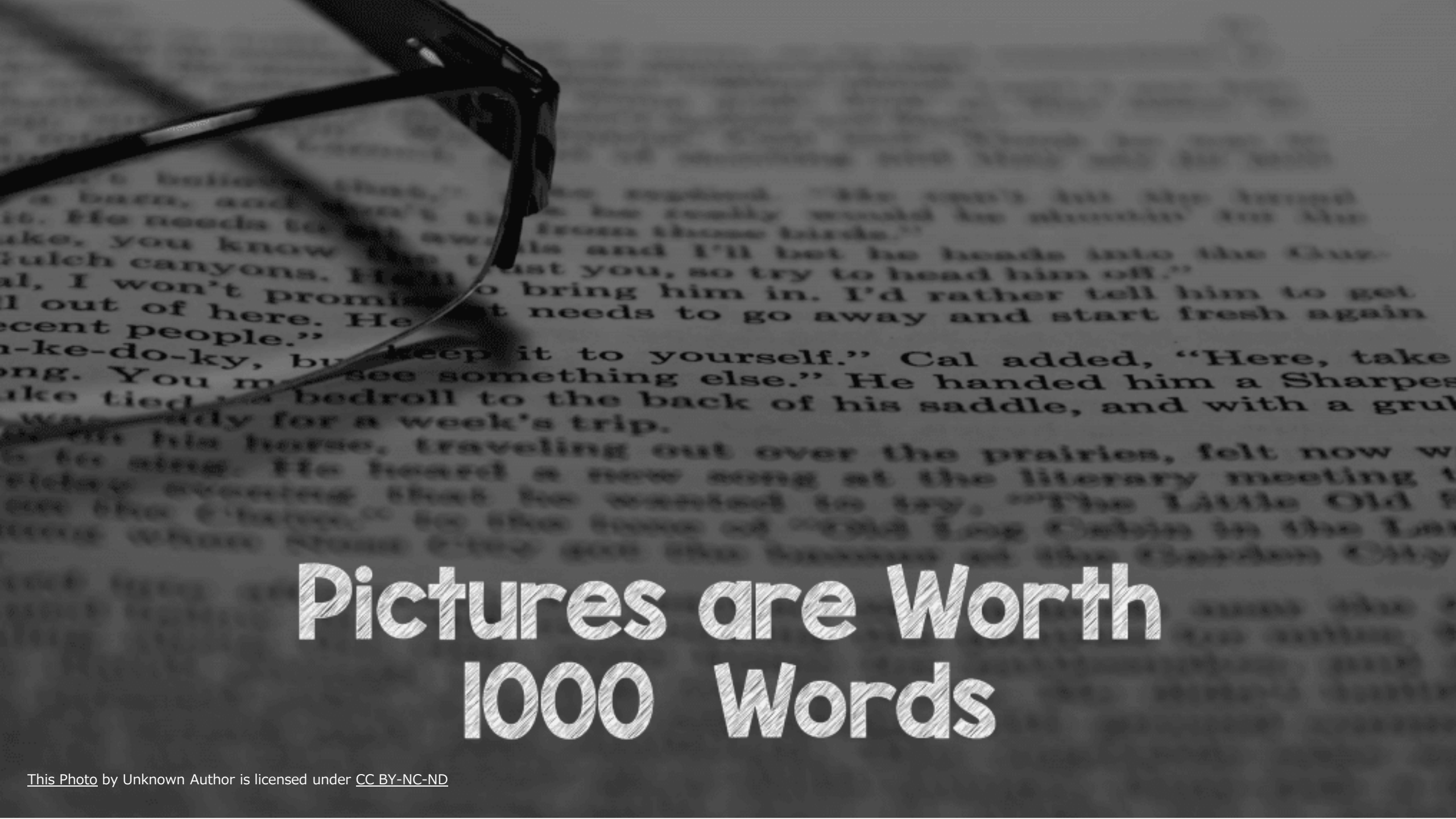
Short headlines that states the main message of the slide



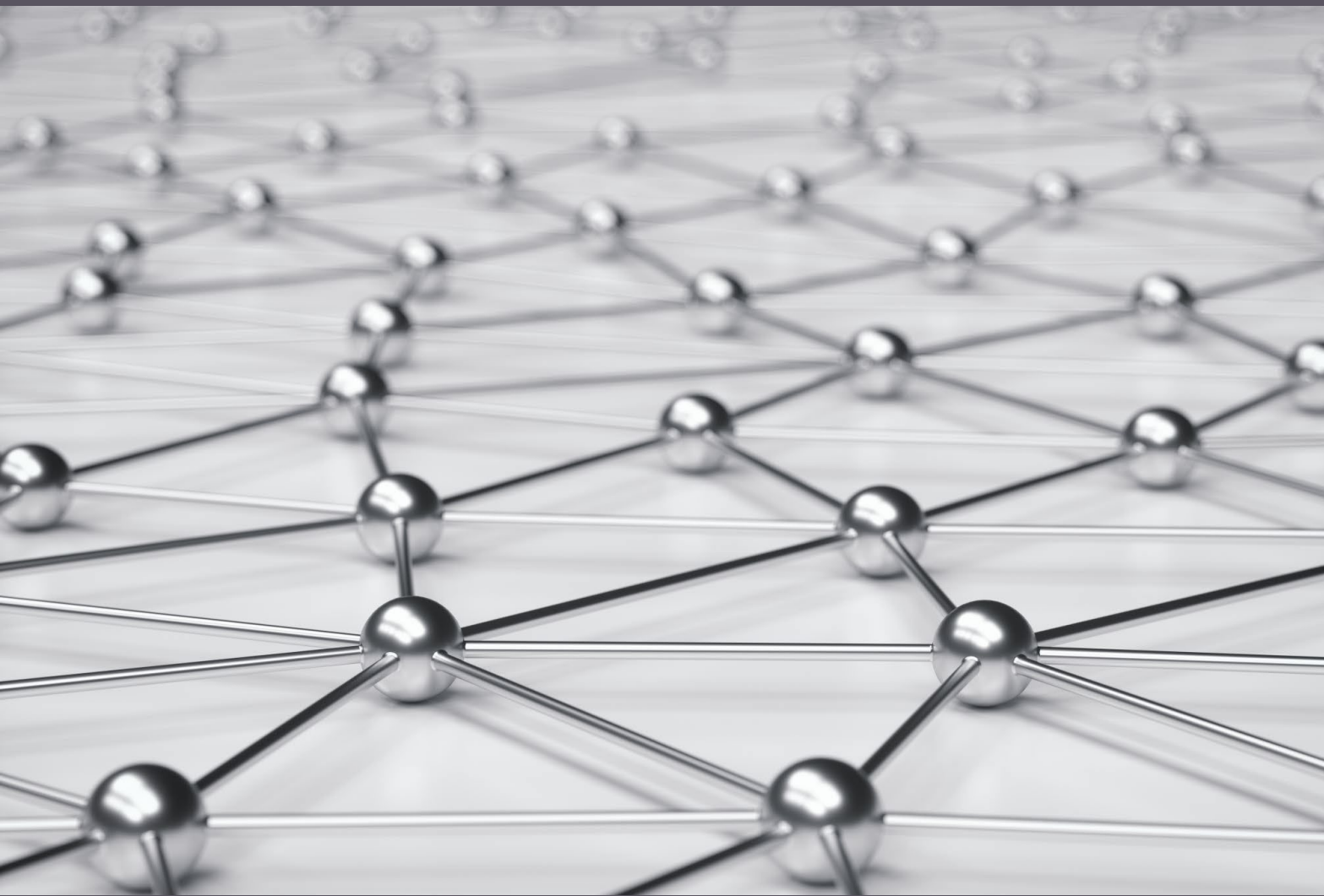
No longer than 2 lines



See examples of GREAT slides here: <https://www.assertion-evidence.com/templates.html>



Pictures are Worth
1000 Words



Melissa Marshall Founder,
Present Your Science shares
her expert advice.

[HTTPS://BLOGS.SAS.COM/CONTENT/S
GF/2016/12/22/TRANSFORM-YOUR-
TECHNICAL-TALKS-WITH-AN-
AUDIENCE-CENTERED-APPROACH/](https://blogs.sas.com/content/sfgf/2016/12/22/transform-your-technical-talks-with-an-audience-centered-approach/)

Estimate 1 slide per minute of speaking time.

For more technical content, reduce the number of slides.



**Goal of your
presentation – teach
the audience something
they can use.**

