

Seven Rules for a Good Presentation

1. A Presentation is a Presentation.

The goal of a presentation is not to read out loud parts of the paper presented. The presentation has to be a reasonable and well-structured summary of the paper, which gives clear, discussable answers.

2. What is Your Message?

One should be able to outline the key message on one slide. In order to support the message, it is important to allot the available time carefully.

3. Give an Overview!

In the beginning, it is helpful to provide the audience an insight into the procedure and retain a golden thread throughout the presentation.

4. Set Priorities.

A good outline has emphases- they are called milestones, lighthouses or key points.

5. Visualize with Purpose.

When possible, one should visualize the presentation's key points. Thereby, the points' quality can be evaluated quickly.

6. Make Contact with your audience.

Speak to your audience - don't turn away.

7. Preparation.

A good presentation has been held three times before presenting it to a greater audience. The first time, one controls the quality of the individual arguments (Are they persuasive?), the second time, the coherence (golden thread?) and lastly, the time allotted for the presentation.