IACC Conference – October 2-4, 2012

Tips for a Successful Presentation

Every year the IACC Conference Committee conducts a post-conference survey to assess the satisfaction of our attendees at each of our conferences. We receive great, constructive feedback each year. We would like to pass this down to our presenters in an effort to ensure that our sessions stay engaging, meaningful, and continue to captivate our audience. Our conferences are successful as long as our attendees are satisfied and eager to come back year after year.

We compiled below a list of helpful tips gathered from the responses we received in our past surveys. We strive to do better each year and hope that these will help you in your preparations to make your next presentation a complete success.

- If possible, visit the conference room before the session so you can get familiar with the surroundings.
- Try and be there a few minutes before the session starts so you can meet and greet the attendees as they come in.
- Practice and rehearse your speech before the presentation. If possible, ask someone else to evaluate your presentation rehearsal.
- Ensure your presentation will be captivating to your audience as well as worth their time and attention.
- Ensure that all of your audience can hear you.
- As you start your presentation, introduce yourself and describe why you are qualified to make this presentation. Use an icebreaker.
- Describe who is your intended target/audience for the presentation and why.
- Introduce the subject of the presentation and summarize the main topics/steps; walk the audience through the steps in a logical or chronological sequence.
- Gauge the needs of your audience (ask for a show of hands, etc.); match your presentation's contents to their needs.
- Know your material thoroughly and show confidence in the subject.
- Refrain from using acronyms unless you define them first.
- Engage your audience as much as possible throughout your presentation: ask questions, take quick polls, etc.
- If possible, during the presentation stop from time to time to solicit and answer questions.
- If you don't know the answer to a question, say that you will have to get back to them with an answer. Make sure you do!
- Allow at least 5 minutes for questions and answers at the end of the session.
- Make sure to have your contact information readily available for the attendees who might have follow-up questions (options: last PowerPoint slide, business cards, handouts, etc.).
- Remember to have fun!