IE490 Project Presentation Guidelines

There are no universal rules for presenting. These guidelines are based on common mistakes students make and are meant to be recommendations only. Remember, the goal of your presentation is **to effectively communicate the essence, the strong points of your work to the audience within the provided time limits**. You can achieve this in many different ways. A presentation is not just about contents. Attire, behaviour, gestures, mimics etc. all add to the success of presentations.

- Practice before the presentation. It is very useful to have yourself video-recorded and to watch the tape afterwards (do this at least once in your life and observe yourselves; this exercise teaches you a lot more about yourselves than what others tell you).
- Make sure the room is set up properly for your presentation ahead of the showtime (it has a computer, the computer has all the software you need, the room has a projector, it has an internet connection, etc.). You should not start setting up at the announced presentation time.
- Do not read from a piece of paper. If necessary, use only short notes to glance at to remind you about what you want to say.
- Do not memorize your slide and say word-to-word what is on them. You should be prepared, but do not repeat what is exactly on your slides (then why do we need you?)
- If you are presenting as a team, do not have alternating speakers on each slide. Share the work by subjects or by whole sections. This type of presentation makes it difficult to follow, and is very difficult for the presenters also.
- Give an outline of your presentation at the beginning. The audience should know what to expect in a presentation. It is also good to give a time estimate for the presentation. A good rule of thumb is one minute for each slide.
- Slides should not be crowded, they should only have the key information giving the audience a summary of what you will tell them with the slide. If you have a lot of text on your slide, people will read your slide instead of listening to you.
- Do not use very bright colors.
- Do not use a background that makes reading your slides difficult.
- Animating your slides may sometimes provide nice effects but do not overdo it.
- Make all of the the audience feel that you are talking to them. Eye contact is important; do not focus only on one person or a point in the air but look across the room periodically.
- Do not rush through your presentation, have a natural pace.
- Adjust your presentation to unexpected events such as starting late. Remember you have time limits. Hence, before you start ask how much time you have, and adjust accordingly. Your goal is to present the essence of your work and what you did. If needed, you can provide the whole presentation and other detailed information afterwards to the interested people.
- It is a good practice to provide a hard-copy of your presentation and other supporting materials, in a folder if necessary, to the audience. It allows the audience to follow your presentation better but more importantly you provide them materials to refer to in the future.

Finally, remember that after all it is your presentation. In time, you will develop your own presentation style. As long as you achieve the goals of your presentation how you present is up to you.