There are four types of oral presentations:

- impromptu
- extemporaneous
- scripted
- memorized
You will deliver presentations to four types of audiences:

- clients and customers
- colleagues in your organization
- fellow professionals at technical conferences
- the public
Preparing and delivering an oral presentation consists of six steps:

- Analyze the speaking situation.
- Organize and develop the presentation.
- Prepare the presentation graphics.
- Choose effective language.
- Rehearse the presentation.
- Deliver the presentation.
Here is the typical time allotment in a 20-minute presentation:

<table>
<thead>
<tr>
<th>Task</th>
<th>Time (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Body</td>
<td></td>
</tr>
<tr>
<td>First major point</td>
<td>4</td>
</tr>
<tr>
<td>Second major point</td>
<td>4</td>
</tr>
<tr>
<td>Third major point</td>
<td>4</td>
</tr>
<tr>
<td>Conclusion</td>
<td>2</td>
</tr>
<tr>
<td>Questions</td>
<td>4</td>
</tr>
</tbody>
</table>
Follow these five guidelines in introducing a presentation:

• Introduce yourself.
• State the title of your presentation.
• Explain the purpose of the presentation.
• State your main point.
• Provide an advance organizer.
Follow these four guidelines in concluding a presentation:

• Announce that you are concluding.
• Summarize the main points.
• Look to the future.
• Invite questions politely.
An effective graphic has five characteristics:

- It presents a clear, well-supported claim.
- It is easy to see.
- It is easy to read.
- It is simple.
- It is correct.
In planning your graphics, consider four aspects of the speaking situation:

- length of the presentation
- audience aptitude and experience
- size and layout of the room
- equipment
Select from the six basic media for presentation graphics:

- computer presentations
- slide projector
- overhead projector
- chalkboard or other hard writing surface
- objects
- handouts
There are two reasons to choose effective language for a presentation:

• Listeners can’t go back to listen again to something they didn't understand.

• Because you are speaking live, you must maintain your listeners’ attention, even if they are hungry or tired or the room is too hot.
Use language to signal three kinds of presentation elements:

- advance organizers
- summaries
- transitions
Follow these three guidelines for using memorable language:

• Involve the audience.
• Refer to people, not to abstractions.
• Use interesting facts, figures, and quotations.
Concentrate on three aspects related to the mechanics of delivering a presentation:

- Calm your nerves.
- Use your voice effectively.
- Use your body effectively.
Think about these six points to help calm your nerves:

• You are much more aware of your nervousness than the audience.
• Nervousness gives you energy and enthusiasm.
• After a few minutes, your nervousness will pass.
• Realize that you are prepared.
• Realize that the audience is there to hear you, not to judge you.
• Realize that your audience is made up of individual people who happen to be sitting in the same room.
Take these four steps to release nervous energy:

• Walk around.
• Go off by yourself for a few minutes.
• Talk with someone for a few minutes.
• Take several deep breaths, exhaling slowly.
Pay attention to five aspects of vocalizing:

- volume
- speed
- pitch
- articulation
- nonfluencies
Follow these four guidelines for facing an audience:

• Maintain eye contact.
• Use natural gestures.
• Don’t block the audience’s view of the screen.
• Control the audience’s attention.
Be prepared for these four problems you might encounter in answering questions:

- You’re unsure everyone heard the question.
- You don’t understand the question.
- You get a question that you have already answered in the presentation.
- A belligerent member of the audience rejects your response and insists on restating his or her original point.