

Professional Technical Presentation Features & Competencies

Effective presentations are...

1. Simple

Translate technical information into a form that is simple and clear for lay audiences (i.e., CEOs, marketing directors, accounting personnel).

2. Persuasive (i.e., sell an idea)

Don't appear to be just reciting information; believe in your ideas and sell them to your audience.

3. Numerically rich

In technical presentations, the most valued, important, and persuasive evidence is numbers. Emotional appeals alone will not persuade.

4. Results-oriented

Focus on the results or implications. Start with the bottom line. "Tell them what you are going to tell them. Tell them. Then tell them what you told them."

5. Visually sophisticated

Visual aids are key aspect of knowledge production, transfer, and translation for the audience. Consider them to be visual "foundations," not visual aids.