Tips for Making Presentations

You'll find them in the Members Area/Member Downloads/Community Outreach Documents section of the website. Please check out this page; you'll find all the resources you need to create a great community outreach activity.

1. **Start with 'why'**
   - Start with a thought-provoking, rhetorical statement or question to capture attention – "How do you deal with stress during the challenging times?"
   - Answer the 'why' – why will participants want to learn Therapeutic Touch (TT)? – only when people know what's in it for them will they be fully engaged – when you then tell them one of the most common effects of TT is a relaxation response, you have their full attention.
   - Share the 'big idea' of your presentation – be sure this is the focus throughout the presentation.
   - *Then* introduce yourself and your credentials – once participants are engaged they will be interested in you and what you have to say.

2. **Plan to finish strong**
   - Do a Q&A *before* your conclusion – fizzling out with 'Are there any other questions?' is not strong. (You can always make yourself available for further questions afterwards.)
   - Leave three or four minutes at the very end for a conclusion:
     - Outline possible next steps and have a call to action.
     - Show people where to find information about upcoming workshops.
     - Suggest they visit the TTNO website.
     - Direct them to their library for resources.
     - Show examples of books about TT that are available through their local bookstore.
     - Avoid general online searches for TT – online material may be inaccurate.
   - Have a powerful concluding statement.

3. **Tell stories**
   - People love stories – authentic personal stories and examples are often more effective than a well-crafted speech.
   - Use testimonials.

4. **Use visuals**
   - Have something for people to rest their eyes on while you speak.
   - PowerPoint rules of thumb:
     - No more than three main points per slide, eight words per point - too many words and people will read and not listen, or listen and not read.
     - Reading your slide (aside from a relevant direct quote) is not engaging – use slides as your talking points.
     - Use a simple consistent background for all slides.
     - Use a simple consistent font throughout.
       - *Save fancy fonts for birthday greetings*
     - Avoid bullets and dashes.
     - Use graphics and images (with permission).
     - Free images can be found on Pixabay, Creative Commons, Pexels, Wikipedia Commons.
   - Use components of the sample PowerPoint presentation in the Members Area of the TTNO website.

5. **Have an experiential component**
    -   TT comes to life when it is experienced
    -   Consider Diane May's suggestion of up to 50% of your time being experiential
    -   At the very least have people experience their own energy field

6. **Prepare and practice, practice, practice**
    -   Write a script and know it – find the sweet spot between having your script memorized and reading it word for word
    -   Practice saying the words out loud – what looks good on paper does not always sound good aloud
    -   Time yourself so your presentation is not too long or too short
    -   Practice with a friend or two to build confidence
    -   If you are doing an online presentation – practice sharing and unsharing your screen until you can do it smoothly

7. **Consider your background**
    -   For online presentations
        Be certain the background of your screen shot is simple and uncluttered
        Check sound and have sufficient lighting
    -   For in-person presentations
        Arrive early to make the space as inviting as possible

8. **Use humour**
    -   People love to laugh – it makes them feel relaxed, open to new ideas, and brings groups together

9. **Consider all learning styles – visual, auditory, kinesthetic**
    -   Have reading materials available for visual learners – such as TTNO brochures and Handouts
    -   Include graphics on PowerPoint slides – a picture is worth a thousand words
    -   Do demonstrations
    -   Include experiential exercises

10. **Help participants feel at ease**
    -   Use humour
    -   Use inclusive language – 'we' 'together' 'our'
    -   Be authentic and credible
    -   Include evidence to back up your claim
    -   Embrace your vulnerability

11. **Preparing yourself for the presentation (reducing the jitters)**
    -   Approach the experience with curiosity
    -   Focus on the outcomes of your presentation more than approval of you as the presenter
        Remember Diane May's 80/20 guideline – if you are 80% effective the other 20% doesn't matter
    -   Focus on being of service
    -   Get help from your community – you don't have to do it all alone

12. **Have fun**
    -   If you're having a good time, it will be contagious

To see examples of effective presentations, review several *TED Talks*.
Much preparation goes into making these presentations impactful.

April 2025