

Tips for Making Presentations

All the documents referred to are in the Member Downloads/Community Outreach Documents. You need to be logged into the Members Area to access them. 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.

December 2025