

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.

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