



Presentation Essentials Guide

Welcome Everyone and Introduce Yourself

- Explain the event objectives/goal/purpose
- Review the agenda
- Introduce yourself—be sure to share your experience and number of years you have helped families plan for college

Set Ground Rules

- Start and stop on time
- Set and adhere to breaks (if session is longer than 90 minutes)
- Foster a comfortable environment where all questions are good questions
- Ask audience not to engage in side conversations
- Ask participants to turn off cell phones or set them to vibrate
- Inform audience you may not have time to answer all questions, but offer a wall or flip chart where participants can write their questions and you will reply later by email

Openers

The purpose of an opener is to motivate your audience and set the stage for learning. Openers also enable participants to get to know each other, possibly build friendships, and develop a stronger connection to the upcoming content and to their campus. Openers:

- Break the ice
- Enhance and/or maintain participants' self-esteem
- Are fun
- Initiate curiosity
- Are relevant to the content
- Facilitate networking

Energizers

Energizers work to keep your audience focused. Consider using a short three- to five-minute energizer during hard-to-understand content or if the audience needs to be re-engaged.

- Refer to a handout and/or provide time to complete the exercise
- Ask a question or share a story
- Use an interactive activity such as a handout, poster or exercise
- Add some humor, if appropriate
- Invite two participants to each roll a dice—add up the two numbers and then use that amount for a break time (if the total is three or less, double that amount of time)

Closers and Reviews

The purpose of a closer is to cement the knowledge into each participant's mind. A closer is an opportunity for the audience to review what they learned, and should:

- Tie all the content of the session together
- Enable participants to practice what they learned
- Energize/motivate the participants
- Relate the training content to the audience's needs

For the best effect, do not signal the end of the presentation or call this exercise a review. The closer is an important and integral part of the presentation. There are hundreds of exercises to energize an audience. A quick Internet search will show many openers, energizers and closers.