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.