

COMMON PRESENTATION MISTAKES – AVOIDING COMMON PITFALLS IN YOUR PRESENTATION

Mistake 1: Not preparing enough

Careful preparation is essential. The amount of time you spend on planning depends on your situation, but it's a good idea to start early – you can never be too well-prepared.

Mistake 2: Not familiarizing yourself with the venue and equipment

Imagine that your presentation starts in an hour. You arrive at the venue and, to your horror, the projector won't work with your laptop. You can avoid a situation like this by taking time to familiarize yourself with the venue and available equipment at least once before your presentation.

Mistake 4: Using inappropriate content

The primary purpose of any presentation is to share information with others, so it's important to consider the level you will pitch it at. Do some research on your audience. Why are they here? How much do they already know about your topic, and what do they most want to learn from you? It's no use giving a presentation that is so full of jargon that no one understands you. But you wouldn't want to patronize people, either. Try to put yourself in people's shoes, to get a clearer idea about their needs and motivations.

Mistake 5: Being too verbose

Short, concise presentations are often more powerful than verbose ones. Try to limit yourself to a few main points. If you take too long getting to your point, you risk losing your audience's attention.

The average adult has a 15- to 20-minute attention span, so, if you want to keep your audience engaged, stick to the point! During the planning phase, make a note of the themes you want to cover and how you want to get them across. Then, when you start filling out the details, ask yourself: "Does my audience really need to know this?"

Check articles - 7 Cs of Communication and have more tips for communicating in a clear, concise way.

Mistake 6: Using ineffective visuals

When choosing colors, think about where the presentation will take place. A dark background with light or white text works best in dark rooms, while a white background with dark text is easier to see in a brightly lit room. Choose your pictures carefully, too. High-quality graphics can clarify complex information and lift an otherwise plain screen, but low-quality images can make your presentation appear unprofessional. Unless an image is contributing something, embrace the negative space – less clutter means greater understanding. Use animation sparingly, too – a dancing logo or emoticon will only distract your audience.