Presentations can be a great tool for marketing your program, but presenting in front of others can be nerve-wracking! Use this resource to help feel confident in the presenting to other groups.

**GENERAL**
- Practice your presentation by yourself in front of a mirror or in front of family/friends.
- On your slides, include general ideas with minimal text. You can expand while speaking. See the Marketing Toolkit “Presentation Template” for examples of good slides.
- Prepare notecards if needed.
- Dress appropriately for your audience and presentation environment.
- Be prepared to answer any questions asked about the presentation.
- Keep text minimal and emphasize key points in bold, underlined or in a larger font. This will keep viewers engaged with what you are saying.
- Include personalized photos or videos to provide visuals and team highlights.

**IN-PERSON PRESENTATIONS**
- Consider having a handout for attendees with additional information about your team. See the Marketing Toolkit "How to Make a QR Code" to add one to your handout.
- Be aware of your body language while presenting. Maintain eye contact with audience, use hand gestures when appropriate, maintain good posture, be aware of facial expressions and smile!

**ZOOM/ONLINE PRESENTATIONS**
- Consider recording the presentation to send out to those who were interested but unavailable to attend. Inform the audience that you’re recording.
- Make sure your camera background is appropriate and not distracting. If needed, blur the background or use one of the free Zoom backgrounds.
- When you are speaking, turn your microphone off mute and speak clearly.
- Do the presentation in a quiet environment without background noise.
- Be prepared to share your screen while giving the presentation so viewers can see your slides. Have notifications on do not disturb and make sure all other items on screen are okay to be shared with your audience.
- Consider a waiting room or passcode to secure your zoom presentation.

[How to set up a Zoom meeting]