

# PUBLIC SPEAKING CHECKLIST



*Presented by*

**Women in Ecommerce**

When giving a presentation, whether it be in a company meeting, in a public setting or at a conference or professional development event, it is important to understand what goes into making the presentation a success for your audience and for you!

## **The key is the 5 p's - Passion, Practice, Preparation, Providing Value and Participation**

Having *passion* for your topic, *practicing* your presentation until it is second nature to you” *preparation* both before and during the event; *providing value* - give the audience what they want; *participation* - showing up, doing well and including your audience in your overall program.

### **Preparation**

- Defined the purpose of the presentation.
- Know who your audience is.
- Know what the audience wants and/or needs to hear.
- Select a method of development such as problem/solution, persuasive.
- Make sure the presentation follows a logical order: introduction, content and closing.
- Summarize the main points in closing.
- Think about possible questions and prepare answers.

- Encourage the audience to take action.
  - Practice the presentation, out loud and standing.
  - Have your presentation timed out.
  - Prepare notes or an outline for the presentation.
  - Have a hard copy of your presentation - in case technology does not work
  - Plan to arrive early for the presentation.
  - Be familiar with the location of the presentation.
  - Determine how you will hand out materials to the audience.
  - Confirm what audio/visual equipment will be available.
  - Bring Business Cards or other marketing materials to handout.
  - Have contact info of meeting planner and key people at venue.
  - Create a handout to capture names and contact info of attendees.
  - If allowed, video your presentation.
  - Have a backup of your presentation available on USB or other device.
  - Bring extra pens and paper.
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## **Presentation - Day of event**

- Look sharp, dress well.
- Arrive early.
- Meet hosts, technicians, person introducing you

- Test all equipment including ppt, sound, audio visual
- Present the right look of authority.
- Take out your cell phone and turn it off.
- Make sure that there is a glass of water ready.
- Arrange an introduction of yourself.
- Create an interest-generating opening.
- Include an overview of the presentation.
- Provide any necessary background information.
- Speak loud enough and slowly enough.
- Make adequate eye contact with the audience.
- Avoid reading your presentation
- Remember to breathe .... And pause.
- Tell Stories.
- Add humor whenever appropriate and possible.
- Know when to stop talking. Have a strong close.

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*Note: cover image source: [Business photo created by yanalya](#)*

**Have this information handy when you agree to/book a presentation:**

Name of Organization Presenting to (audience) \_\_\_\_\_

Date & Time of Presentation \_\_\_\_\_ Venue \_\_\_\_\_

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Contact Person(s) \_\_\_\_\_

Available technology such as Audio visual, podium, microphone, computer, etc.

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Notes: \_\_\_\_\_

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