



Tips for a good presentation

1. *Go to the presentation with a positive attitude and healthy curiosity*
Think: 'I will pick up something anyway.' Listen carefully to the questions, but show some initiative as well. If you don't know what the interview will be like, ask for the agenda and the duration.
2. *Think about the impression you want to make*
The way you present yourself tells everything about who you are and so (indirectly) about your plans too. It is up to you to a large extent to determine what sort of an impression you make! Wear clothing that you feel comfortable in and that is appropriate to the situation.
3. *First the relation, then the information*
Make sure that you make contact with your client, for example by talking about the room you are in, the route to the place where the meeting has been arranged, or if necessary the weather. That will make the client receptive to the information you want to provide. If the client feels at ease, they will give your story a better hearing.
4. *The client is important, in fact more important than you are*
Always put the client in the centre at the beginning and end of your presentation. In between you can talk about yourself and your plans.
5. *Show appropriate visual material with brief explanatory comments*
Make sure you have properly prepared material. Explain what the assignment was and how you arrived at this result.
6. *If something is important, say it again*
Keep serving up the same main points in a different guise by focusing on them with different words and from different perspectives.
7. *Communication is a two-way traffic*
Talk with, not to your audience. Involve them in your story. Raise questions. Use phrases including the word 'you'. And listen as well.
8. *Presenting is selling*
You are trying to secure an assignment. But you have to sell yourself before you can sell your message.
9. *Dare to be yourself and to show your vulnerable side*
It won't always be easy, but it is just as important as the quality of your work.
10. *Enthusiasm works!*
A dynamic use of language, tone of voice and gestures underline the right impression.
11. *Harmony in word and posture*
To come across convincingly, you must match your words to the right (appropriate) posture.
12. *Select your information*
Only you know what you *don't* say.
13. *Be critical but supportive*
Don't try to bring down somebody else's work, but emphasise the positive aspects instead. Don't exaggerate your individual part in a collective project.



14. *Keep your presentation motivating from beginning to end*
Make sure that you end your presentation on a positive note in terms of content, volume and intonation.
15. *Let them see that you enjoy it*
The easiest way to a successful presentation is to really enjoy what you are doing. Let them see it as well. A successful presenter is proud, proud of the product, and what you stand for.
16. *Silence is golden*
Dare to let silences drop – before you start, between the sentences, after demonstrating a product or an important message, and after your final words. In combination with breathing out, a (subtle) smile and eye contact, silence is the most effective weapon in a presentation or negotiation.

More information

On [BeroepKunstenaar.nl](https://beroepkunstenaar.nl) you will find more information about doing business and important skills like negotiating and networking.