

EVALUATING PRESENTERS & PRESENTATIONS



LOOK

- Dress and attire
- Eye contact
- Facial expressions
- Correct Posture
- Gestures
- Limit body movement
- No sunglasses or hats



VOICE

- Volume
- Tone & inflection
- Enunciation
- Pacing
- Conviction



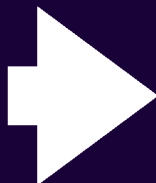
MESSAGE

- Important facts first
- Talking point emphasis
- Repeat key messages
- Avoid jargon
- Answer in sound bites



STAGING

- Framing
- Lighting
- Video & Sound
- Limit external noise
- Visual background
- Distractions



- Practice your sound bites & key messages
- Remember to do a SIZE UP before the interview
- If possible, record the interview on your phone
- Thank the interviewer for the opportunity
- DON'T FORGET FOLLOW UP QUESTIONS!

