

GREAT
Outreach
PRESENTATIONS



Agenda

- What's the deal with **outreach**?
- Tips for great **outreach** presentations
- Your final presentation



WHAT'S THE DEAL

WITH

Outreach?

What is **outreach**?

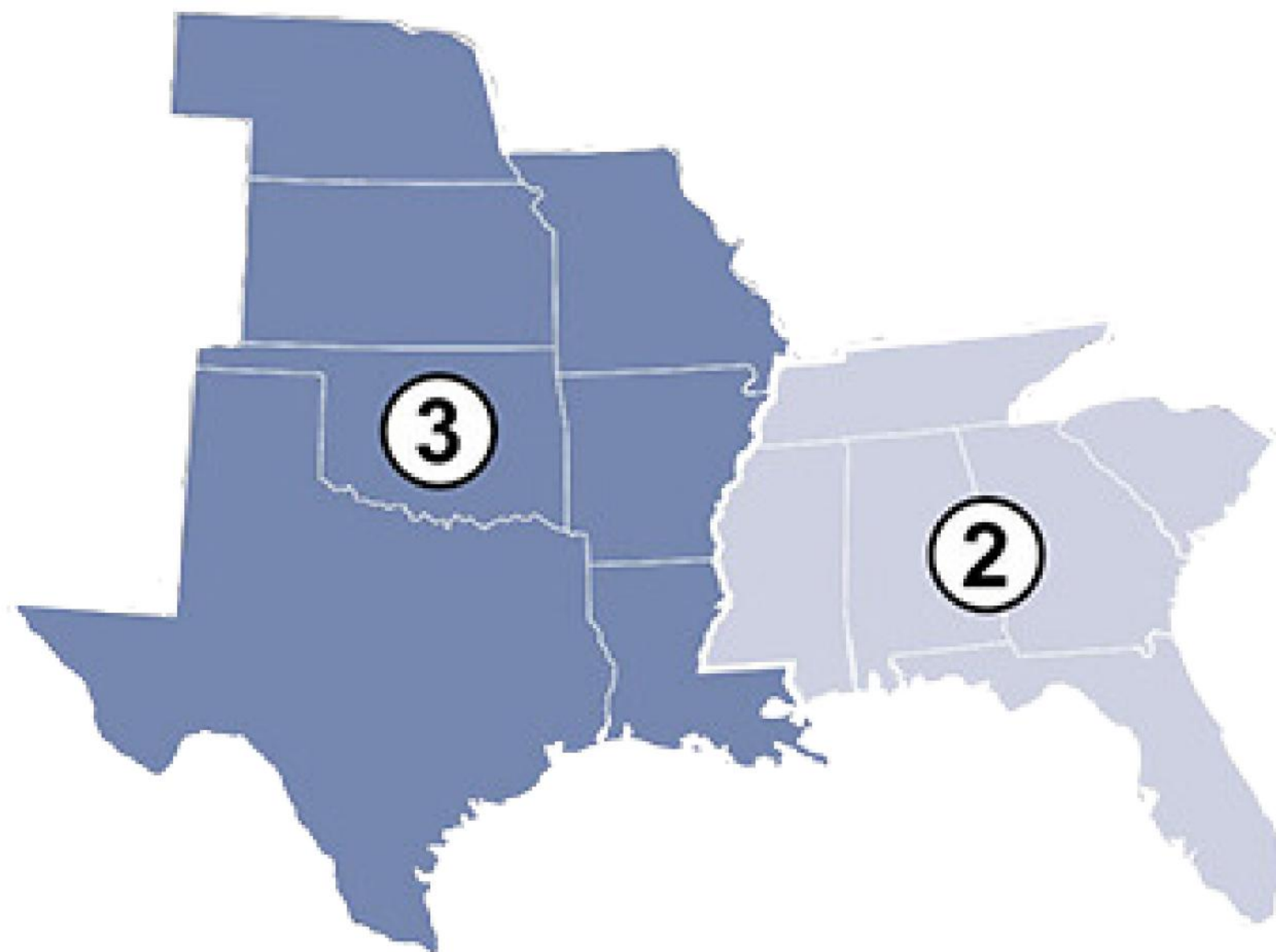
- Interaction with specific communities in need
- Raising awareness on a topic
- "...The activity of providing services to any population that might not otherwise have access to those services."
- **An opportunity to engage**

What is a presentation?

- Discussion or talk with a specific goal or purpose, usually given by 1 or a small group of people who work together
- Often spoken with visual aids
- "...conveys information from a speaker to an audience."
- **An opportunity to engage**

Outreach presentations give us the opportunity to engage with communities in a meaningful, informative, and accessible way.

NNLM Regions 2 & 3 are focused on health information **outreach**



Students working with our office should be equipped to give dynamic, engaging, informative **outreach** presentations. This is a skill that will benefit nearly all career paths!



TIPS FOR GREAT *Outreach* PRESENTATIONS



Preparation

- Complete your slide deck and leave plenty of time to practice
- Keep notes on hand
- Be prepared to answer questions
- Dress to impress
- Be camera-ready - lighting, mic, etc.
- Arrive 15 minutes early

What's the vibe?

Confidence is key in an **outreach** presentation - it is your goal to engage with the audience.

Remember, the audience may be filled with accomplished professionals, but *you* are the expert on the subject at hand.

Don't be afraid to be your charming self. It's a great idea to inject some of your personality into your presentation.

Do not read off of your notes or slides.





Building the presentation

The best presentations tell a story, weaving in evidence.

Similar structure to essay:

- Hook your audience with an idea, and then introduce the topic
- Provide context and try to make it relatable and relevant to your audience
- Use anecdotes to supplement your data and main ideas
- Conclude with a strong statement or question for your audience to consider



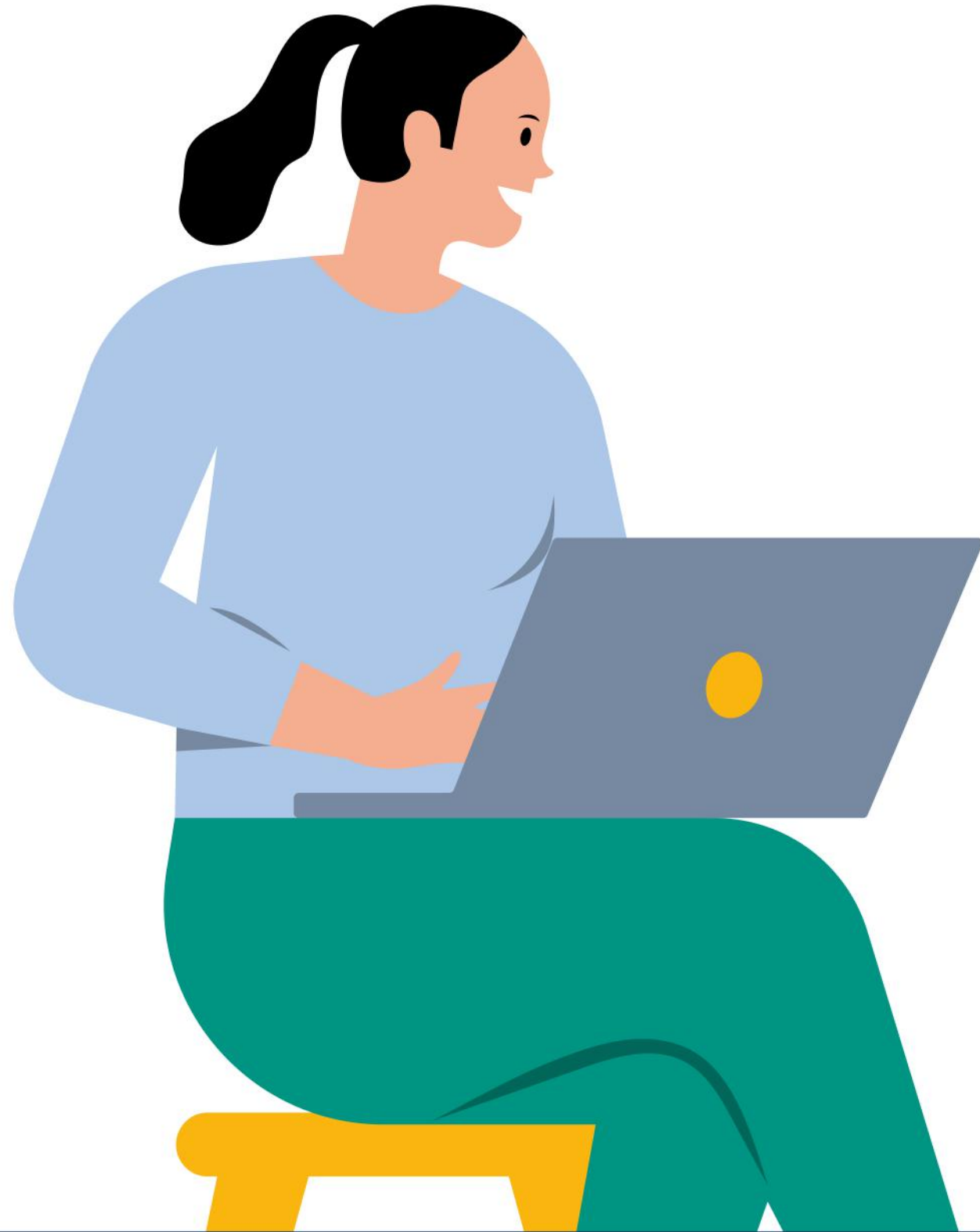
Beautiful slides

- Less is more
- Give your audience time to think or take notes
- Use high resolution images
- Be stylistically consistent
- Label infographics and charts - use proper scale
- Use royalty-free media
- Cite your sources
- Keep accessibility in mind - use high contrast colors and large, legible fonts



Practice!

- The best presenters practice...and practice...and practice
- Practice out loud alone and with others
- Practice your jokes and your outreach-y charm
- Practice without notes, but have them prepared
- Practice answering questions
- Practice
- Practice
- Practice



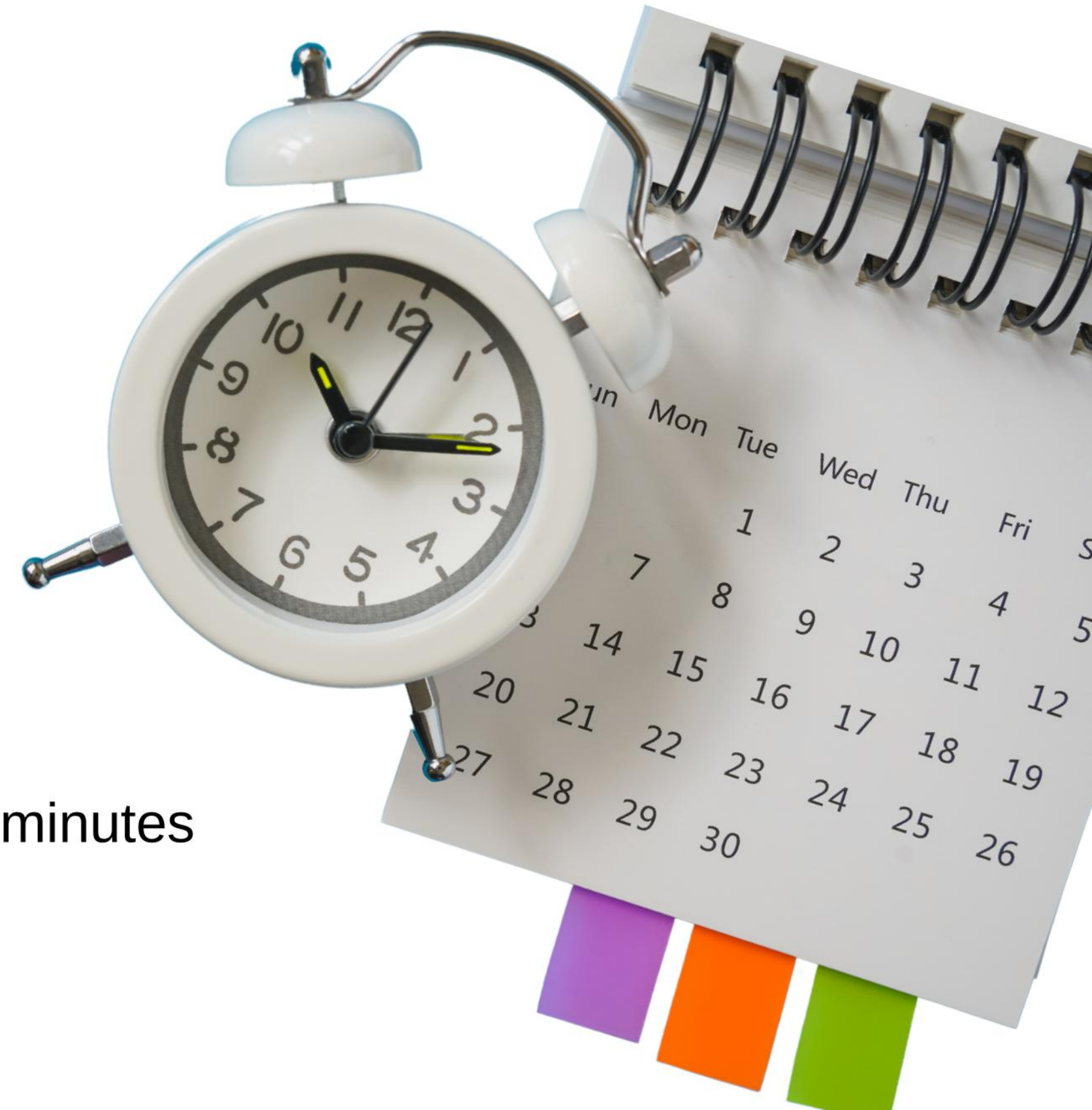
YOUR FINAL PRESENTATION

(yes, *Outreach*-style!)

Time

- 2-3 minutes for intro comments
- 15 minutes total for each student
 - includes 5 minutes for Q&A
- 2 minutes for closing comments
- We have the room for 1 hour

- We will start exactly on time
- Arrive 15 minutes early
- Ending early is ok, but please aim to fill your 15 minutes



Structure

1. Title
2. Bio
3. Acknowledgements
4. Agenda
5. Learning objectives (optional)
6. Content
7. Limitations/Challenges (optional)
8. Questions

We will drive your slides to minimize screen sharing issues. **Please submit slides to Bailey Sterling by September 15, 2023 at 5pm CT.**



Recording

SCC/SCMLA presentation will not be recorded, but MCMLA presentation will.

Your presentation will be recorded and uploaded to NNLM's YouTube channel within 2 weeks of the event.

Please be prepared to have your camera on while you are speaking.



Reminders

- NNLM staff will moderate the Q&A after your presentation
- NNLM funding statement must be included on all presentations - we will put this on our starting slide
- Your presentation does not have to be 508 compliant, but please work to make text easy to read and imagery inclusive
- Dress to impress
- Practice, practice, practice, practice, practice, practice, practice, practice, practice, practice, practice, practice, practice, practice, practice...



Upcoming Dates

- September 15, 2023: Slides due
- September 25, 2023: Final presentation
- October 6, 2023: Stud Dev Report due



References

Outreach. (2023, March 31). In Wikipedia. <https://en.wikipedia.org/wiki/Outreach>

Presentation. (2023, February 24). In Wikipedia. <https://en.wikipedia.org/wiki/Presentation>