

# **Presentation Tips**

## **To Help You Give A Successful Talk**

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?

- It's about the Audience
- It's about the Message
- It's about You

## **It's about the Audience – Who are they?**

- PFI field day
- Farminar
- Conference session
- Radio interview
- Non-PFI workshop/meeting

## It's about the Audience – Respect them!

- Time
- Keep them in the know
  - Guide them
  - Slides are an aid; don't bombard them!

## It's about the Audience – Respect them!

*Our audience requires us to be sympathetic and patient teachers, ever willing to simplify and clarify – whereas we would rather soar high above the crowd, singing like nightingales.*

*– Kurt Vonnegut*

## It's about the Message

- What's my objective?
- What's my intended outcome?
  - *Example: You now have permission to try small grains on your farm?*

## **It's about the Message – Develop Structure**

- Intro
- Body
- Conclusion



## **It's about the Message – Intro**

**H**ook us

**A**pply authority

**V**erify rationale, purpose

**E**stablish main points

How did I do?

## It's about the Message – Body

- 2-5 simple, discrete main points
  - Chronological
    - *Example: variety selection, planting rate decision, planting method, fertility, harvest*

## It's about the Message – Body

- 2-5 simple, discrete main points
  - Problem -> Solution
    - *Example: low yields with variety A, so tried variety B (could also discuss planting rates/dates, lodging, FHB problems, etc.)*

## **It's about the Message – Conclusion**

**Review points**

**Acknowledge rationale, purpose**

**Powerful POW!**

- Be creative, do better than “thank you.”

## It's about the Message – Delivery

- Use repetition
  - Helps to hit home main points
- Make an emotional appeal/connection
  - “we,” “us,” “you”

## It's about You – Be present

- Know yourself, be yourself
- Know your style

*I myself find that I trust my own writing most, and others seem to trust it most, too, when I sound most like a person from Indianapolis, which is what I am. – Kurt Vonnegut*

## It's about You – Be present

- Know yourself, be yourself
- Know your style
- Know your limitations
  - But be confident!

## It's about You – Be present





## It's about You – Be present

- You are in charge of your emotions.
- Set a positive intention.
  - You are qualified to present! Why else would they ask you??

*Talk about FACTS, let somebody else do the editorials. – Dick Thompson, PFI co-founder*

- It's about the Audience
- It's about the Message
- It's about You

**Have a conversation...**