Tips on Managing Audience Perception:

- Clothing can make or break the point you’re trying to make. If you’re looking to be more authoritative, wear darker colors, but if you’re going for a more friendly vibe, wear lighter colors. A good rule is to be as well-dressed as the best-dressed person in your audience.

- Need basic dress rules? Don’t go over the top with jewellery and patterns. You don’t want to clash, either. Additionally, flip flops and sneakers are a presentation faux pas, no matter how fashion-forward they are. In general, if your outfit is less dressy, it should be polished.

- Remember: appearance is important because an integral part of effective presenting is establishing credibility to your audience, and their first impression of you, not just the information you’re presenting, is what establishes it.

Dressing the Part: Business Casual

- Business casual is a style of dress often recommended or sometimes even required for presentations, interviews, and other functions.

- Khakis, sweaters, and dress shirts are great business casual attire, and even polished polos can be acceptable. Modest skirts and/or dress pants are always a safe move for the bottom half. Make sure to follow the guidelines and rules outlined above as well.

- Save it for another time: Tank tops are not business casual attire, and neither are articles of clothing that are very tight, sheer, or low cut. Unnecessary to business casual attire is any form of suit or jacket, although a jacket is acceptable with a polo beneath it.

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