You can use this checklist to make sure you have a solid, organized presentation.

**INTRODUCTION**

- Include a clear attention-getting device
  
  *Make sure to capture the audience’s attention immediately with a fact, a quote, a question, etc.*

- Establish your credibility as a speaker
  
  *Let the audience know you are a trustworthy and believable source on your topic.*

- Address the relevance to the audience/give them a reason to listen
  
  *Know your audience. Try to relate in some way or else they may not pay attention.*

- State your central idea or thesis
  
  *Let the audience know exactly what you are going to discuss.*

- Give a clear preview of the main points you will be discussing
  
  *A framework for the presentation will help it flow and let the audience follow along more easily.*

- Be brief with this intro: take up no more than 10-15% of your total presentation time
  
  *The introduction is a warm-up. Most of your presentation should have more substance.*

**BODY**

- Clear organizational structure, follow order laid out in the preview
  
  *Having a defined structure will be easier on you and the audience.*

- Clearly state each main point and clearly transition between them
  
  *Don’t assume the audience knows every time you transition to a new point.*

- Provide necessary elaboration of each main point
  
  *Fully explain your points, but don’t overcomplicate them. If it’s complex, simplify or restate it in a manageable way.*

- Present sufficient supporting evidence to back up each main point
  
  *Solid evidence will give strength and substance to your argument.*

- Cite your sources verbally
  
  *Show that you and your evidence are credible.*

- Signposts (transitions, previews, summaries) introduce new points
This reinforces your structure and makes the presentation flow smoothly.

**CONCLUSION**

___ Summarize your presentation

*What should the audience get out of your presentation? What should they remember?*

___ Reiterate your main idea in a memorable way

*Remind the audience what you were trying to convey in the first place.*

___ Avoid introducing new material

*The conclusion is just for wrapping things up.*

___ Signal the end of the presentation

*This should happen naturally by restating content and in the tone of your voice.*

___ Be brief: take up no more than 5-10% of your total presentation time

*Remember, the substance of the presentation is in the body.*

*Parts adapted from the UNCG Speaking Center with permission, 2020.*
The Speech Body