

You are the Speaker: Considerations of the Art and Science of an Effective Presentation

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ABSTRACT: Effective communication is often stated as a key component to success in many aspects related to wildlife damage management. The objective of this presentation is to provide considerations of the components that can lead to an efficient and effective delivery of the desired messages. Clearly accepting the constraints of the presentation related to the audience and time available is the first step. Understanding that most effective presentations rarely have more than three “take-home messages” can be critical. Those messages must be clearly defined and refined. Observing and accounting for typical physical and environmental conditions that influence audio-visual technology should be considered. Finally, the role of the presenter in delivery of the information is critical. Factors ranging from the presenter’s appearance and recognition of the importance of explaining information are essential to an effective presentation.

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