

# Ready to Make and Impact?



**The PDCo  
Presenter Checklist and  
Launch Sequence**

# 3,2,1 .. Time to Present

After the preparation, you've got your deck and it's now time to go live and deliver your presentation.

This can be a heart pounding, sweaty palm moment that most of us approach with a feeling of dread. We would all like to give a great presentation that engages our audience and makes a difference but just the thought of delivering it can create a sense of anxiety.

Even seasoned presenters with decades of experience still face the same challenge. What's different is how they approach the task of presenting. Rather than leaving things to chance, they make sure they can create an impact by following a well-defined and consistent process. They prepare by thinking about their audience, setup and technology so they feel a sense of comfort and familiarity.

To help control nerves, they follow a strict launch sequence that with a specific set of steps to follow. They start the process a day before presenting and know exactly what they will be doing all the way through to the first minute of their presentation.

The next time you present, here's an easy-to-follow Checklist and Launch Sequence to help guide you through the process.

Good Luck!

**Kris Flegg**

Director

Presentation Design Co.



# Presenter \* Checklist

## Professionals don't leave things to chance.

If you are going to ask for your audiences attention, you need to ensure that you've done the work to show up well prepared.

### 01 Focus on Your Audience

- What's on their mind coming into your presentation?
- What does their world look like before and after your presentation?
- How will create and sustain a connection with them?
- What is the singular idea or message you'd like them to take away?
- What do you create an impact in the last minute of your presentation?

### 02 Your Deck

- Check formatting and embed fonts.
- Test embedded videos and the flow of animations.
- Run a spellcheck.
- Save a backup copy of your deck.
- Review presentation in slide sorter view.

### 03 Rehearsal

#### Face to Face

- How big is the audience, and what does the room layout look like?
- Where will you stand and how much room do you have to move around?
- How will you face the audience and where do you need to project your voice to?

#### Online

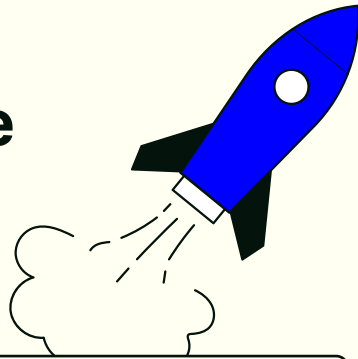
- Optimise your camera position, lighting and background.
- Check microphone device and levels.
- Setup a test meeting and record the start of your presentation and review.

### 04 Technology

- Ensure you have a battery pack, chargers, cords and attachments.
- Install the latest software updates on the device you'll be using.
- Close any extra applications you won't be using.
- Turn on a 'Do not disturb' function.
- Have a backup of your presentation available on a USB key/flash drive.



# Launch Sequence



## Being nervous is normal.

The best way to manage your nerves isn't to wing it. By following a predefined checklist of actions you take control of your nerves, stay present and set yourself up to make an impact.

Nail these steps and once you are here you've set yourself up to deliver. Breathe, focus on your audience, be authentically you and you're off to make an impact.

### First 60 seconds...

The goal here is to get out of your head and place yourself in the moment. Make yourself smile and feel the positive emotion. Sip some water. Breathe in for 7 seconds, hold, exhale for 7 seconds. Repeat

The moment of connection and take-off. Your goal is to confidently and calmly deliver what you've practised. You know what to say and how to say it. Look at your audience and smile. Know exactly what your first sentence will be.

### 1 minute...

Set your physiology to be fully present. This is usually when peak anxiety can strike. Work on your breathing, positive visualisation, and shifting to your presentation persona.

### 10 seconds...

Try to be at the venue or logged in to your presentation's platform. Switch off mentally from the outside world and turn off notifications and reminders — eliminate distractions.

### 10 minutes to go...

Technical details, event familiarisation, and rehearsals should all be done. Plan your outfit, set up for next day and get a good night's sleep.

### One hour before...

Set up your day with a positive intention. Do what you normally do to relax. Let yourself get in the zone and avoid being disturbed or distracted.

### One day before...

### The morning of...

Start Here

# Looking For Some Help With Your Next Presentation?

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