**Presentation Tips and Best Practices**

Thank you for investing your time and expertise by being a presenter for an event or classroom presentation. Your involvement will positively impact the students you are engaging with and the reputation of the automotive industry.

Below are some tips and best practices to make the most of your presentation. Thank you for being a Motormouth for the automotive industry!

**Before the Event**

* Make sure you have all of the information you need prior to the speaking event.
  + Location
  + Time of event and when you should arrive
  + Presentation duration (How much time do you have to present?)
  + Equipment and setup (Do they have all of the necessary equipment needed? Computer and projector? Audio (for the video)?)
* Understand your audience. Are they auto shop students? Do they already show interest in automotive? Or is this a general class who won’t understand industry lingo? Adjust appropriately.
* Review the PowerPoint presentation and presentation outline. This will help you get familiarized with the presentation content and feel more comfortable while presenting.
* Practice presenting. This will not only make you feel more comfortable during the event, but it will also give you a chance to adjust the presentation based on how much time is allotted. If you find that it takes you too long to present everything, review the presentation and find areas to minimize when needed.
* Remember to leave time for questions and engagement. Make sure to encourage questions and conversation throughout the presentation, but we’d recommend leaving at least 5 minutes at the end.

**Day of Event**

* Wear something you are comfortable in, but is appropriate for the occasion. Feel free to wear a shirt or jacket that has your company’s logo.
* Arrive early so that you can assess the space where you will be presenting.
* Make sure the equipment is set up with what you need – computer, projector and audio.

**Presentation**

* Feel free to bring props or other visuals to engage the audience if you have them.
* Don’t rush through the presentation. Make sure you are using the time you have.
* Don’t directly read off the slides or script. Use them as prompts.
* Make this a conversation. Make eye contact and ask them questions. Getting students involved can be challenging but once they get started talking the discussion will open up.
* Show your personality! Add your own information and experiences to the presentation, and don’t take it too seriously. Show them that this industry is fun.
* Leave a little time at the end for questions and conversation.
* If you are comfortable and willing, leave your contact information so that students can follow up with you.