## Presentation Tips and Audio Visual Preparation

Please review the information and tips, as you're preparing your presentation for the Global Student Entrepreneurship Challenge:

- Presentations are made in English.
- Clearly communicate what the value proposition of your business concept is when you're presenting and in your slides.

- All students will present from one shared Apple laptop, so please plan accordingly.

- There will be an Apple laptop that supports PowerPoint, Keynote, and Prezi presentations. Have your presentation saved to a USB drive and ready to upload on Wednesday.

- Each presentation will be about 10 minutes long, followed by a 10-minute question-and-answer session led by the judges. Please try to avoid running over the 10-minute presentation limit, since we have many presentations to fit into one day.

- We recommend (but you're not limited to) only having two speakers from your team present, since 10 minutes is a short amount of time to cover your information. The rest of your team is more than welcome to join you at the end of the presentation when the panelists address questions.

- During the "Q&A" (question-and-answer time), teams may invite their university liaison/faculty to join them on stage to help translate the judges' questions, if you think this would help your team better understand the questions.

- Each team will have access to two wireless handheld microphones. There will also be a microphone stand on the lectern should you wish you to use it.

- Your presentation will be displayed on two large projection screens during the Challenge, so all audience members can clearly see your presentation regardless of where they sit in the room.

- On Wednesday, the day before the Challenge, there will be a scheduled AV test to check all of the presentations and any media/sound in the venue room. Every student team should attend to check their presentation with the equipment to ensure a smooth experience for the Challenge.

- Since this is a business concept competition, we are not implementing any non-disclosure agreements with participants. If you are uncomfortable with releasing certain information about your business idea, please do not include this during your formal presentation. Precise technical details are probably inappropriate for a 10-minute presentation anyway.
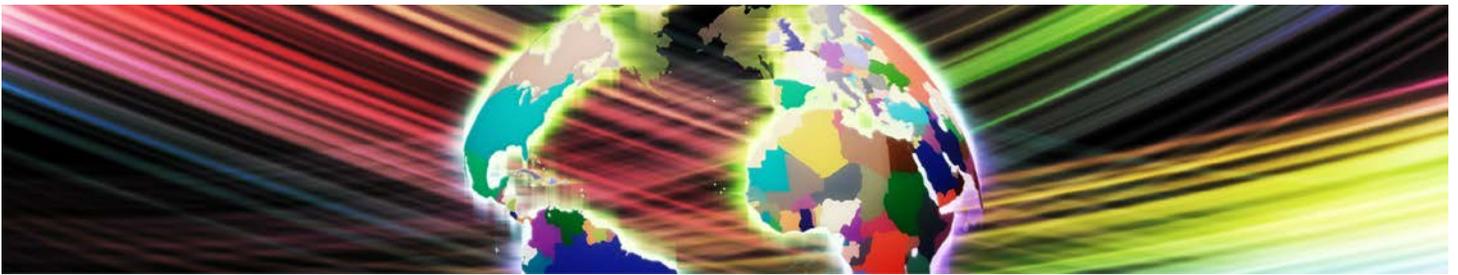
Effective Presentations

Create an effective presentation so that it's readable and clear *(Microsoft Office suggestions)*, including:

- If you created your presentation using PowerPoint, we recommend you save the presentation as a "Microsoft PowerPoint Slide Show" (.ppsx). After opening the "Save As" window, you can view a list of file extensions by clicking the window's "Save as Type" drop-down arrow, and click the "PPSX" or "PowerPoint Show" option. By saving it as a PPSX file, you create a read-only PowerPoint slideshow, keeping your images, special fonts, and effects intact on any interface.
- Choose a font style that your audience can read from a distance. Choosing the right font style, such as Helvetica or Arial, helps to get your message across. Avoid narrow fonts, such as Arial Narrow, and avoid fonts that include fancy edges, such as Times.
- Keep your text simple by using bullet points or short sentences. You want your audience to listen to you present your information, rather than read the screen.
- Make labels for charts and graphs understandable. Use only enough text to make label elements in a chart or graph comprehensible.
- Make slide backgrounds subtle and keep them consistent.
- Use high contrast between background color and text color. Themes automatically set the contrast between a light background with dark colored text or dark background with light colored text, which makes it readable to the audience, especially from a distance. Avoid light fonts or a reverse font on a light background.

Microphone Preparation

- By varying your volume, pitch, and rhythm, you'll be able to convey meaning and emotion. Without variation, your voice will sound boring, monotonous, and robotic. Speak in a normal conversational tone. If you vary your vocal volume a lot, move the mic slightly away from your mouth during your louder or more enthusiastic moments.
- By standing upright, you will improve the sound of your voice and facilitate the most effective use of the microphone. From an upright stance, you won't be talking into the microphone, but across it. Keep the ball of the microphone below your mouth and pointed toward your nose so that the air travels over the mic. To avoid feedback, keep the microphone pointed toward your mouth.
- Keep your distance. Don't get too close to the microphone, which distorts your voice. The person speaking should be no more than about two widths of the hand from the mic. When you move around the room, the secret is to remember to move your entire body in the same direction; that way when you speak, your mouth and body will be in the same relative position and distance from your mouth.