COMMUNICATIONS CORNER #1 RECAP:

Creating an Effective Presentation

Here is a quick recap of our Communication Corner video #1. You can check out more resources at Cook County Department of Public Health's <u>health literacy web hub</u>.

Meeting Type/Location

What type of presentation are you giving? Is it in person, virtual, or hybrid? Understanding the environment is critical for success. Here a few questions to start with:

For in-person meetings:
- Do people know where to go and what to do?
- Is the space accessible?
- What are ways you might engage the audience?

For virtual meetings:
- Do people have the link in advance and know what to expect?
- What kind of engagement can you integrate? Polls? Chat responses?

For hybrid meetings:
- How will you account for different experiences online vs. in person?
- Do you have a person who can help support the online participants?

Audience

Who are they? What is important to them? What do you need to make sure gets shared? What do they want to learn or take away from your presentation?

Like all communication, presentations are a 2-way street. Even if you aren't interacting with the audience directly, you should be thinking about them throughout the planning process.

Presentation Goals

Make sure you go beyond just having a topic - what is the goal of the presentation? To inform? To persuade? To share resources? To convince someone to do something?

For example, sexually transmitted infections (STIs) might be the topic, but the presentation goal could vary. Is it to inform young people about how to avoid STIs? Is it to make sure professionals understand the trends and impact of STI testing campaigns? The audience and presentation goals go hand in hand!

After the presentation, do audience members have all the information they need to take the next step or make a decision? What is the big takeaway?

Strong Slide Decks

- Choose or create a clear template that serves the needs of the presentation - this might mean using more slides with less content on each slide!
- Use clear, ample sized-fonts and images
- Check for color contrast - <u>WebAim's contrast checker</u> is a good place to start!
- Include <u>alternative text</u>
- Make sure the slide deck is screen reader accessible