Business Presentation Checklist

Save this business presentation checklist to help you prepare for a perfect, thoughtful, and effective presentation.



BEFORE YOU BEGIN

- [ ] What is the purpose of your presentation?
- [ ] What are the goals of your presentation?
- [ ] What do you hope to accomplish from your presentation?

AUDIENCE

- [ ] Who will be your audience?
- [ ] How much does your audience understand about this topic?
- [ ] How confident are you about the topic?
- [ ] What is your demographic?

CREATING YOUR PRESENTATION

- [ ] How long is your presentation?
- [ ] Decide on your presentation platform
- [ ] Outline your presentation
- [ ] Make sure your presentation follows your brand
- [ ] Keep your slides simple and text readable

- [ ] Take talking point notes as you create your slides
- [ ] Have fact-check data to back up your presentation
- [ ] Use high-quality images
- [ ] Create your visual aides
- [ ] Create your speaking notes and number them to keep them in order
- [ ] Check for grammar or spelling errors
- [ ] Save your presentation on two platforms and publish to the web if you can

PRESENTATION PREP

- [ ] Time your presentation
- [ ] Practice alone
- [ ] Practice in front of someone
- [ ] Note on your speaking notes where to pause, breathe, and remember to slow down
- [ ] Practice your introduction
- [ ] Check that your presentation flows well
- [ ] Practice your conclusion and that is ties up the point(s) of your presentation nicely
- [ ] Make sure you know the room layout and what tools/items you need to bring with you

CTA (CALL TO ACTION), HANDOUTS, VISUAL AIDS

- [ ] Do you need to create a handout to go along with your presentation?
- [ ] What is your presentation CTA? Sign up for service, email you for questions, learn more, etc
- [ ] Can you visual aids been seen around the room?
- [ ] Prepare a guest sign-in so you can send follow up materials

THE AUDIENCE

- [ ] Think about how the room will be set up
- [ ] Think about questions the audience could have
- [ ] How long will you allow for questions?

MORNING PREP

- [ ] Wake up early
- [ ] Your outfit should be selected the night before. Understand what your attire of the event should be

- [ ] Give yourself enough time to get ready
- [ ] Walkthrough your speech as you are getting ready
- [ ] Make sure you have your presentation, a backup copy, speaking notes, guests sign-in, handouts, water, a charged laptop, etc
- [ ] Leave early

PRESENTING PREP AND SET UP

- [ ] Make sure you get there early, know where to park, and who to contact for help or emergencies
- [ ] Check your presentation room. Do a walkthrough to note what you need
- [ ] Be ready for interviews, photos, or questions
- [ ] Be ready to mingle with guests
- [ ] Set up early if you can
- [ ] Test your laptop, slides, media, sound, internet connection, etc
- [ ] Set up your guest sign-in (mention at the end of presentation)
- [ ] Have water available
- [ ] Run through your presentation
- [ ] Make sure you have your speaking notes and handouts ready
- [ ] Walk off your nervous
- [ ] Make sure your cell is on silent

AFTER THE PRESENTATION

- [ ] Allow guests to chat with you or ask questions after
- [ ] Mention that you will sent out presentation or additional materials to guests that signed in
- [ ] Thank you audience and the host or organizer
- [ ] Ask for any press material from the event

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