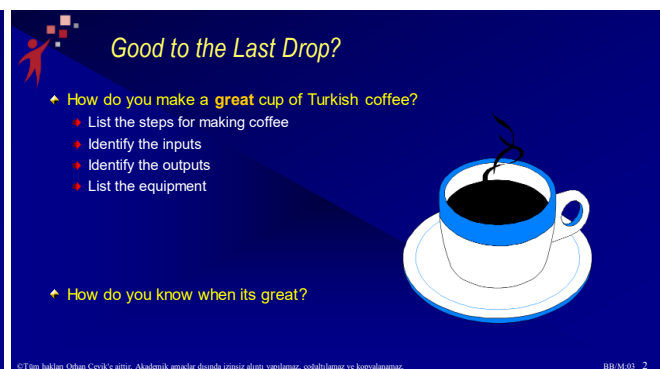


Key Points for a Successful Presentation

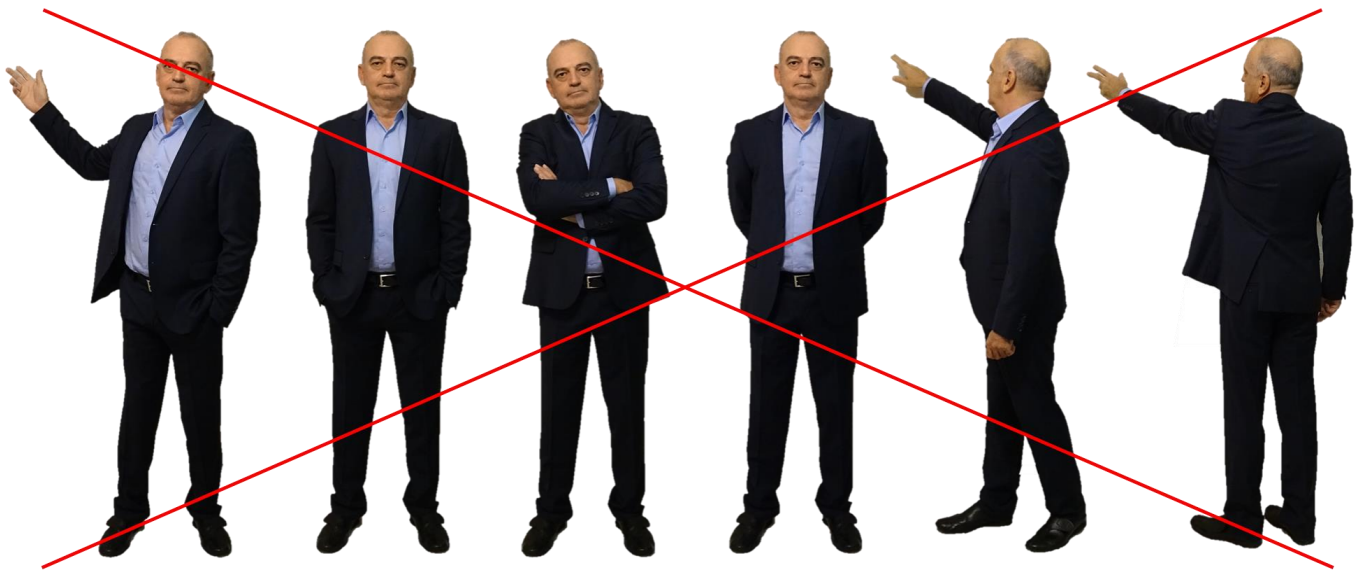
1. The duration of the presentation should not exceed 30 minutes unless there is a “special circumstance”.
(Special circumstance; it is an interactive type of presentation where the listener/audience does not remain passive, but actively participates/undertakes work)
2. Rehearse beforehand to make full (no more, no less) use of the time budget given to you.
3. Only tell what really needs to be told within the time budget given to you, not everything (this requires very good preparation and distillation).
(Do not try to tell everything you know or discover. If you try to do this, there will be not enough time and probably nothing will be understood in the end. Prefer a few important things that should have definitely been said about the topic to be well understood, rather than not understood at all.)
4. Avoid reading written text in your hand or on slides. Instead, make sure to support the thought, emotion or information you are trying to convey during the presentation with visual (or other) elements and prepare a "Slide Show" (use the possibilities of the technology age). Visual elements will both facilitate perception and understanding and increase the attention and concentration of the listener/audience, and thus the effectiveness of the presentation.
5. Take care to comply with the following criteria when preparing a "Slide Show":
 - a. Choose dark blue as the background color. Since blue is the color that reflects light the least after black, a dark blue background is the least tiring background.
 - b. Use bright yellow or white as the font color. Since yellow is the color with the widest visual field of the eye, bright yellow texts to be used on a dark blue background will be the easiest to distinguish and read. When you want to add a little change, you can add white, which is the most easily perceived color after yellow on a dark background.
 - c. The font size you will use should not be less than 18 points unless there is a special situation.
 - d. Never write long sentences or explanations on slides. The purpose of what is written on the slide is to remind, underline, and draw attention. Therefore, any line you write on the slide should be a reminder and/or an underline.
 - e. Strengthen the narration by using graphics, pictures, drawings, movies, etc.



6. Keep your feet shoulder-width apart, your body upright and firm, and always face towards the audience.



Do not put your hands in your pockets, do not cross your arms over your chest, do not fold your hands behind your back. Do not speak to the audience while facing away; in such a situation, nothing you say will reach them.



7. Scan the audience with your eyes and make eye contact with them. In this way, you will grab their attention and you can perceive the level of their interest.

8. Make sure that all equipment (projector, computer, etc.) is compatible and working beforehand.

Additional Points to Be Considered for Online Presentations

1. Be sure to rehearse the application you will use (MS Teams, Google Meet, Zoom, ...) beforehand. Master the screen, document and audio sharing features.
2. Center your image on the screen properly. Make sure your image and the background look good.
3. Prevent light coming from behind you.
4. Try to look into the camera as much as possible. When you look into the camera, it is as if you are looking into the eyes of the audience and it is very effective.