A successful presentation can be given by simplifying the planning process into three components.

The audience

When planning a presentation, consider who your audience is and your purpose for communicating with them. The content of your presentation should be appropriate to your audience's knowledge of the topic. Do not waste presentation time by explaining what the audience already knows. Academic audiences expect to be engaged, rather than lectured to, and respond to positive body language such as eye contact and smiles.

Content and structure

Audiences cannot efficiently process large quantities of detailed information. Dense information such as figures and statistics should be presented on a handout for the audience to study at their own pace.

Factor the time allowance into your planning and never exceed the limit.

Structure your presentation so it is easy for the audience to follow:

- The introduction should introduce the topic and capture the audience's attention
- The body develops the theme and provides supporting evidence
- Organise these main points of evidence into clear sections
- The conclusion reinforces the main points and contains no new evidence.

Rehearsing

It is important to rehearse your presentation so you are confident and stay within the time allowance. If possible, rehearse in the venue where you will be presenting. Remember to smile and make eye contact with members of the audience during your presentation.