

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 it 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 your visual aids be 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