

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 for 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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