1. Preparing Your Presentation

• We have provided this PowerPoint presentation, a script for the presenter to use, and this presenter’s guide. You can present this talk with or without the script, but if you use the script, you may wish to print out the PDF version of this script beforehand to have at the ready.
• We encourage you to tailor your presentation to meet the interests and needs of your audience. For example, you might want to also present regional examples of the Christmas Bird Count from your area.
• Consider the knowledge, interests and attitudes of your audience and shape the presentation to reflect these.
• Design the presentation to move the particular audience from where it is to where you want it to be/what you want it to do.
• Personalize your presentation – it makes it more entertaining and more powerful.
• Practice giving the presentation a few times before you give it publicly, but don’t try to memorize a script.

2. Getting Ready to Give Your Presentation

• Check out the room, test the equipment including microphone, projector, computer, screen, software to run the presentation on your computer, ability to reduce lighting, etc.
• Bring a remote and/or pointer to use during presentation.

3. Giving the Presentation

• DO NOT read your slides to your audience.
• Use your own words to tell the story and use slides to highlight particular points or provide graphics, photos, etc.
• Use humor – the more serious the subject, the more welcome it is. It keeps your audience engaged and appreciative.
• Make the presentation interactive. Let audience members respond to questions or offer opinions that will help you move to your next point—it keeps them awake and involved.
• Include a Q and A session, but don’t end there. Leave the audience by restating the message you want them to remember (they can make a difference).
• Tailor your presentation to your audience and your desired outcome (informational, fun, precursor to setting up a chapter sponsored CBC, etc.).
• If you get questions you can’t answer, refer people to Audubon’s website and/or Audubon staff if appropriate.

4. Immediately following the Presentation

• Consider offering written materials after you give the presentation so the audience focuses on you during the presentation.
• Offer tip sheets, additional resource lists/sites and specific ways to get involved.
• Use a sign-up list or other means to capture names of people interested in learning more if you can provide answers to them.

Photo Credits

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