



## PRESENTATION BASICS



- I. Select a central theme for your presentation.
  - A. Decorate your posters to central theme.
  - B. Dress appropriate for theme.
  - C. Use props and table dressings to go with your central theme.
  - D. **Do not do presentation on how to barbecue.**
- II. Be creative.
  - A. Use props.
  - B. Use movable parts on posters.
  - C. Use a “play on words” to your advantage.
- III. Presentation topic is open to contestant’s choice.
  - A. However, be sure to cover the following:
    1. Nutritional value of poultry meat
    2. Further processing, marketing, other reasons for market expansion
    3. Vertical integration and contact growers part in the industry
    4. Food handling and safety
  - B. Other topics to consider:
    1. Grading and inspection of carcasses
    2. History of the industry
- IV. Practice, practice, practice.
  - A. Give to different types and sizes of audiences.

- B. Be prepared to give the presentation with limited or no notes. Those who are comfortable without notes do best.
- V. Where to get help preparing and perfecting
- A. Volunteer leaders
  - B. 4-H agent or home economist agent, who is a great source of food information
  - C. High school speech and/or home economics teacher
  - D. Peers also doing presentations
- VI. About the posters
- A. Only put specific/necessary information on your posters.
    - 1. Posters should highlight important facts.
    - 2. Only use 3 to 7 posters
      - a. One introduction poster
      - b. One to five subject posters to help explain key topics
      - c. One summary poster
  - B. Poster should not be cluttered and easy to read from 25 feet away.
    - 1. Limit text on each poster.
    - 2. Text should be at least 1 inch tall.
    - 3. Use block letters.
  - C. Always keep posters flat. Do not roll, or they will not display properly.
  - D. Add interactive pieces to add to the presentation. Velcro, sticky paste, or slip in areas can be used.
- VII. About presentation content
- A. Presentation should have the following parts:
    - 1. Introduction of theme and main topics (keep brief but interesting)
    - 2. Body which discusses each topic in greater detail (Don't be too wordy or try to cover in excessive detail.)
    - 3. Summary of the important points in each topic (be to the point)

- B. Use accurate, practical, and factual information.
  - 1. If using statistics or numbers, give source of information.
  - 2. Use recent information within 3 to 5 years of presentation.
- C. Have a good knowledge and understanding of all topics in presentation and of poultry industry.

#### VIII. Other helpful hints

- A. Tour an integrated poultry company and see it in person. Ask questions about how the company operates its many divisions.
- B. Have the presenters do research and develop their own presentation. Guidance is good. However, writing a presentation for the youth will usually put the youth at a disadvantage.
- C. Presentation should be individualized for each youth:
  - 1. Knowledge level
  - 2. Style
  - 3. Pace
  - 4. Interest level

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