Presentation Best Practices
The CCO Guide

CCO knows relevant, timely, and engaging presentations take time to build. To help make your presentation more compelling, follow these simple rules:

1. AUDIENCE
   - Know your target audience
   - What do they need to know?
   - Where can they access this information?
   - What are their main concerns?

2. CONTENT
   - Keep it simple and concise
   - Limit the bullet points
   - Focus on topic
   - Add contact information

3. LAYOUT
   - Tell a story
   - Present the details in a logical order
   - Manage your timeframe
   - Always leave time for Q&A

4. PRESENTING
   - Know your material; you are the Subject Matter Expert (SME)
   - Talk to the audience, not the screen
   - Maintain eye contact
   - Project enthusiasm for the topic

5. FOLLOW-UP
   - Invite participants to contact you
   - Provide printed materials on key points for future reference

6. TIPS
   - Practice, Practice, Practice!
   - Stay on point!
   - Have fun!