



## THINGS YOU NEED TO KNOW ABOUT PRESENTING

From GEMM, the Gender Equity in Museums  
Movement

Use this quick read to get some key information on building and sustaining your career, dealing with gender bias in your workplace, and making change. Feel free to share this resource with colleagues and friends.

- 1. Get Organized.** Create an outline of what your presentation will entail to help maintain focus and keep research organized. Know your presentation goal, and make sure it is consistently addressed throughout your outline. Compile materials and potential hand-outs or giveaways in one place to avoid day-of chaos.
- 2. Mind the Time.** Be aware if the institution you are presenting at has parameters regarding length. Be conscientious of sticking to that time frame. Practice with your presentation partner, if you have one, or with friends and family as a dry run.
- 3. Know Your Audience.** Who will be attending your presentation? How large or small will the audience be? What kind of space will your presentation be held in? Does it have a history? Researching these components will help you tailor your presentation to best reach the presentation attendees while carrying out your mission.
- 4. Engage, Engage, Engage.** Body language, tone of voice, and overall energy as a presenter will impact the success of truly reaching your audience. Positivity, passion, and enthusiasm will help successfully keep your audience's attention. If time allows, having an interactive component, with relevant small group activities, Q & A, or a game with prizes can help maintain audience engagement.
- 5. Outcome (Not Just A Thesis Statement).** You have the tools to be a great speaker, and you have the preparation behind you to deliver your message, but the critical component making a presentation successful is the experience that you create. A speech is a series of words that could just as easily be delivered via email. Dressing professionally isn't enough on its own. Use visuals, tell stories, and deliver an experience that inspires your audience while achieving your desired outcome.

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