

Business News & Notes

How To Dress A Presentation For Success

(NAPSA)—In business, the right presentation can be the difference between landing an account and letting one slip away—or between getting a promotion and being lost in a crowd of co-workers. That's why business experts suggest looking at an upcoming presentation as an opportunity to shine and not as a moment to dread.

So how do you prepare for that big moment? Experts offer these tips:

- **Talk The Talk**—Practice delivering your presentation in front of friends and family. Be sure to speak slowly and clearly—people often mumble or speak fast when they are in front of a group. Remember that you are there to communicate a message or idea. Try to be as clear as possible.

- **Be Memorable**—Leaving behind an impressive hard copy of your presentation can help give you an edge over the competition. It can leave your audience with a lasting sense of how you do business and how valuable you are.

- **First Impressions Count**—An effective way to quickly grab attention is to create a title page with a visual impact. Try using a high-quality, durable product, such as Oxford's ViewFolio Plus Twin Pocket Folder, to frame the attention-grabbing cover page in a professional manner. The folder holds CDs while showcasing (and protecting) your hard work.

- **Offer Multimedia Options**—In addition to handouts, consider distributing a copy of your presentation on a CD or data stick. Doing so not only provides an easy way to share data but it shows off



Be Prepared—A first impression can make or break a business presentation.

your technological know-how as well. Also, it's a great way to accommodate your audience, as some people prefer reviewing printed copies, while others like to see documents on their computer screen. Just always remember to label your disk with a title, date and your contact info—otherwise, your hard work might get lost in a sea of office clutter.

- **The Right Tools**—Regardless of your audience, it's essential to choose the right material to showcase your work. Presentation materials featuring high-quality embellishments are a great way to impress even the most discriminating executive. For example, Oxford's stunning Monogram Executive Twin Pocket Folders feature hand-etched foil embossing and professional colors, as well as a die-cut area for displaying business cards.

For more tips on creating winning presentations, visit the Web site www.pendaflex.com.