



UK DIGITAL EXPERIENCE AWARDS '17

Presentation tips

General tips for delivering a great finalist presentation

BEFORE THE AWARDS FINALS DAY

- **Ensure you know how your presentation (s) is to be scored** – see the downloadable pdf “scoring entries” by clicking [here](#) if you don’t feel clear on scoring criteria and scoring guidelines.
- **Ensure your presentation covers off all 6 presentation scoring criteria** (the same as for the written entry without the summary) – remember each criterion has equal weighting with the others so it needs equal evidence.
- **Bring your entry to life** – the judges will have read and scored your written entry – plan what you want to tell / show them that will bring your entry to life in a presentation – for example use video / visuals / take a different slant – remember to cover all criteria though. You will need to supply your own speakers if your laptop doesn’t have any. **If audio constitutes a major part of your presentation, please bring external speakers.**
- **There’s no need to present information in the order of criteria on the entry form** – although judges’ score sheets will be laid out the same way as the entry form – make it as easy as possible for them to give you top scores.
- **Provide fact based results both from a customer and business perspective** – the judges will be scoring both areas and they’ll need evidence to back up your customer quotes and stories.
- **Be prepared for questions** – the judges will have up to 15 minutes after your presentation to ask you questions – make sure you prepared and have the right people there to answer.
- **Make sure you have strong presentation skills on your team** – not everyone is great at presenting, including sometimes those with the knowledge you need – make sure you choose a team that has the right blend of presentation skills and knowledge so that you get over clearly what you have to say.
- **Practice your delivery** – so that it is **15 mins maximum** and is delivered in a smooth and joined up way if different people are presenting – you don’t want the judges to be distracted by poor delivery of the presentation.
- **Have a back-up plan** – if your lap doesn’t work or you lose that precious USB stick on the way to your event or your key presenter is ill – make sure you have a back-up plan.
- **Check all timing details and plan your journey to the venue accordingly.**



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ON THE DAY OF THE FINALS

- **Ge there on time and find the room** – make sure you're outside the presentation room at least 10 minutes before you're due to go in – so that you can take all the time available to set up.
- **Get those butterflies flying in formation** – nerves are helpful for focus and delivery - as well as being annoying.
- Do whatever suits you best to be ready when it's your turn
- Enjoy your 15 minutes in the spotlight!