**Presentation Rules for Prezi Users**

1. Think about your AUDIENCE. Picture them. What do they know? What do they want/need to know?
2. Slides (e.g. Prezi or Powerpoint) are there just to SUPPORT what you are saying. “You are the dog, Prezi is the tail.” Keep your presentation SIMPLE. You are the one who will be adding the details as you speak.
3. Don’t cram too much information into your Prezi. AVOID LOTS OF TEXT; use no more than 3 lines per slide and no more than 3 words per line. Good rule is 1 slide for every 2 minutes. (These “number” rules can be broken at times, though.)
4. Make a great FIRST IMPRESSION. Start with a strong visual image or video clip? Your goal must be to HOOK YOUR AUDIENCE by making them smile, grabbing their attention, etc.
5. Use STORYTELLING TECHNIQUES. Use anecdotes, analogies, metaphors, and other simple storytelling techniques. For example, instead of talking about how most people don’t plan well for their futures, you could use a metaphor: someone trying to drive down a steep hill with her eyes closed. That is, SHOW don’t TELL.
6. Group related ideas together using frames.
7. Ask QUESTIONS to keep your audience interested and on their toes.
8. PRACTICE before you present.