

Business Student Research Showcase Podium Presentation Guidelines

Objective

An academic podium presentation is a great opportunity to communicate your research in depth to interested attendees that may or may not be well-versed in the subject you are presenting. Academic presentations give the author a chance to hear feedback about his or her topic, research question, methodology, or conclusions.

Presentation Requirements

The Business Student Research Showcase competition welcomes NJCU students to present their research. To be considered for first, second, or third place awards, presentations must:

- Use PowerPoint, LaTeX, Google Slides, Keynote, or any other presentation program;
- Have an appropriate number (minimum of five) of references/in-text citations in APA format (<https://owl.english.purdue.edu/owl/resource/560/01/>); and
- Have a clear outline (research question, contribution of the study, literature review, methodology, results, conclusions, etc.).

Suggestions

A successful presentation

- Engages the audience;
- Has a clear structure that is easy to follow;
- Uses time efficiently to avoid finishing too early or not finishing on time (each presentation will last 15 minutes); and
- Initiates a discussion.

Helpful Points

- Practice your presentation (aloud) on your own several times. Pay attention to how the talk flows from one topic to the next, how well your slides complement your talk and the points you are trying to make, and the length of your presentation.
- When you feel confident about your delivery and the content of your presentation, give the presentation to your friends, family, advisor, or anyone who is willing to listen (even your pet!). Ask them for honest feedback and advice and incorporate it into your delivery as you see fit.
- Make eye contact with different people in the audience as much as possible and speak loud and clear enough so that the person in the back row can hear you.

- If English is not your first language, do not worry about minimizing your accent. Diversity is welcomed and encouraged. Your objective should be to clearly communicate your ideas.
- If you are nervous or unprepared, do not apologize and just do the best you can. You can try to reduce anxiety by practicing your presentation, becoming familiarized with the room where you will present (if possible), and arriving early.
- Make sure you are well versed with the technology that you are using (computer, operating system, presentation program, etc.)
- Use your first slide for the title of your presentation, your name, affiliation, email, and advisor. Your second slide could include an outline of your presentation.
- Ask your advisor for additional advice on how to deliver a great presentation.