

Presentation Tips: Closing

1. Under no circumstances do you want to end on a whimper, such as, “Well, I guess that’s all I have,” or the state college admission officer who said, “Well, that’s my pitch.”
2. Never end with Q & A. You may get an inane question that distracts from what should be the most powerful point in the presentation. Or what if no one has any questions?
3. Control the close. End so the audience is in a specific emotional state. Conclude with a powerful image, point, fact, story, video, etc.
4. How do movies and plays end? What can you learn from those mediums?