

Chapter 4: Preparing a handout

“The greatest gift is to give people your enlightenment, to share it. It has to be the greatest.”

– Siddhartha Gautama (circa 563BCE-483BCE), founder of Buddhism

So, you have created your presentation, congratulations! That’s a big task over and done with. But hang on... how about making a handout?

➤ A handout is a very useful thing to distribute at your presentation.

Audiences are much better served receiving a detailed, written handout which highlights your content from the presentation and expands on that content, than a mere copy of your slides. If you have a detailed handout or publication for the audience to be passed out after your talk, you need not feel compelled to fill your slides with a great deal of text.

Tip 157: Make a high quality handout

Intermediate

The design and quality of the handout reflects on you, your approach to the subject, and your attitudes towards your audience. The technology is available for you to provide your audience with constantly up-to-date, high quality, effective handouts which can have a number of uses:

- A handout can reiterate your message.
- You can give your audience supporting data / graphs / charts from your presentation.
- You can give your audience a summary of the main points.
- You can give your audience a reading list.
- A handout helps your audience remember your message long after the presentation is over.
- If your presentation is running behind schedule, you can miss out certain sections if they are covered in your handout.
- A handout provides your audience with a way to contact you in the future.
- You can reinforce your credibility and professionalism with a well-designed handout.