**Closing a presentation**

The end of a Digital P-T-P is just as important as the beginning of the presentation, it could be the last chance that a presenter has to impress the audience. The conclusion should leave the most important points in the minds of the audience. It should persuade/lead the audience to take the next step.

**The conclusion should -**

* **Restate the overall purpose of the presentation –** if the purpose is to persuade the audience to invest, tell the audience again – “we want you to invest.”
* **Briefly restate the main points** – briefly restate the main points again in easy to take away ideas.
* **Root the message of the presentation in audience’s mind –** use a concluding device to help the audience to remember your presentation.

**Examples of concluding devices**

**Concluding with a challenge -** challenging the audience to engage in a specific activity in order to reach an outcome. – Go out there and sell a thousand cars.

**Quotation –** Find a memorable quotation relevant to your presentation – “Ask not what your country can do for you …” (famous quotation from JFK’s 1961 inaugural address)

**Visualizing the future –** give the audience a vision of what the future could be- imagine a world where there is no poverty and…

**Appeal and Call to Action -** Charities often end a presentation with an appeal for action followed by a basket for giving your donation making it easy to take action.Political rallies often end with an appeal for support followed by a clipboard asking people to sign, pledging their support.

**Inspire -** This is a concluding device that is very similar to the call to action. However, this device tries to connect with the audience on a much more emotional level. Example from Nancy Duarte - ***Because you know what? The future isn’t a place we’re going to go, it’s a place you get to create.***

**Advice -** Often used by those who are presenting themselves as experts in their field and wish to conclude their presentation with practical advice for the audience to take away with them. Example: Always make sure you do your homework and know the company you are investing in before you invest.

**Presenting the solution -** Often presenters present problems to raise people’s awareness but give no practical solution to the problem. So, if a presenter uses a concluding device that presents the solution to the problem it will have an impact on the audience. Simple example from a presentation tackling waste might be conclusion which ends with the three steps - Reduce, reuse recycle.

**Concluding on a question -** Leave the audience with a question for them to consider for themselves. It could be a simple question such as - What is holding you back from \_ \_ \_ today?

**Reference to the audience -** The main focus of the conclusion is on highlighting the benefits for the audience. Example – All of you at some point in the future are going to have to make a decision and I want you all to be able to make the correct decision and …

Watch the conclusion to the video - **Why communication goes wrong and how to fix it** from 16:30 – until the end.

And answer the following questions –

1. What is the main purpose of Tim Pollard’s Presentation?

* *I want you to commit to being a better communicator.*

1. What is the concluding device that Tim uses?

* *Reference to the audience – All of us have times in our lives when need to make a critical presentation and it needs to go well and we cannot afford to be dragged onto the rocks…*

1. What are the three main points that Tim restates for the audience?
2. *Communication is vital.*
3. *Retell ability is key.*
4. *The pyramid is the tool that will get you there.*