A Lasting Impression

After you have determined your presentation objectives, ideas, structures, and argument construction to move the audience to a call-to-action, you must think in terms of making a lasting impression.

Attention-Getting Devices

There are several ways to make your presentation memorable. One method is to open with an attention-getting device; the reason is you give your audience a chance to remain seated and pay attention to the rest of the presentation. An attention-getter can be used to change something about the way the audience thinks and can be any credible or doubtful piece of information that causes the audience to react. Whether it is a bit of research, a little-known but interesting fact, a revelation, a controversial event, a smile in the face of defeat, a moving narrative, an alarming statistic, or an unconventional quotation, attention-getting devices set the stage for the rest of the presentation and, just as importantly, set the stage for its memorability.

Consistency

Another way to make your presentation polished, and hopefully memorable, is through writing and presenting a coherent text. Consistency actually applies to both the microview and macroviews of the presentation.

On the microlevel, consistency refers to keeping your visual support coherent. Create a master template using a consistent build device; parallel structures also promote consistency and coherency within visual presentations.

Consistency at the macro level goes beyond the scope of the situated text and presentation. Presentations are often constructed for corporations and organizations that have a vested interest in the style and tone of both the text and the visuals. When giving a presentation for an organization, follow their standards of corporate identity or construct a presentation consistent with the organization’s mission and image.

Aristotle’s Rhetorical Triangle

Generally, the rhetorical triangle is thought of as the audience, the situation, and the speaker: the physical aspects. But Aristotle’s rhetorical triangle talks about ethos, pathos, and logos: the abstract concepts.
A Lasting Impression

In Aristotle's *Art of Rhetoric*, written in 350 BC, Aristotle said that the foundations of good rhetoric must include attentiveness to three things: ethos, logos, and pathos (Edlund, n.d.).

- **Ethos** "refers to the speaker's character as it appears to the audience". This is based on who you are or who the audience perceives you to be. Your credibility is an ongoing process constructed from your use of evidence, rapport with the audience, and your character or goodwill.

- **Pathos** refers to the speaker's ability draw emotion from the audience. Pathos refers to the emotional appeals you utilize to accomplish two primary objectives: to make the presentation vivid and memorable and to motivate the audience to act or believe in particular ways.

- **Logos** is the content of your presentation. Ask yourself: Is my presentation logical and well-supported? Do the thoughts presented lead the audience to the desired conclusion? Logical proof often includes statistics, financial data, expert opinion, testimony, or best practices data.

**Concluding**

The final element of an effective presentation is a polished conclusion. It is, after all, the last image and text you leave with an audience.

Your close should always be more than a brief thank you and needs to be linked to the presentation's objective. In other words, what you want the audience to know, do, or say as a result of your presentation. As such, your closing can take many different forms: a tell closing, a sell closing, a crescendo, a descending tone, a tie back to your opening device, or a summative statement following a question and answer session. Regardless of the form, your closing is your conclusion and, as such, should serve two vital purposes: be a signal to your audience that your presentation is ending and leave your audience with a summation of your goal and an indication as to your desired response.

**Reference**