Good public speaking in geography should closely mimic good geographical writing. Speakers should strive to keep their presentations concise and structured in a logical manner that follows the scientific method. This logical progression begins by introducing the question(s) or scientific problem(s) that will be addressed. Background information and the relevance of the study should also be discussed in this introductory statement. The speaker needs to always keep the audience in mind when framing the presentation. Academic audiences generally require less introductory material than a lay audience, so presenters need not overload this section with common knowledge or tangential information. The style of speech needs to be formal and should be presented in the active voice.

After this introduction is the methods section, followed by the results and conclusions. The methods section should be extremely detailed, to the point that any person with an adequate base of knowledge in geography should be able to repeat all aspects of the study. The presenter should then unveil the results to the audience and discuss their relevance. In all cases though, the speaker needs to avoid personal feelings and refrain from humanizing the data. Whether a hypothesis has been accepted or rejected, or whether a question has been answered as predicted, should be of no concern to the presenter. All opinions or interpretations of the data need to be fact-based and supported with evidence or results from other studies. Any talk that is riddled with unsupported statements/interpretations will likely be dismissed by the audience, even if the study is scientifically sound.

Aside from these structural guidelines, the following is a list of helpful suggestions that will sharpen any professional presentation:

- Never read your presentation verbatim from notes. Notes are to be used as a supplement, which contain facts and other information that is difficult to memorize.
- If using PowerPoint or other visual aids, never read from the text that is displayed to the audience. The members of your audience are quite capable
of reading it for themselves! Use visual aids for facts, figures, and charts that support your talk. Be sure to cite your sources for these figures/charts if necessary.

• If using PowerPoint or other visual aids, be sure to address (face) the audience and not the screen.

• Try to harness nervous energy and use it for the good. Be enthusiastic about your subject and make use of non-verbal actions to emphasize your points.

• Use formal and professional language.

• Before the talk, speakers need to practice, practice, and practice again! Practice is the only way to work through any problems in the delivery and make adjustments to time and content.