Studies in the construction engineering and management program at Catholic University of America may require that students give presentations to their classmates, faculty, or to the university public for successful completion of the degree program that is detailed in their program tracking sheet. This document describes the presentation style that is preferred in the construction engineering and management program.

**Verbal:**
Speaking about a topic requires thorough preparation. Spend good time on thinking about the verbal content before creating the print and visual elements. What are the thoughts that should be conveyed? The presentation should not be structured hierarchically but rather logically follow the analytical thinking. Handwrite or type an outline (script) on paper or index cards. Apply public speaking principles (rhetorics), speak slowly and clearly, make eye contact, and practice and critique the presentation.

**Print:**
Creating a carefully designed rich handout is strongly recommended. Paper lives on beyond the spoken presentation. Use Word or quality graphics design software to type and layout the handout. The printed handout should assist each person in the audience in following the entire presentation by containing essential text and visuals so that it could tell the major aspects of the story by itself.

**Visual:**
Abstain from giving standard PowerPoint presentations, as their information content is thin and their graphical layout is poor. Again – no PowerPoint unless it is used as a slide projector for full-size tables or figures pertinent to the presentation. If really needed a laptop and projector can be borrowed from the department main office. Do not use a laser pointer. Poster boards on an easel and large drawings are recommended.

Visuals should be data rich, yet clear and self-explanatory. Fully integrate text and image. Selected posters, plan drawings, schedules, and similar items are acceptable.

Good visuals support the verbal presentation but never replace it. Use the references below for advice on good writing, speaking, and visuals. Use the ASCE Author’s Guide to design clear tables. Ask the advisor to review the materials prior to the presentation.
**Dress:**
A professional outfit is recommended, i.e. interview dress (shirt and tie, possibly jacket for men, apparel of equivalent tone for women, e.g. pant suit, dress, or skirted suit).

**General:**
Arrive early. Be prepared. Finish timely. Use the particular-general-particular technique. Address the problem, its relevance, and the solution. Show important changes or differences. To clarify, add detail and put into context. Again – content is everything.

**References:**