

HOW TO DRESS FOR PRESENTATIONS

General recommendations:

- ▼ Do your research about the audience: What do you think your audience will wear? Unless your clothes are part of your brand or you use them as props in your presentation, dress like your audience. Your clothes and accessories should be “invisible” in the less-literal sense of the word.
- ▼ Don't wear pastel colors if you sweat a lot; black and white disguise this issue much better.
- ▼ If you're going to wear a headset or a lavalier microphone, make sure you have a place to put the transmitter.
- ▼ Avoid clothes and accessories that are too loose – you don't want to get caught on anything: the stairs to the podium, the lectern, the flipchart, etc.
- ▼ Wear shoes with soles that don't make much noise.
- ▼ Pick clothes that give you a good range of movement. Do a costume rehearsal.
- ▼ Pick clothes that make you feel good AND that you are comfortable in.
- ▼ Be careful what you eat before your presentation. Spaghetti might not be a good choice. Consider taking a plan B for your outfit.

Recommendations for men:

- ▼ Pick a blazer that's not too tight in the shoulders or doesn't travel up high when you lift your arms.
- ▼ If you present standing up, keep the blazer buttoned up except the lowest button. For informal presentations, you can keep the blazer unbuttoned – just make sure you don't keep playing with the buttons – doing them up and undoing them.
- ▼ Empty your pockets before you go on stage. Bulging pockets do not look good.

Recommendations for women:

- ▼ Avoid wearing very high heels. They make you look uncomfortable and unstable.
- ▼ Keep your hair out of your face.
- ▼ Don't wear excessive jewelry, especially if it's noisy. You don't want to distract your audience every time you move.
- ▼ Short skirts and dresses tend to travel up when you move, and even more so if you have to sit down.
- ▼ Some materials become transparent under stage lights – so unless this is part of your presentation (!) consider choosing fabrics less likely to do this.

