



## Speaker Tips

### *Preparing Your Presentation*

#### Start Early

- The more time you give yourself to prepare, the more time you will have to rehearse and gain comfort and confidence.

#### Know your audience

- Design your presentation to satisfy the expectations of the audience.
- What are their issues and challenges?
- What is their experience level?
- Define what you would like them to "Remember", "Know" and "Do" as a result of hearing your message.
- Keep it simple. The Three Step Rule:
  1. Tell them what you are going to tell them (provide an agenda or outline)
  2. Tell them (content delivery)
  3. Tell them what you just told them (summarize key points)
- Organize your materials into an outline form.
- Prioritize the material into content "musts", "shoulds", and "nice to knows", then segment your presentation into time frames by first including your "musts".
- Involve the audience by:
  - Making them an offer. Offer them a solution to a problem, a challenge for them or an opportunity.
  - Use case studies and have them comment.
  - Create a conversation vs. a speech by asking them questions or giving them something to do ("write down this next point...")
  - Team up attendees to address a scenario you have presented
  - Ask how they will apply this information
  - Use samples
  - Ask participants to jot down an issue or problem related to your topic from their experiences
- Practice, practice, practice! Review, revise and repeat.

- Read your script aloud and listen to yourself. Tailor it to your speech patterns. You will notice that some words read well but do not talk as easily.
- Customize the script by looking for statements that you can turn into questions for the audience. These questions will get the audience involved and thinking.
- Take special note of your presentation style. If you have access to a video camera, tape yourself giving the speech. You will then have the opportunity to critique your style before you actually give the talk before an audience.
- Emphasize the important points through the tone of your voice or by pausing at certain times. Underline or bold word that you want to "punch".
- Practice the mental side of speaking. Think about your self-image and confidence. You are an expert on this topic. Build a mental image of yourself in control of the presentation.
- Anticipate questions and how you will address them.
- Know your presentation enough to make changes "on the fly". To accommodate instances when you may have started late or your time has been cut short.

## Rehearsing Your Presentation

- Take full advantage of any and all rehearsal time provided.
- Develop enthusiasm for your message.
- Be open to suggestions. Ask for suggestions from colleagues, producers or technical staff. They have seen many presentations and can provide valuable input.
- Be sure you are looking at the audience. Don't stare, but pace yourself by looking from side to side
- Be on time. This time is set-aside for you. You will have the full attention of the staff, be able to check visuals, sound, and lighting.
- Presenting
- Be on time or even early. This provides you a few moments to review your notes or media, get a glass of water, greet attendees, or simply relax.
- If you need to test a microphone, simply speak... count to ten. Please do not touch or blow into the microphones. They are designed for sound waves not shock waves.
- Be sure to remove your name badge well before going on stage. If you find you have walked on stage with your name badge on, discreetly remove it as you walk to the lectern. Badges give off an unprofessional feel. Often times, the audience will focus on the badge rather than the message, especially if I-MAG is being used to project your presentation on a large screen.
- Do one last appearance check. Make sure you:
  - Tuck in your shirt
  - Do one last combing or smoothing of your hair or facial hair
  - Pat a light dusting of powder on your face or any bald spots to reduce "shining"
  - Straighten your tie, sport jacket, suit, blouse, dress, trousers, etc., to make sure you project a professional image
- Smile appropriately and naturally. A smile can make your voice sound up-beat and positive.

- Sound spontaneous. Being spontaneous in your delivery makes everything you say sound like conversation. When you find yourself simply "reading the words" STOP! Take a breath and bring yourself back to your conversation style.
- Make eye contact with the audience. Divide the audience into segments and address each segment. Even if you are reading from a script, look up at certain times and make eye contact. Use this technique to emphasize key points as well.
- Vary the tempo and volume of your voice to avoid monotony in your delivery.
- If a question is asked and you do not know the answer, do not let this floor you. You cannot know everything. Let the person asking the question know that you will try to find the answer and get back to him/her later. Be sure that you do get back to them.
- If you are using a lot of technical support for your slides, video, or sound discuss with the technicians the potential for things going wrong. If something goes wrong, they are typically on it and solving the problem. Simply proceed. Referring to the problem repeatedly takes the audience's attention from your presentation to the problem.
- Avoid coffee and alcohol products prior to the engagement.
- Using a moderator:
  - Have the moderator state the issues or problems being addressed
  - Moderator can liven up the session by moving into the audience and engaging the attendees
  - Have the moderator repeat all questions

## **Body Language Suggestions**

- Think positive about yourself and your message. The audience is here to listen to you and your content.
- Root yourself. Stand solidly on both feet. Center yourself. Rocking back and forth or from side to side is distracting and gives the impression that you are nervous.
- Pace yourself. Speak at an easy, conversational rate as you do in daily conversations.
- Speak in a strong tone. Speaking softly will limit what the audience hears.
- Be careful not to fidget. Common fidgets include touching your cheek, chin, beard, hair, rings, or playing with pens, eye glasses, etc.
- Fix your hair so you won't be tucking it behind your ears, or twirling it.
- Use hand gestures to emphasize a point or to refer to a person in the audience.
- If your mouth tends to get dry, sip water. Some speech coaches suggest that water ultimately dries your throat by washing away natural lubricants. They suggest a little Vaseline on the inside of your lips or eating a buttered piece of white bread before speaking.

## Three Steps in Controlling Stage Fright

### *Psychological Preparation*

Keep yourself sold on your message. Your presentation is important, it is interesting, it is well prepared, and the audience wants to hear it.

### *Mechanical Preparation*

Know your material, how you will deliver it, and how you will use each prop effectively.

### *Before Your Speech*

- Set up your equipment early.
- Do relaxation exercises (head rolls, shoulder rotations, etc.).
- Yawn. Let your jaw fall open. Inhale deeply until the yawn is induced.
- Do breathing exercises. Breathe in gently then consciously exhale your tension.
- Develop the power of concentration. Focus your attention on an object.
- Stretch your muscles.
- Speak with someone else about something other than your speech.
- Reflect on a personal affirmation.

### *During Your Speech*

- Set the time parameters. Tell the audience when the content will end and the "Q&A" will begin, what the objectives are, what you will deal with, etc.
- Use your nervous energy to focus on the audience. Look at everyone and speak to them.
- Expel your nervous energy with isometrics. For example, squeeze your nervous energy into your index cards.

## Audio Visual Suggestions

- Plan ahead. Although today's technology can provide for interesting presentations, they often need technical support to execute at a meeting site.
- Match format, graphics and symbols to your purpose and topic area.
- Remember that you must use a larger point size for the text for your presentation than you would creating a document for your personal screen or for a paper print out. The audience is much further away and the larger text will help them see much better.
- To improve visibility, use contrasting colors and shades. For example: Dark blue backgrounds with yellow and white text. Or Dark text on clear background for overhead transparencies.
- Use consistent transitions for electronic presentations

## **Clothing Suggestions For Video**

When in doubt, bring a few outfits from which to select.

### *Do's:*

- Pastels
- Blues
- Grey
- Brown Tones
- Soft Colors

### *Don'ts:*

- Solid Reds
- Solid Whites
- Blacks
- Plaid
- Pin Striped shirts or jackets