



## Killer Presentations – Friday, August 3

- Signs of not connecting: audience is not motivated, has no confidence in the messenger
- How to connect with the audience
  - Preparation
  - Organize Your Delivery
  - Style, Voice & Appearance
  - Know Material Well
  - Learn about the Audience
  - Prepare an Outline and Notes
  - Practice in Advance
  - Visit Location Beforehand (formal presentations)
- Preparation
  - Get familiar with the room you'll be speaking in, make a visit there, go through the details in advance
- Organize Your Delivery
  - Tell the audience what you're going to say
  - Listen to reactions
- AIDA
  - A – win their ATTENTION
  - I – arouse their INTEREST
  - D – create a DESIRE
  - A – stimulate ACTION
- You should announce your topic clearly and state your objectives
- Use humor, be warm and friendly
- Create verbal imagery
- Issue challenge
- Use a quote
- Provide facts and figures
- Throw out a question
- Focus on oral language and word use: clarity/appropriateness
- Building rapport: make eye contact, use humor carefully, think about drama, communication sincerity through facial expressions
- Project your voice, vary your voice, pause for emphasis, speak slow
- Don't engage the screen, face your audience not the screen, avoid distracting gestures, use a pointer to help guide the audiences
- Conclusion: prepare, relax, and visualize yourself giving your presentation
- Don't apologize, use humor to address your mistake