

Your Audience is expecting Substance and Style (How do I achieve this?)

Your responsibility as a speaker

As a speaker you will be appreciated by your audience if you...

- ...present yourself with confidence and professionalism
- ...move with agility and sureness
- ...speak expressively with inflection
- ...are concentrated
- ...show excitement and enthusiasm for the topic
- ...are original
- ...are competent and persuasive, use appropriate language for your audience , everybody should be able to follow your presentation
- ...stay focused
- ...react appropriately to the mood of your audience
- ...are full of energy

First impressions are everything

- consider the clothes you wear are they appropriate they form part of the nonverbal communication
- remove keys and loose change from your pockets they could be a distraction to you and the audience.
- humour in a moderate way is fine
- be aware of your posture, good posture during your presentation will help you to command the stage
- be aware of your body language, habits and gestures

Design of your presentation

- analyse if your statements are comprehensible
- do not create a presentation which could come across to the audience as a sales presentation
- K.I.S.S. means „Keep it short and simple“. Brevity is the soul of wit.
- create a master style to use for the whole presentation (same fonts, colours, graphic style)
- overcrowded slides distract from the main information
- design of the slides should compliment your statements but not be the main message
- choose the colours carefully
- bigger is better: Keep your graphs and fonts big. Even the audience in the last row should be able to read all the information given on your presentation slides.
- if you are reviewing your slides please keep in mind: Your audience wants style and substance!
- always do a “dry run” to an audience of colleagues for objective criticism

Timing

- develop a good feeling for speed and timing
- always remember the time limit for your presentation
- organise your presentation with the help of a timetable
- save time for questions

How to deal with the fear of presenting or nervousness

- a little bit stage fright is good!
- double check your equipment, your presentation platform should let you feel self-confident.
- try to become experienced in presenting, take every opportunity to improve yourself.
- understand the reason for your fear and learn how to deal with it: Mental training, take a walk, do deep-breathing exercises, etc.
- If something is not as perfect as you would like, move on! Nobody is perfect!

Further tips for a successful presentation

- move around to focus the audience. Walk through the audience. This will raise more attention.

Presentation Management

- involve the audience whenever possible. Ask questions.
- try to connect with the audience by giving eye contact
- double check the equipment with the room observer (e.g. the microphone, etc)
- check the room in advance. Try to make yourself familiar with the environment before your presentation takes place.