# Master the Skills to Develop and Deliver Advanced Presentations

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# Points to be Covered

- What Defines a Good Speech

- Preparation

- Content and Types of Speeches

- Room Setup

- Owning the Platform

- What to Wear

- Slide Design

*"People will consistently name public speaking as their number one fear—right up there ahead of spiders and death."*

*- Wallechinsky, 1977*

# What Defines a Good Speech

1. Content
   - Educational
   - Memorable
   - Valuable information, take-aways, no fluff
   - Right content for right audience
   - Powerful opening statement and closing summary remarks

**Resources:**
http://www.christiedigital.com/projection101/doDont/provenAudiencePleasers.asp
http://www.laddersofsuccess.com
http://www.nidoqubein.com/articlesanddownloads.cfm

# What Defines a Good Speech

2. Audience Interaction

   – Use humor when appropriate (not everyone is funny)

   – Ask questions

3. Impact on the attendee

4. No reading material!

# Preparation

- Research – learn something new yourself
- Get feedback from others
- Practice – really practice and a lot
  - With an audience
  - In front of a video camera
  - In front of a full length mirror

**Resources:**
fl.essortment.com/speechpreparati_rvcj.htm
www.mhhe.com/socscience/comm/pubspeak/prep.html
college.hmco.com/communication/resources/shared/downloads/checklist_speech.pdf#search=%22
speech%20preparation%22
users.tpg.com.au/users/schleter/tie_spch.htm

# Preparation

- "KNOW" your audience; experience level, age, gender
- Ask yourself; what do I know on this topic, what stories can I use, what visual aids should be used, etc.
- Are you going to survey?
  – On and about what?
- Provide someone your bio – have them introduce you or work it into the speech

"One hour to prepare for each minute of delivery time."
40 hours = 40 minute speech

# Four Types of Speeches



1.  **Inform:** how to's, the life of

2.  **Entertain:** motivational, funny

3.  **Persuade:** sell an opinion; animal advocate, new laws

4.  **Commemorative:** honor an individual

# Content

- Strong opening and closing
    - Statement of shock
    - Statistic that grabs
    - Ask a question
    - Use a joke (rarely can most people pull this one off)

- Make 3 major points with a strong open and close
    1. Preparation and content
    2. Platform
    3. Slide Design

# Content

- What is the message you are conveying

- Appeal to emotions

- Make your points with stories

- Describe things so people can "see" the point

**Resources:**
www.antion.com/articles/hundred.htm
www.associatedcontent.com/article/20117/components_of_a_great_speech.html?page=3

# Room Setup

- Where are the lights
  - 'Can' lights above your head?
  - "They're in your eyes"; don't squint, wear a hat or salute
- Where is the exit door (for your quick escape)
- Seating
- Tape the door stop
- Don't walk in front of the projector
- Laptop should be your tele-prompter
- Too warm, too cold
- Handouts on chairs

**"Problems? Apologize once and move on."**

# Room Setup: Small, Wide Room

# Room Setup: Small, Narrow Room

# Room Setup: Large Room

# Room Setup: Theatre Room

# Room Setup: Very Large Room

**"Don't turn to look at yourself on the big screen!"**

**"Don't look at the people next to you unless they are talking to you!"**

# Owning the Platform

- Where to stand

- How to walk to own it

- Eye contact

- Finish a thought before moving to next person

## NO Uhs and Uhms!!
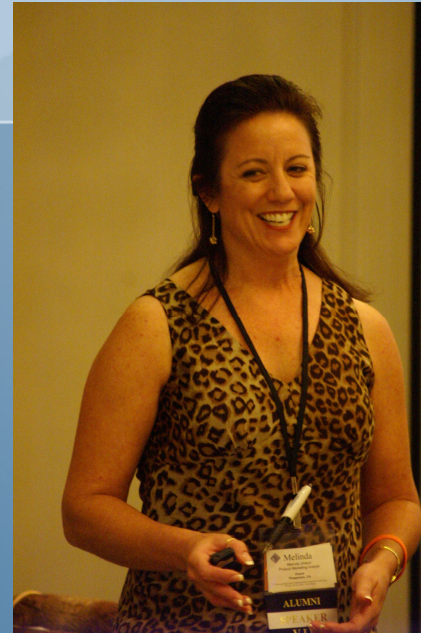
# Owning the Platform

- Verbal and non-verbal communications
- Voice modulation
- Gestures - BIG
- Scared? It shows. Breath!!

# What to Wear

- What's the audience wearing?
  - Dress 10% better
  - Don't overdress or underdress
- Color considerations
  - What message are you conveying
  - Is your audience predominately male or female?
- Remove your lanyard or name badge
- No dangling jewelry

# Slide Design

- To slide or not to slide?
- Transitions
- Color
- Backgrounds: too busy use "fills" to improve readability
- Emphasize details with color or backgrounds in filled objects (i.e. boxes)

"They came to hear you, not read slides (B key)."

**"White space is your friend."**

# Slide Design

- Use pictures and shapes – <u>lose the clipart!</u>

- 4 X 5 or 5 X 6 max

- Numbers or bullets?

- Load up with resources, statistics, and illustrations

Beware of Copyright Violations

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# Miscellaneous Take-aways

- Don't keep a slide up over 1-2 minutes
- Time on one slide should not exceed 3 minutes
- Use a remote control
- Ask for a wireless microphone
- Give credit where due
- What you quote something be accurate – do your homework
- Use of language ($#%)

# Summary

- Summarize your key points
- Tie the opening remarks to the closing
- How to reach you
- Leave them with a parting thought
- No closing slides that say thank you, questions, ??
  - Step back 2-3 steps and look down then up
  - Smile and appreciate the applause

# The "Real" Closing Remarks

1.  A good speech makes an impact on the person, encourages change, offers a memorable experience, or entertains.

2.  Set up of the room and ownership of the platform will offer credibility t the speaker and ensure a positive experience for the attendees.

3.  The design of your slides is key to the message and the understanding of your content.

**"Don't use slides if you don't need to.
Provide a handout."**

"If I went back to college again, I'd concentrate on two areas:

learning to write and to speak before an audience.

Nothing in life is more important than the ability to

communicate effectively."

*- Gerald R. Ford*

Reach out anytime.  I would love to hear from you and will be happy to try to help you with your questions,

*Ivy*

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