

Don Berk

Communications Solutions

18 South West Street

Doylestown, PA 18901

don.berk@comcast.net

p: 215 340 9355

m: 267 614 4200

**And now,
Presenting ...**

YOU

**Making Your
Message Matter**

ACoP, Tucson, AZ

March 11, 2008

Agenda

- **Keys to Effective Delivery**
 - Opening With Excitement
 - Captivating Content
 - Using Media
 - Closing With Power
 - Handling Question and Answer

Why is Effective Presenting Important?

- Audience will understand
- Audience will remember
- They'll like Your Ideas and You
and **In the rest of your life, too.**
- They'll buy your ideas if They Like and Respect You
- **KISS** – or antagonize them

It's Your Pitch

Polonius to Laertes:

“To thine own self be true.”

William Shakespeare's Hamlet

5 Keys to Success

- Dynamic
- Enthusiastic
- Focused
- Comfortable
- Real

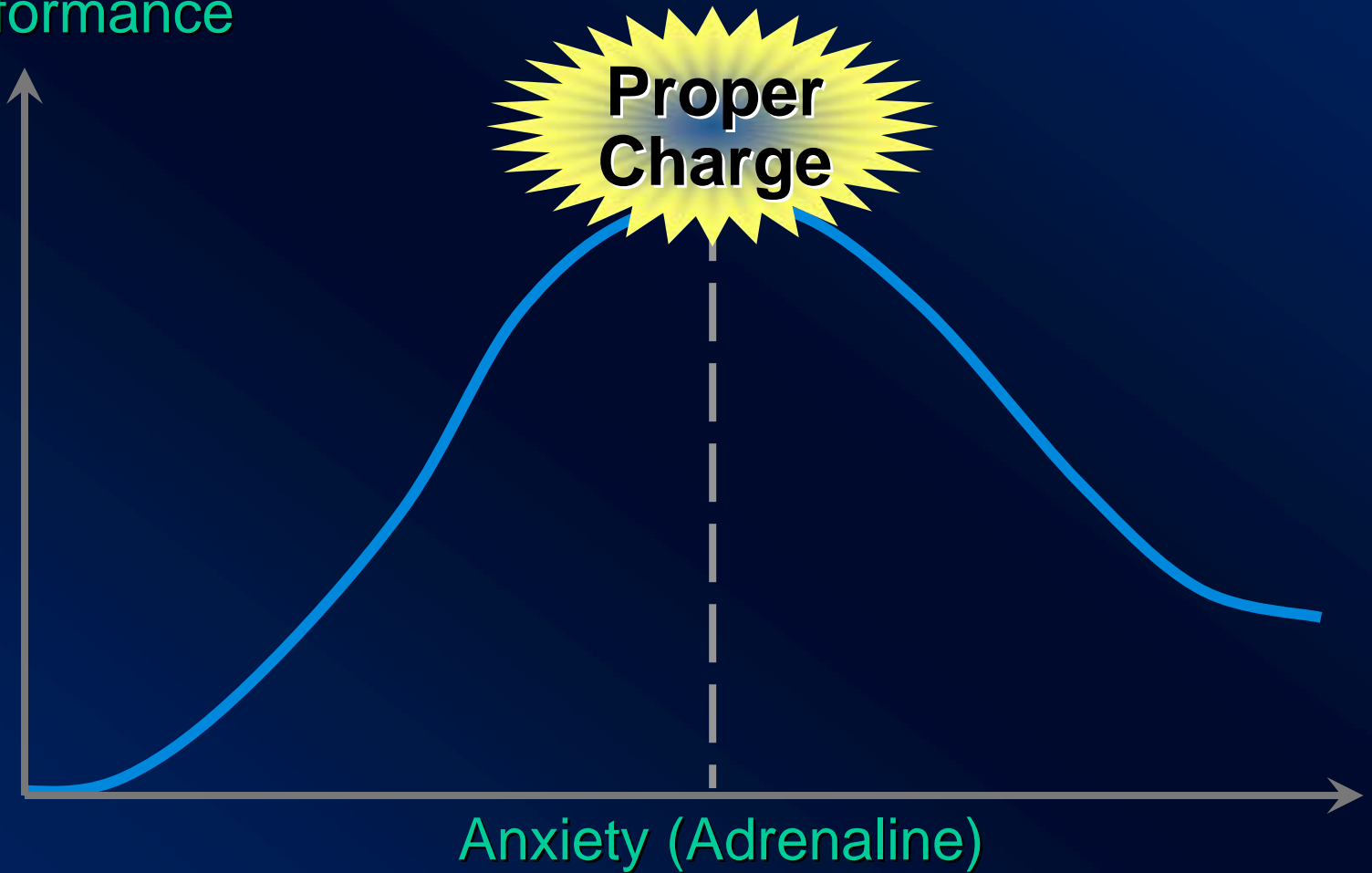
Not Natural It's a Learned Art

“The biggest problem with communications is the illusion that it has been accomplished.”

— George Bernard Shaw

Still Nervous? Good for You!

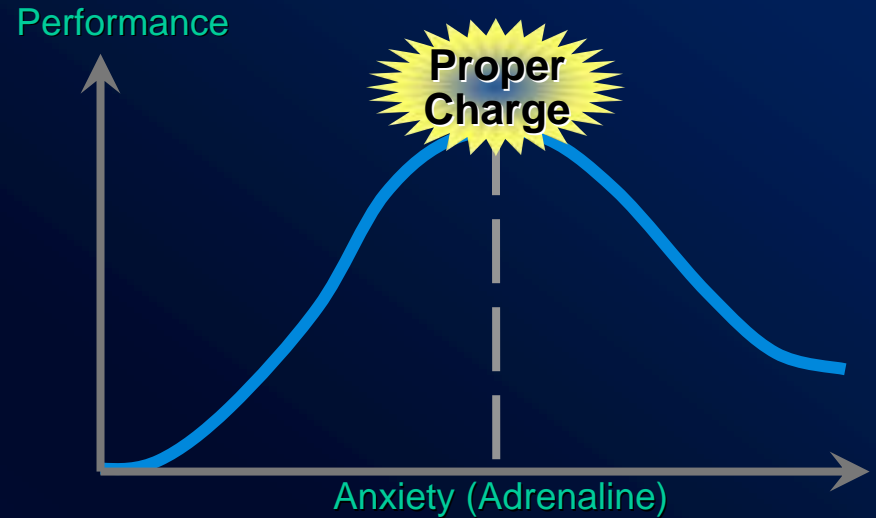
Performance



Nervous?

Most of us need to Calm Down

- Rational
- Emotional
- Physical



Body Movement

- Relaxed, but stable
 - don't sway
- Use the lectern as an anchor
 - don't grip it like you might drown if you let go
- If you move, with a purpose

Eye Focus



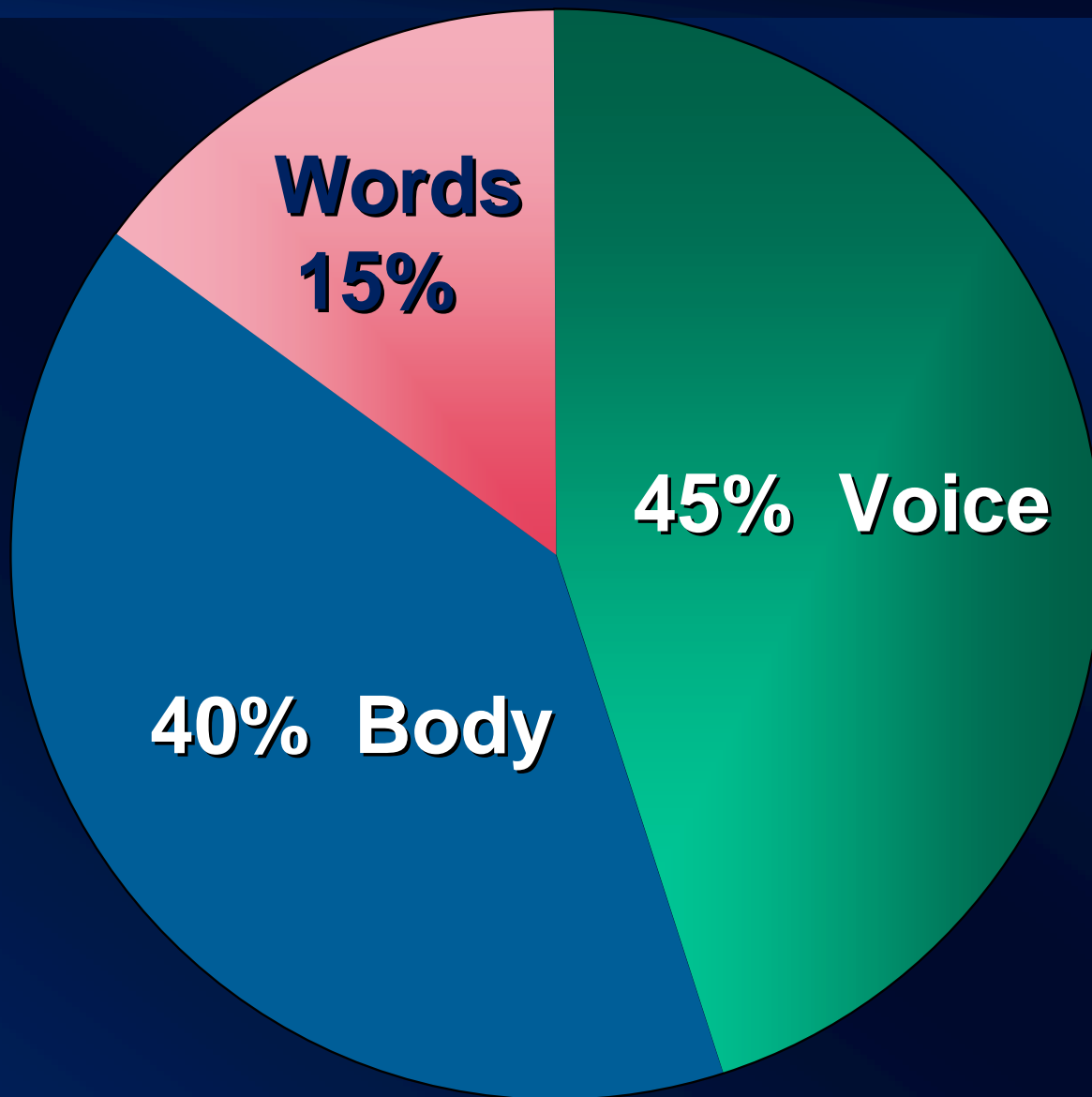
An extroverted scientist is one who, while speaking to you, looks at your shoes rather than his/her own.

Agenda

- Keys to Effective Delivery
- **Opening With Excitement**
- Captivating Content
- Using Media
- Closing With Power
- Handling Question and Answer

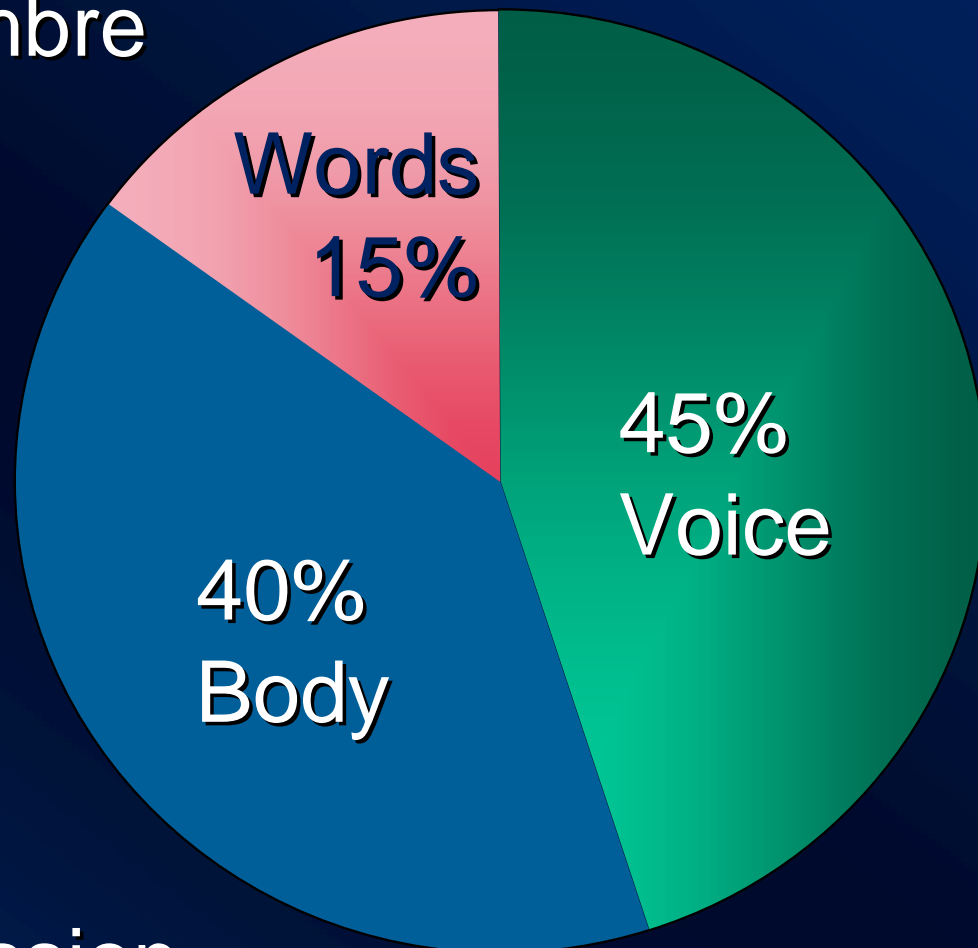
1st Impressions

Making an Impact



Appearance

- Emotional timbre
- Volume
- Stance
- Hands
- Elbows
- Posture
- Motion
- Facial Expression



Opening

- Be friendly
- Greet them in their language?
- Make eye contact
- Tell a joke?
- Enjoy yourself

Presenting - Opening

■ DO NOT SAY

- I guess it's time to get started.
- Is this microphone working?
- Can you hear me?

■ DO SAY

- Who you are
- An Statement or fact that will grab them

Attitude



There is nowhere
else on Earth
you'd rather be.

Are we having fun?

Make them feel welcome.

Nothing will convince the audience to agree with you as much as the **enjoyment** you take in sharing your own beliefs.

Agenda

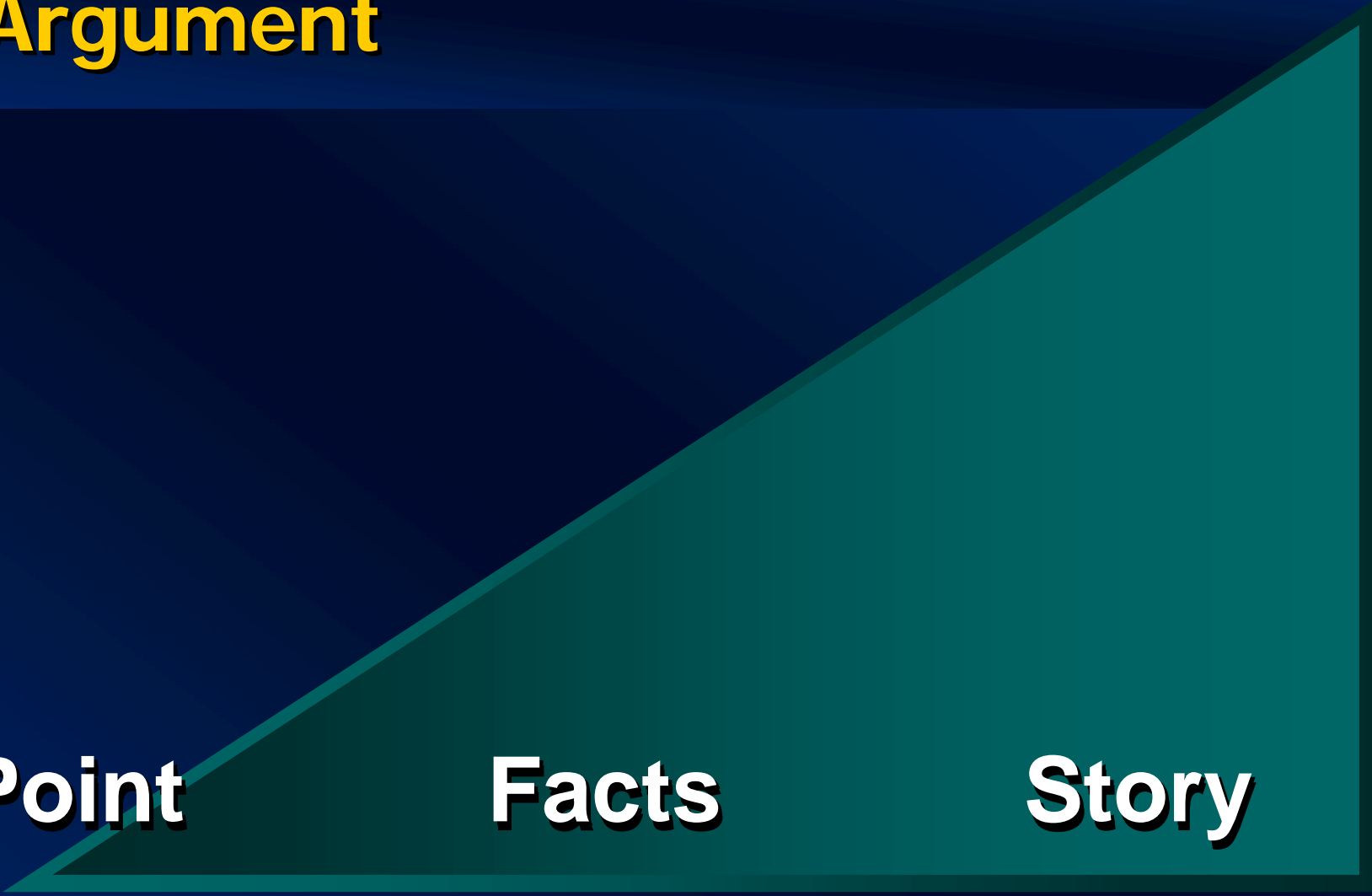
- Keys to Effective Delivery
- Opening With Excitement
- **Captivating Content**
- Using Media
- Closing With Power
- Handling Question and Answer

Argument

Point

Facts

Story



Agenda

- Keys to Effective Delivery
- Opening With Excitement
- Captivating Content
- **Using Media**
- Closing With Power
- Handling Question and Answer

Using Media

■ Options for video clips:

- Shoot it
- Get it from a client or vendor and get a release
- Buy stock footage (available on any subject — for a price)

■ Options for **audio clip**:

- Stock music
- Sound effects
- Record your own
- Vendor-supplied audio – get a release

But always start this process early.

Agenda

- Keys to Effective Delivery
- Opening With Excitement
- Captivating Content
- Using Media
- **Closing With Power**
- Handling Question and Answer

Time Management

- Rehearse
- Know what time it should be on each slide
- Rehearse Timings
- Have a timer, clock or watch in plain sight
and if you still get into time trouble:
- Don't tell the audience you've run over time
- Let them know this is all planned

End Game

■ DO NOT SAY

- I guess I'm out of time.
- That's all I have to say.

■ DO SAY

- The 3 - 4 key thoughts
- Action items
- Thank you

Agenda

- Keys to Effective Delivery
- Opening With Excitement
- Captivating Content
- Using Media
- Closing With Power
- **Handling Question and Answer**

Q&A with a Partner Reading Cards from the Audience

■ For You

- Introduce your Q&A buddy
- Strategize with your buddy
- Create JIC and knock 'em dead question

■ For Your Buddy

- You're part of the show
- Comment on presentation
- Pay attention

Q&A Directly from the Audience

- Look at the questioner throughout the entire question
- Take your time before responding. Begin addressing your questioner and then include the entire audience
- If a negative questioner persists, suggest that you talk off-line afterward
- Don't be defensive

**Know when to end
and thank them.**

Best Practices

- Attitude and Eye Contact
- Have an INTRO and an ENDING!
- Less is More – Content and Graphics
- **Be Enthusiastic,
Be Yourself,
& Have Fun**

Don Berk

Communications Solutions

18 South West Street

Doylestown, PA 18901

don.berk@comcast.net

p: 215 340 9355

m: 267 614 4200

- Speaker Coaching
- Seminars and Workshops
- Writing and Consulting

**And now,
Presenting ...**

YOU

**Making Your
Message Matter**