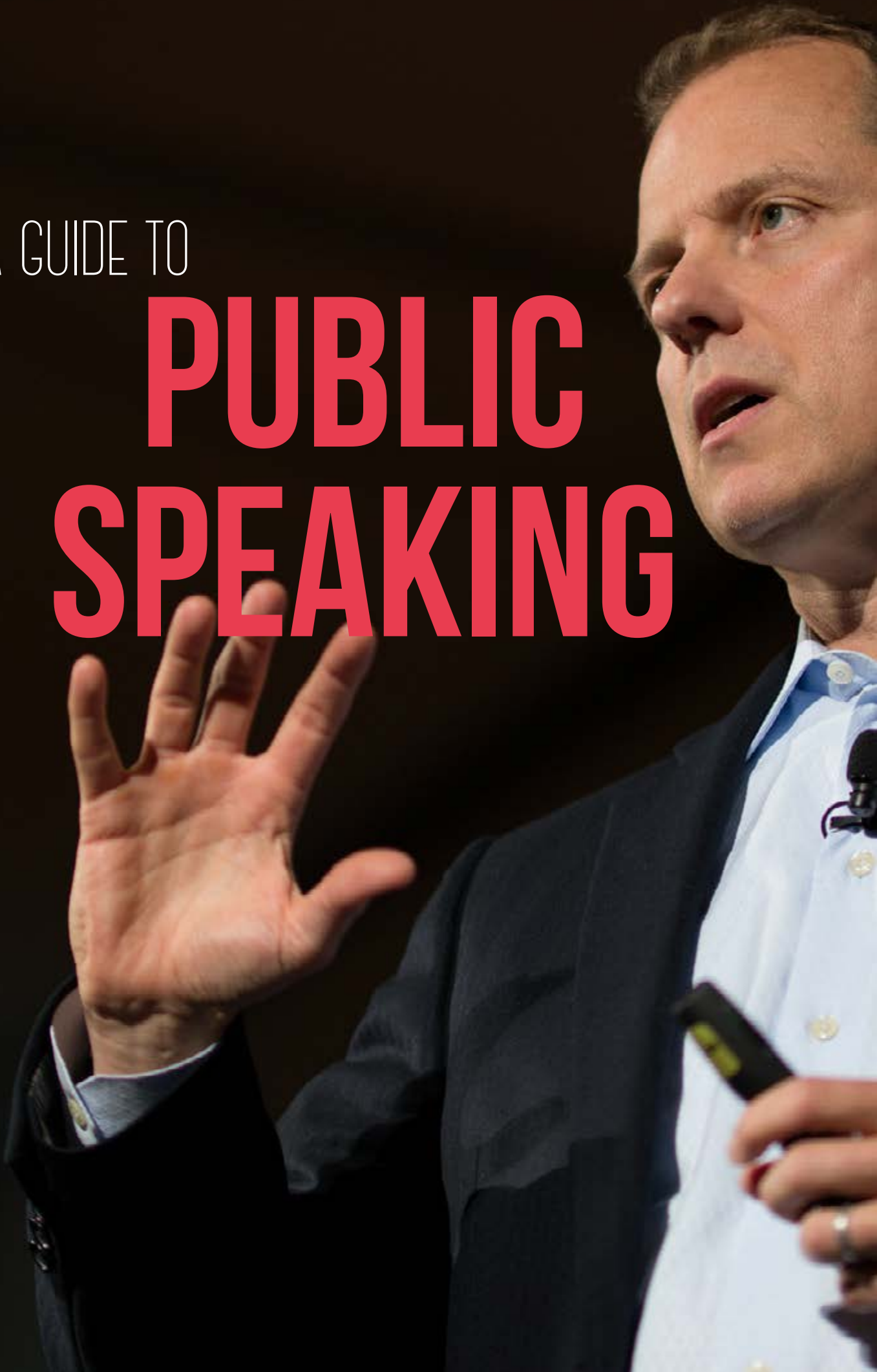


A GUIDE TO

PUBLIC SPEAKING



Speaking well in public is a very valuable and difficult skill. Being an expert in a certain field unfortunately does not automatically make you a great presenter. Like other things in life, delivering the perfect speech takes effort and preparation. There is no substitute for practice but some of the tips and ideas below will help you be confident at any conference you might be speaking.

REMEMBER

IN YOUR PRESENTATION YOU ARE REPRESENTING:

YOURSELF

YOUR
COMPANY

THE
SUBJECT
MATTER

PART ONE: BEFORE THE EVENT

STEP 1: KNOW YOUR AUDIENCE

- Research your audience, their level of knowledge on the subject matter
- Make sure that the tone and information are appropriate
- Keep that in mind when selecting the type of language you will use
- Knowing your audience should affect every aspect of speech preparation and delivery

STEP 2: WRITE YOUR SPEECH

- Make a list of 2-5 main points that you want to present
- Plan your opening and closing statements
- Begin with the key points as in your session description
- Opening hook - attention-getting fact, a rhetorical question, a quotation or a relevant anecdote
- Finish with a strong and motivating appeal for action. Inspire your audience!



STEP 3: PRACTICE

Here are some tips to help you prepare and know your presentation well enough to speak naturally:

- Practice your speech at least 3 times
- Practice in front of a colleague for feedback or a mirror if this works better for you
- Remember to pace yourself and speak clearly
- Watch your gestures, movements, and eye contact which can add to your impact
- Record your presentation, either audio or video, which will give you a nice opportunity for practice and self-evaluation

STEP 4: VISUAL AIDS

SIMPLE



Visual aids are an important aspect of your presentation and will help make unfamiliar and challenging material more accessible for your audience. PowerPoint presentations, photos, charts, and videos can all help you get your point across.

MINIMUM TEXT



Keep the following in mind:

- Visual aids should be simple and colorful
- Consider the contrast between background colour, font colour and size
- Create a consistent look and feel
- Use simple photos that enhance meaning
- Take no more than 1 minute per slide – keep it short, simple and effective
- Keep text to a minimum
- Bear in mind the time allocated which includes 5 minutes at the end for questions
- Less is more - a few effective slides or charts can help your audience understand your message, but too many will distract them
- Use videos and other visual aids as a powerful way to get your point across

IMAGES



1 MINUTE PER SLIDE



Please bear in mind that it is compulsory to send your PowerPoint presentation to the organisers 2 weeks before the event to align with other content of the event and receive advice to improve before final version.



PART TWO: DURING THE EVENT

DO

- Speak loudly and clearly to sound **confident**
- Be **expressive**, varying your voice to avoid becoming monotonous
- Use **gestures** to accent your speech as you have practiced
- Use **humor** to get and keep your audience's attention
- Use **repetition** to reinforce main ideas and concepts
- Maintain **eye contact**
- Plan to **run short**, always remember to allow 5 to 10 minutes at the end for audience questions and discussion
- Share **new or unknown information** which will surprise your audience and raise their interest
- Prepare slides that contain **more visual than verbal information** - do not write whole sentences, but just brief points and make sure you don't read sentences off your slides



DONOT

- Do not read from notes! It is fine to glance from time to time but restrain from actual reading
- Do not read from slides! Keep in mind that your slides are there to just emphasize your point and not the point itself
- Do not mumble!
- Do not sell! Focus on informing the audience and providing answers to their problems
- Do not restrain from answering questions or engaging with the audience. Seize the opportunity and include your audience in a discussion on the chosen topic

PART THREE: AFTER THE EVENT

At the end of every presentation we suggest that you evaluate yourself. Think about your presentation and see whether there is something you would like to change next time. Were you prepared enough? Was the audience impressed or entertained by your presentation? If there is something you

would like to change next time, write it down and do it differently.

Remember that in your talk, you are not only representing yourself, but also your company and the subject matter that you are speaking on. So, make sure you do a great job and - good luck!

VIDEOS

After you finished reading this informative guide for public speaking we suggest watching a few YouTube videos which could also help you become a more confident conference speaker.

Julian Treasure: How to speak so that people want to listen

Your Body Language Shapes Who You Are | Amy Cuddy | TED Talks

What makes a great talk, great: Chris Anderson at TEDGlobal 2013

Presenting & Public Speaking Tips - How to improve skills & confidence

REFERENCES:

A brief guide to effective public speaking
A Quiet Person's Guide to Effective Public Speaking
A Guide to Public Speaking
5 Simple Steps for Public Speaking

How to avoid 'death by PowerPoint'
20 Public Speaking Tips of the Best TED Talks
Presentation Tips for Public Speaking
The Uneasy Speaker's Guide to Confident Public Speaking

IMAGE SOURCE:

NAN PALMERO

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