



Armitage Bucks Communications

PRESENTATION TIPS

IT'S NOT WHAT YOU SAY BUT THE WAY THAT YOU SAY IT:

90% OF YOUR COMMUNICATION IS NON-VERBAL

- Smile as you walk on
- Look confident and sincere
- Dress effectively – look neat and smart
- Stand straight and don't fidget
- Research has shown that gestures enhance the audience's memory of what you say but keep them natural
- Project! Speak out rather than into your notes
- Use your voice well – introduce light and shade and lower the pitch
- Use the lectern as an anchor but not as something to hide behind
- Don't read!
- Slow down
- Use pauses for effect
- Engage with the audience – maybe ask them a question to get them thinking
- Use eye contact where you can
- Be yourself – only more so
- Look as if you believe what you say!

- ***DEALING WITH NERVES***
- Take some deep breaths before you start

- Sit/stand straight with shoulders back
- Be aware of signs of nerves – lip-licking, fidgeting
- Feed off the sympathetic members of the audience – keep moving your eyes back to them to give you confidence to engage with any who look hostile.
- ***CONTENT***
- Keep it simple: the average adult will only retain sentences of 16 words or less.
- Tell them what you are going to tell them, then tell them, finally tell them what you have told them.
- A strong start is vital to draw the audience in. For example, use one of the following: an astounding fact, a memorable quote or a controversial proposition.
- Keep your messages simple. Have only one idea per sentence. Keep sentences short and punchy. Never use a long word when a short one will do.
- Finish with something strong and memorable.

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QUESTION AND ANSWER SESSIONS

- In a large group ask the questioner to stand up.
- Listen to the whole question – concentrate hard and don't interrupt.
- PAUSE then repeat the whole question so everyone can hear it. That way you buy thinking time.
- Make the questioner feel special by saying “good question” or “that’s an important point” etc.
- Look at the questioner when you begin to answer the question, you can then move your eyes round the audience but return to the questioner at the end.
- Give simple answers.
- Use your key messages – they’re your security blanket!
- Don't use sarcasm or imply the questioner is wrong – you risk the audience siding with the questioner.
- Always stay courteous and friendly.
- If one questioner hogs the floor, point out – politely – that other people must be given their chance to ask questions. However, offer time after the meeting has finished.
- Keep cool – you will lose the audience if you lose your temper.
- Treat two questions from the same person as two separate questions.

