

HOW TO CREATE *ENGAGING*

PRESENT- ATIONS

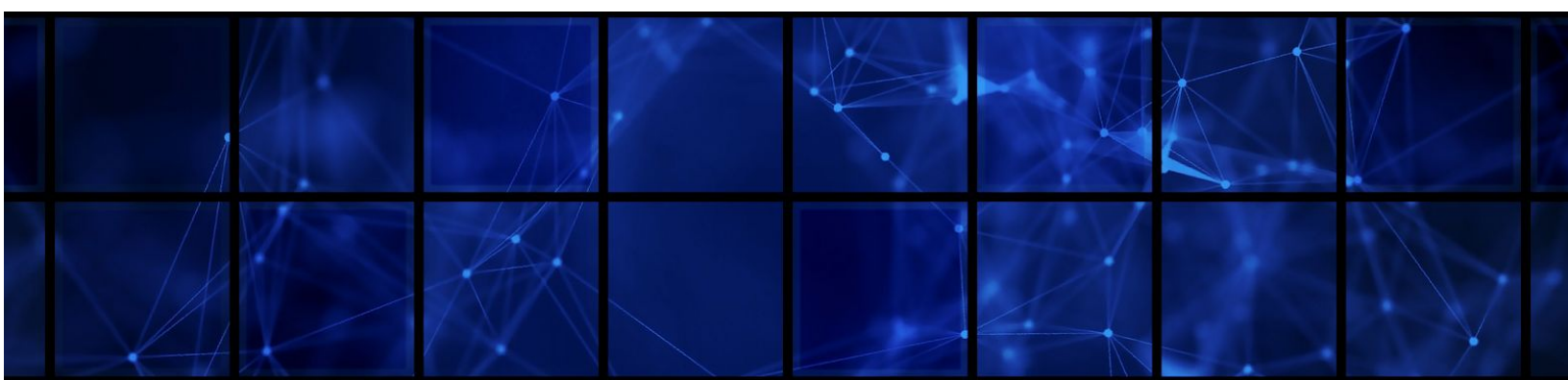
by ROBERTA PERRY
co-founder of the:



RenaissanceSpeakers.org
Los Angeles, CA



Following is the “secret sauce” for creating compelling and memorable presentations, whether in real life or via video conferencing.



1) **KNOW YOUR AUDIENCE**

Knowing your audience is vital to choosing the right presentation outline, stories, humor and even how you should dress to create the most impact.

Consider demographic variables such as interests, age, gender, family status, education level, income, occupation, race, etc.

- As an example, is this a business committee, community association, or other group with related interests?
- If you are speaking to an audience who are primarily business executives, you would want to use messaging, anecdotes and statistics that pertain to their interests.
- Alternatively, if you are making a presentation to a community organization about raising money for a local park, your message would be attuned to their needs.

Be sure to visit the website of a business or group to whom you will be speaking to gain additional audience insights.



2) KNOW YOUR PURPOSE

Do you want to *inform* or *persuade* your audience?

3) KNOW THE CORRECT OUTLINE TO USE BASED ON YOUR PURPOSE

Outline to **Inform**

- + Tell them what you will be talking about. (Get their attention and state your purpose).
- + Tell them. (Feature no more than 2 to 3 main points).
- + Tell them what you told them. (Summarize).

Outline to **Persuade**

(Monroe's Motivated Sequence)

- + Get their attention.
- + Present the problem or challenge.
- + Propose a solution.
- + Cite the benefits.
- + Close with a Call to Action.

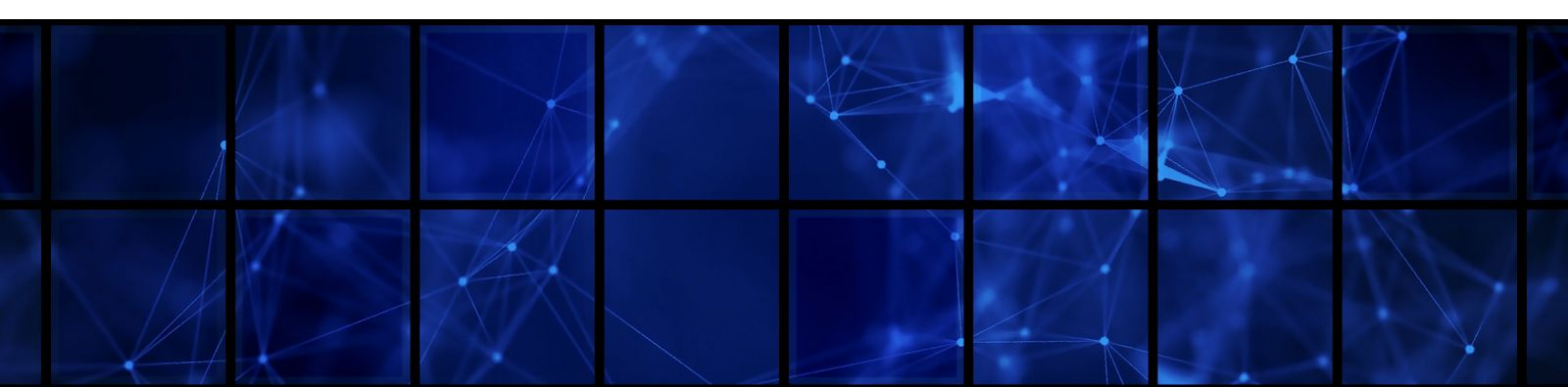
Both of the above outlines can be supercharged if they are presented to *inspire* and/or *entertain*!



4) **KNOW YOUR MESSAGE**

Your core message should be no more than 1 - 7 words.

Repeat this message throughout your presentation.



5) **KNOW YOUR ENVIRONMENT** (Video Conferencing Tips)

Be aware of your background. It can complement or distract the audience from you and your message.

Pay attention to your camera positioning, lighting and audio so that you are seen and heard as well as possible.

When possible, speak directly to your camera.

Dress appropriately and present yourself professionally.

6) **KNOW YOURSELF!**

What factors will help you present yourself best?

- Get plenty of rest
- Eat well without overeating (which can make you tired)
- Drink enough water to stay hydrated
- If you take vitamins, don't forget them!
- A little exercise or stretching may help keep you alert and loose
- Consider some simple vocal exercises to prepare your voice
- Avoid alcohol and energy drinks!
- HAVE FUN!!!



Roberta Perry is a *Distinguished Toastmaster* and *Past International Director* of Toastmasters International (worldwide public speaking and leadership organization). She is also the co-founder of the *Renaissance Speakers* Toastmasters club, as well as over 50 other Toastmasters clubs around the globe. For more information, visit RobertaPerry.com