



Tips for speakers

We've all sat in presentations where you can't see or hear it properly and the presenter sounds like they're about to fall asleep! So here are a few tips, which hopefully will help you to deliver a great presentation.

- * Try not to waffle about yourself or your company in the first few minutes, that's when you have the full attention of the audience, so go straight to the point of your presentation.
- * Ask the audience at the start if everyone can hear you and see the presentation and to signal if you are talking too quickly. (Remember that you might have delegates from other countries that can't process your information as quickly).
- * Talk clearly and project your voice to the people at the back of the room, it's better to stop and collect your thoughts than 'Um' and 'ah'.
- * Make eye contact with your audience so you connect with them.
- * Know your presentation; try not to read it otherwise you may look like you're not sure on your own subject which could be brand damaging.
- * Try not to rush your presentation even if you are a little nervous, leave a few seconds after each key point to help the audience have enough time to digest or make notes.
- * Avoid using acronyms; others in the room may not know what you mean.
- * Avoid too much text on each slide – no one wants to read paragraphs of text. Keep it sharp, snappy and to the point.
- * Include images to break up your presentation.
- * Make sure the font and colour of your presentation is readable from the back of the room, dark colours on light backgrounds are best.
- * Imagine you are the audience, is there an action or behavioural change that they can take away? Is there anything they may not understand in your presentation?
- * Leave some time for some questions and answer sessions so the audience feel engaged – or, why not ask them questions.
- * Don't worry if you don't know the answer to a question, choose phrases like 'That's a very good question, and one I will have to look into further for you'.
- * Everyone likes a presenter that finishes on time or a few minutes early.
- * If you can, provide a feedback form that you can collect afterwards to see where you are doing well and areas for improvement.