



## From the Communication Series:

### PREPARE YOUR PRESENTATION

#### Learn

- ★ To determine what your speaking personality is
- ★ How to develop a speech topic
- ★ How to structure a great speech
- ★ To set specific goals for your presentation so your message is clear
- ★ To tell the difference between speeches that are informative, persuasive, educational and/or entertaining
- ★ To write a great introduction that helps sell you before you even open your mouth
- ★ How to introduce another presenter
- ★ To understand the six characteristics of a good speaking voice
- ★ To craft a great story that delivers a punch
- ★ The proper use of humor
- ★ How to make effective closings
- ★ To ask the right questions to best meet the needs of your audience
- ★ To set up your room to maximize audience rapport
- ★ Effective use of props and audio visual equipment
- ★ To deliver a home run every time you have to speak in front of a group
- ★ 10 ways to kill your audience and how to avoid this

### PREPARE YOURSELF

#### Learn

- ★ Strategies to overcome anxiety about giving a speech
- ★ The steps to take to visualize success that will make you a better speaker
- ★ How to program yourself with positive affirmations and tune out negativity
- ★ How to breath properly to calm your nerves
- ★ How to eliminate tension from your body and your face
- ★ To increase the power and energy behind your voice
- ★ Vocal variation to help make your message more interesting
- ★ To read the silent voice—your body language—and what it conveys about you
- ★ The power of the pause to increase the impact of your message
- ★ Good articulation so you improve your credibility
- ★ How the pitch of your voice affects your audience's ability to listen to you
- ★ To develop your own personal style



## PREPARE YOUR DELIVERY—IT'S SHOW TIME

### Learn

- ★ What to put on your checklist so you don't overlook important details to remember the day of your presentation
- ★ What to do to make sure your room is ready before your audience arrives
- ★ What message you send with your appearance—what to wear, what to avoid
- ★ What 3 steps are critical just before your speech to calm your nervousness
- ★ What kind of entrance to make when you are introduced
- ★ How to begin your presentation with confidence
- ★ What gestures, body movements or behaviors contribute or detract from your effectiveness
- ★ How to save your presentation when your equipment fails
- ★ How to keep your cool when you have to handle hostile questions from the audience
- ★ How to use gestures to support the energy you give to your audience
- ★ The right posture to increase your audience rapport
- ★ The right use of eye contact
- ★ Don'ts during your delivery
- ★ The importance of pacing
- ★ Props and visual aids to drive home your message

## OTHER TOPICS

- ★ Conference calling etiquette
- ★ How to facilitate a meeting
- ★ How to give and receive feedback
- ★ How to deal with the media (differences for print, television, radio)
- ★ How to use public relations, publicity or the press to increase the impact of your message
- ★ Crisis communication – Houston, we've got problems, now what!@!
- ★ Why editorial boards are important
- ★ Listening skills