

FEFPA SUMMER CONFERENCE 2011

Effective Presentation skills



**Presented by Myrna S. Brooks, Speaker-Preneur
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OVERVIEW

**What Do I Want My Audience
To Think, Do or Feel?**

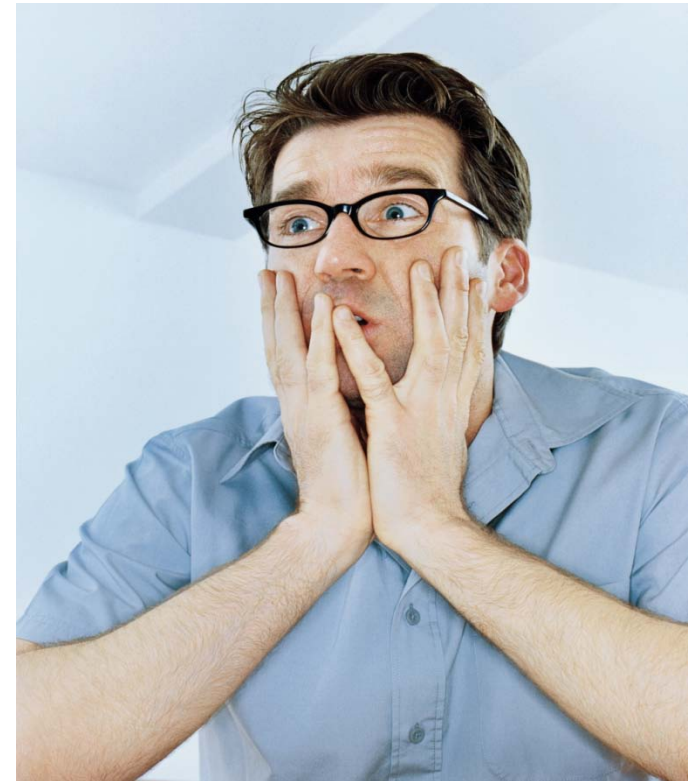
**Connect with your Audience-
Meet Their Needs**

**Become More Confident
Through the 3P Process**

Speech Anxiety or Nervousness

Common Causes

- **Fight or flight**
- **Not prepared**
- **Not knowledgeable**



3 Methods to Handle Nervousness

- Experience
- Mental Rehearsal
- Relaxation techniques



Preparation

Know Your Audience

- **Who will be in the audience?**
- **Why are they listening?**
- **Where and when will you be speaking?**





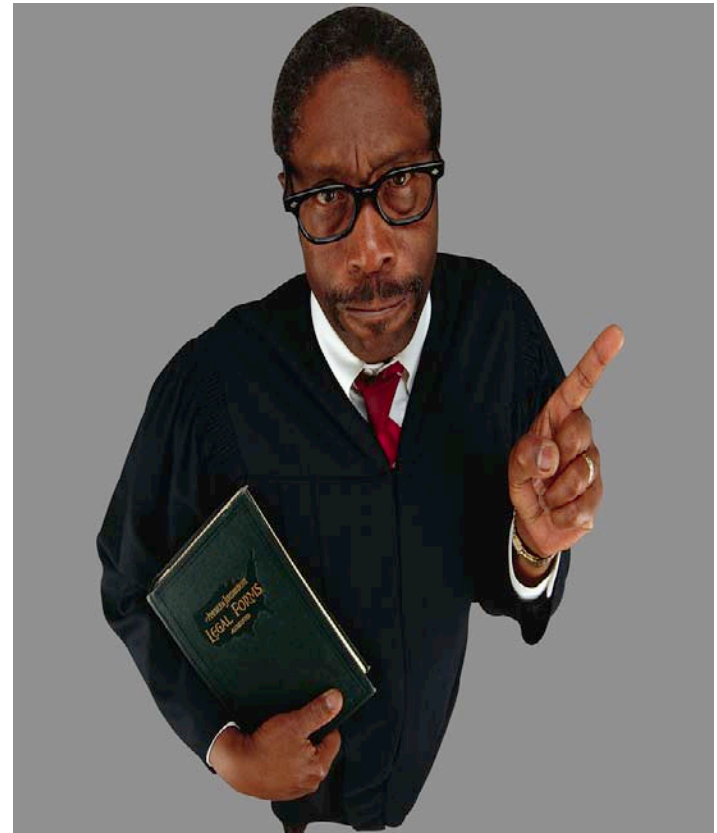
Know your Audience- Preparation stage

- 1. Become familiar with location and room in advance**
- 2. Check equipment and test microphone**
- 3. Find out what's on the program before and after you speak**



EFFECTIVE SPEAKERS' FORMULA

- Tell them what you will tell them
- Tell them
- Tell them what you told them



Develop Your Presentation Outline

1. INTRODUCTION

2. BODY

3. CLOSE



Your Speech Structure

- **Body- What's your message**
- **Include facts and supporting material**
- **Conclusion- types and summary**



“PERFORM”

WRAP YOUR PACKAGE-

Project an image of excellence

YOUR INTRODUCTION-

It's part of your speech

BEGINNING YOUR SPEECH-

Start with a dynamite opening

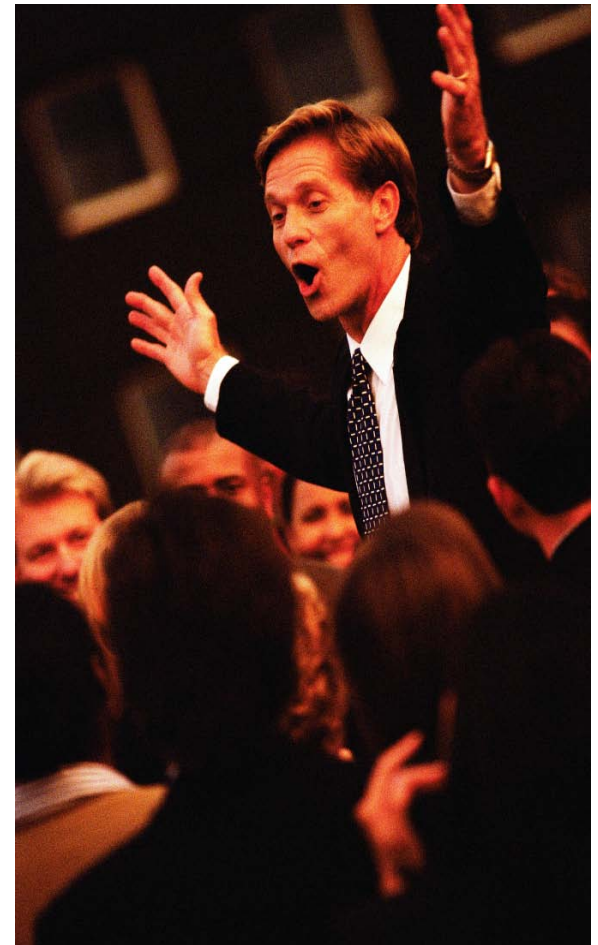
BODY LANGUAGE



Facial Expressions

Gestures

Whole Body Movement



CONCLUDING YOUR SPEECH

Make Your Conclusion Memorable

Don't end with Q & A

End on time – EVERY TIME!

Questions / Discussion

Final Thoughts





THANK YOU!

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Presented by:

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"Get The IT Factor"



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