

## 7 Top Tips for Presenters

- 1. Only talk about something for which you have a passion...**  
Or at the very least bags of enthusiasm. When you know what you're talking about its easy to say. Don't waste your time talking about something that you have no passion for.
- 2. Rehearse your presentation out loud... again and again and again...**  
Practice, practice, practice. Make sure you know precisely for how long your talk will last. An audience is rarely impressed if you overrun and no one has ever complained about a presentation being too short.
- 3. Learn your introduction by heart, inside out and upside down...**  
Be very sure of the opening 90 seconds of your talk. Be enthusiastic and attack your opening. People often decide whether they like you within the first few seconds or, at the very least, within the first minute of seeing you and hearing you. The trick is to engage your audience with your conviction, enthusiasm and ability to tell a fantastic story.
- 4. Tell your audience who you are and establish your credibility...**  
by explaining why you are qualified to speak. Never say "I don't normally do this sort of thing" or, "The person who normally does this couldn't be here today". Your conviction and your ability to convey a strong and reassuring message is the key to your credibility and their ability to believe in what you're telling them.
- 5. Pause... for effect.....**  
It 'sounds' great.
- 6. Learn to love being in front of an audience...**  
Seriously, try it out. Tell a story. That means performing for your kids, telling stories down the pub or making your usually sedate management meetings with your team somewhat more dramatic and memorable – (stand up and walk around, use different language and try a few props). You will quickly be able to decide whether or not they are engaged with what you are saying, or whether you've just lost it. Can you grab your audience?
- 7. What is it that my audience HAS to hear?**  
Work around the themes that you know are important. Don't fill time with stuff because you think you ought to. If the points are driving you to your outcome... Then great. If not, ditch it.