

Presentations that “Stand Out”

A leadership Presentation on behalf of SofemaOnline (www.sofemaonline.com)

SofemaOnline looks at what makes a presentation special and how you can really impress your audience.

When we talk about techniques related to public speaking we usually come back to one of the most essential aspects of the whole process and that is how we engage with the audience.

We are there for the audience and how we connect with them in the best possible way is the key ingredient to the whole proceedings.

Connecting with the Audience

Connect with the audience from the outset, by sharing with them what they are going to get from your presentation what it will mean and how it will benefit them.

Tell Stories that connect with the Audience in a meaningful way

Use the language of the senses to draw your audience into your presentation. Involve the audience physically and emotionally. Provide them with an emotional connection that allows them to share the smell, taste and sound of your presentation. In this way they get the opportunity to actually feel what you are saying.

Making your audience feel good about themselves and about the presentation can be a game changer. To be successful your presentations need to be enjoyable and interesting with just the right amount of humour.

Make Regular eye contact – about 5 to 7 seconds is just enough time to register and when you do this what is happening is that you are making a direct connection with the audience, this is one more quite simple way to improve engagement with very little effort. It is well worth the practice to become comfortable at making eye contact.

Do Not Disappoint your Audience Regarding Content

Make sure you understand what the audience are expecting and that you deliver against these expectations. The way to assure that we are able to deliver is by preparation and practice.

Less is More - The presentation needs to focus on the important and the relevant, and most definitely not to overwhelm with too much material.

Be familiar with how long it takes you to move through the material and keep it balanced so there is enough time to get the information across and to leave time for questions and interactions.

If you can “over deliver” means to exceed the expectations of the audience, you will always leave them happy and asking for more!

Polish the Presentation Content till it Shines - Having the best possible content makes all the difference – knowing your content fully and being able to explain every single part of what you are talking about is essential.

So practice the content read it through carefully and ensure that you have a deep level of familiarity with the material.

Be Able to Move Around the Stage

Sometimes nerves can drive us to take comfort behind the speaker’s lectern – Please resist the temptation and do not let it become a physical block between you and the audience

Being able to move around the floor creates a visual stimulus which helps you to engage with the audience.

Occasionally you are provided with a stationary “lectern” from which to speak or a fixed microphone. In fact both of these situations are to be avoided if at all possible. This is one of the reasons to encourage the speaker to visit the venue in advance and to check everything is exactly how you would like it to be.

Sometimes it is simply not possible – but at least you tried.

Voice Modulation

Your words and tone of voice are tools to connect with the audience used correctly they can make a major difference – no one wants to listen to a monotone and flat presentation.

lift your voice to make a point and soften to follow through, speak in a language the audience want to hear and you will connect with them in a strong way.

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