



# PRESENTERS GUIDELINES

TO ECHO IS TO LEARN, TO SHARE, TO ENGAGE AND TO CONNECT.



## TOP 10 GUIDELINES FOR ONLINE PUBLIC SPEAKING

### 1. BEGIN WITH THE END IN MIND

Remember YOU are the presentation! It is critical that you understand PowerPoint slides are a visual aid to support your presentation. Your knowledge and experience about the subject is what the audience has come for. The PowerPoint slides, text and images, provide you and your audience with visual cues to the main points of your 15 minute presentation.

### 2. LIMIT YOUR FOCUS

Clearly identify the central message... the one big idea. 15 minutes is not a lot of time so make sure your PowerPoint slides, main speaking points and any visual aids support the main message. Avoid ancillary topic, issues and information. Eliminate anything that distracts and does not directly focus on the main message.

### 3. KNOW YOUR AUDIENCE, YOUR SPEECH IS ABOUT THEM, NOT YOU

Before you begin to craft your message, consider who the message is intended for. Learn as much about your listeners as you can. This will help you determine your choice of words, level of information, organization pattern, and motivational statement.

The ECHO COLORADO registration process allows you to view demographic details about who your audience will be at least two weeks before your presentation date. Reviewing this information will help you more closely tailor your presentation and remarks to their needs.

### 4. ORGANIZE AND SET EXPECTATIONS WITH THE “THREE TS”

- **Tell your audience what you’re going to tell them**
  - This sets expectations
  - Lets your audience know what you are going to cover and how
  - Helps your audience see your vision for application
- **Then tell them**
  - Provide actionable content
  - Relate the content to their work
  - Share relevant personal experience
- **Then tell them what you told them**
  - Summarize content and opportunities for application
  - Confirm expectations were met
  - Reinforce an actionable vision

### 5. USE YOUR POWERPOINT DECK FOR SUPPORT

People do not like canned speeches. PowerPoint slides are never text to be read...ever! PowerPoint slides provide imagery or high level talking points so your audience knows where you are going. ECHO COLORADO PowerPoint guidelines specify no more than six lines of text on any given PowerPoint slide.

If your audience is reading your PowerPoint slide, they are not listening or paying attention to you and it becomes a distraction. A PowerPoint slide is like a billboard on the freeway. To be effective the billboard needs to be able to communicate the message to someone going 70 miles per hour. If you have to carefully read or study to get the message, it is not effective.

PowerPoint slides also provide you with speaking support. Each slide serves as an outline for the main points you wish to cover and key words for memory triggers. PowerPoint slides should never just be read.

### 6. DON'T OVERLOAD YOUR SLIDES.

Most PowerPoint presentations have way too much text and use a font size that is too small, making it hard to read. To make slides easy to read and for project uniformity, ECHO COLORADO PowerPoint guidelines specify the font as Calibri, PowerPoint slide titles done 44 point size and PowerPoint slide body text done in 32 point size.

To make sure your slides are easy for you to develop ECHO COLORADO provides master slide templates. These templates are in accordance with ECHO COLORADO guidelines specifying font, size and layout format. All you have to do is fill in your text and image (pictures, charts or graphs) content. Pretty easy...

## 7. OPEN WITH SOMETHING THAT WILL BE USEFUL AND ENGAGING TO YOUR AUDIENCE

Provide your credentials, what makes you qualified to speak on your particular subject. Explain YOUR personal connect and motivation for doing this presentation, so they know something about who you are. Focus the attention of your audience on the impact to THEIR lives and work. People are busy want to know that your presentation will be **actionable** as well as interesting.

An example would be to start with a rhetorical question, a “what if” question, with a pause to draw your audience in. This technique will stimulate thought and the desire to know more. Let them know you will ask other questions and their participation will be key in getting the most out of the ECHO COLORADO session.

Practice your opening the most...it is the first impression!

## 8. ALWAYS GIVE THE AUDIENCE SOMETHING TO TAKE HOME.

**Always provide something specific the audience can do almost immediately.** No matter how inspiring your message, every audience appreciates learning a tangible way they can actually apply what they’ve learned to their own lives....application is everything. Never be afraid to say, “**Today**, think of a client or patient who is really struggling or having a tough time. Tomorrow, we will use something from our time here today to help them.”

Then tell them as part of the day’s activities you will ask them to produce a multiple step SMART action plan for you to help this individual. Application is everything.

## 9. DON’T DO YOUR PREP ON CAMERA

Don’t wait until you’re “on” to prepare and check. Make sure your microphone, webcam, lighting, remote, and PowerPoint presentation are all ready to go ahead of time. If there are people running some of these functions for you, talk to them about a day of check-up and what to do if something fails. If something does fail, smile and try to look confident while you (or others) take care of the problem. When things go wrong, what really matters is how you react. If at all possible just keep going. You can test your equipment at <https://zoom.us/test> before presentation day.

## 10. PRACTICE AND PREPARATION PREVENT POOR PERFORMANCE

Your presentation will not be as good the first time! And remember it shouldn’t be longer than 15 minutes. Practice doesn’t mean memorizing your presentation; it does mean developing a familiarity with the main points of every PowerPoint slide to create a consistent and confident cadence and smooth transitions. Public speaking is a skill and like any other skill based activity, such as a new language or a musical instrument, practice is a part of developing greater competency.

Novice or expert, some degree of nervousness is normal and a little nervousness can be good. The adrenaline that can makes you sweat, also makes you more alert and ready to give your best performance. All people feel some physiological reactions like increased pulse rate or dry mouth. Do not associate these feelings with the idea that you will not perform.

Once you have become comfortable with the material and practiced a few times, get a friend, who will tell you the truth, to critique your performance. Ask them to listen for repetitive pause words such as uh or umm, and to count how many times they occur during your presentation. Repetitive pause words are often used with great frequency and make you sound much less sure and professional.

## CLOSE

Always take time to express appreciation and thanks to your audience in your own words. Try and thank one or more participants individually for their participation, contribution or good work. Reinforce the idea that change is always a process and you look forward to the next session in the series.