



Presenting – How To “Wow” Your Audience



Moving Towards

PRESENTATION STRUCTURE:

- GRABM (Grab their attention within 7 seconds)
- WIIFM (What's in it for me?)
- Preview (Overview of what you're going to say)
- Body
- Conclusion
- The 3 T's (Tell 'em what you're going to tell 'em, Tell 'em, then Tell 'em what you've told 'em)

AUDIENCES WANT YOU TO:

Convey Enthusiasm:

- Smile
- Gesture
- Take up Space
- Vary Voice Pitch, Speed and Tone

Maintain Interest:

- Stories, Anecdotes, Examples & Testimonials
- Audience Participation
- Entertain & Use Humour
- Be Logical
- Change The Beat (Do something different every 6 minutes)
- Relate to Your Audience
- Use Props and Visual Aids

Demonstrate Knowledge:

- Credentials
- Practice 6 Times
- Research the Topic
- Know Your Technology!
- Manage Your Time
- Project Confident Body Language



How Are You Moving Away?

WOWING YOUR AUDIENCE

Adapted from 101 Ways to Captivate a Business Audience by Sue Gaulke, 1997

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