

## **Tips for Innovative Meetings and Events (T.I.M.E.)**

**Topic: Presenting....**

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### **WELCOME**

Welcome to our old and new subscribers.

This issue of T.I.M.E. talks about Presentation Skills. We will present ideas on good speaker introductions, good use of visual aids, and tips for preparing yourself or a speaker for the next meeting or event.

We are also presenting ourselves with a slightly new look and name. As we have grown to offer additional services beyond the On Track training simulations (like customized teambuilding, speaker preparation, trade show and miscellaneous meeting consulting services), we have decided to drop the words "On Track" from the newsletter title. For more information on what we can do for you, please see the last section marked Future T.I.M.E.

What hasn't changed is our content -- We still offer short, timely ideas to enhance your own career and enhance the personal interaction that is always present in meetings and events.

So Take some T.I.M.E. to read what we have to offer this month. Also please forward this newsletter to your associates and colleagues! We will never sell our subscriber list, so your referral will be treated with care and respect. And importantly, we can only grow with your help --your recommendations are key to our success. Or anyone can subscribe by sending an email to [stinnish@ameritech.net](mailto:stinnish@ameritech.net).

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### **1. GIVE ME DEATH OR GIVE ME PUBLIC SPEAKING**

In their Book of Lists, the Sunday London Times reports people's Greatest Fears:

1. Public Speaking
2. Height
3. Insects and bugs
4. Financial
5. Deep water
6. Sickness
7. Death

So it's likely that **you** or the person you have asked to speak is a bit nervous. Even professional speakers experience nervousness. This issue of T.I.M.E. offers some guidelines and insight to prepare yourself or your next speaker for their presentation. Ideas to reduce anxiety so that a presentation at the next meeting or event is look forward to rather than dreaded!

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## 2. WHAT I'M TRYING TO SAY

Often presenters are overly ambitious in presenting material. Regardless of the time allowed, an audience can neither retain nor stay focused on more than Three Key Points.

Each Key Point must be:

- Important to the audience
- In alignment with the purposes of the presentation
- Build the presentation towards the final Call to Action

Speakers should organize their material around Three Key Points. Another helpful hint that benefits speakers and the audience is to “signpost” or explain each of the three points to the audience. This will give them a plan or roadmap of the presentation and allow them to follow along better. Signpost the Three Key Points:

- At the beginning of the presentation
- As you introduce each of the Three Key Points
- As a summary

And importantly, the Three Key Points must be relevant to your audience. To be persuasive and captivate the audience, a speaker must address their specific needs.

A good speaker will:

- Take time to clearly understand what they have and what they want
- Ask questions to learn what is important to the audience
- Target the presentation to those needs

The upfront time a speaker spends preparing for a presentation greatly increases the likelihood of success. External speakers are very likely to perform strategic “groundwork” before speaking to an audience. (If they don't ask questions about the audience, you should be concerned!) However, how often do

- Internal speakers ask questions about what the audience wants to hear?

- Sales people query a customer about the necessary content for a sales presentation?
- Senior Management pause and consider the needs of the audience when making presentations?

Without a clear, compelling message and effective preparation, a presentation will fall short of expectations – the speaker's and the audience's.

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### **3. SEEING IS BELIEVING**

The University of Minnesota reports that an audience is 43% more likely to be persuaded if a presentation uses visual aids.

The current trend is an over-reliance on PowerPoint slides. Used strategically visual aids will break up the monotony of a presentation and increase audience retention by appealing to more than one style of communication.

Here are three important guidelines:

1. Connect with your audience  
Talk to the audience not the screen. Face the audience when you want them to look at you. If you want them to look at the screen, face the screen.
  2. Explain the information; don't read the visual aid  
Describe the purpose of the slide. Describe for the audience how the information is organized. For example, "The table is divided into two sections. The first three columns are relative..."
  3. Motivate the audience  
Give them a reason to pay attention to what's on the screen. Describe the information in terms of benefits to the audience. For example, "This comparison is one you should become familiar with. It will save you money."
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### **4. SPEAK TO ME**

Presentation skills can be learned.

- Your sales presentations (or your sales team's presentation) can be more persuasive.
- Your internal speakers can be more engaging.
- You can learn to effectively handle audience questions.

- You create engaging, persuasive presentations.

Individual or small group coaching can make a world of difference. Investing 1-2 days in developing a personal presentation style can produce results immediately and for many future presentations.

*Upfront Persuasion through Presentation* is a 1 –2 ½ day program that can help people develop and refine their presentation skills – to become competent in both content development and delivery techniques. The program provides tools to create presentation that are clear, concise and compelling.

Many of the ideas and tips offered in this issue of T.I.M.E. are directly taken from the *Upfront Persuasion through Presentation* program.

For more information on Upfront or to schedule a program for your group, please contact Sue Tinnish at [stinnish@ameritech.net](mailto:stinnish@ameritech.net)

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## **5. QUICKIE: HUM A FEW BARS**

Susan Berkley from her book “Speak to Influence: How to Unlock the Hidden Power of Your Voice” offers three tips to insure your voice is harmonious, effective and strong when presenting:

1. Use Your Humming Voice As Your Speaking Voice  
Your ideal speaking should match your humming voice in pitch. A tape recorder will make it easier to compare the two. To practice speaking at your humming pitch, alternate humming and speaking until you get the hang of it. (Best done in Private!) In public, hum discreetly by saying, "um hum" as if agreeing with the other person you are talking to. This will keep you speaking at your optimal pitch throughout the day.
2. Relax  
Tension tends to make the voice rise. For a better voice, breathe deeply and exhale stress.
3. Speak From Your Body, Not Your Head  
While speaking visualize that your voice is emanating from your chest or your belly instead of your head. Now reverse the process and see if you can notice the difference. A head voice sounds thinner, a chest voice deeper and more resonant. To test that your voice is properly placed, put your hand on your breastbone. It should vibrate slightly when you speak.

Another common concern is how to properly introduce a speaker. For free hints on crafting memorable, interesting and informative speaker introductions, email us for this month’s freebie. Just send an email to [stinnish@ameritech.net](mailto:stinnish@ameritech.net) with the words

“Introductions” in the subject line and we will send you a freebie.

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## **6. T.I.M.E. GONE BY**

Past issues of T.I.M.E. can be downloaded as a MS Word document. Here is an index of topics and “freebies” offered in the past:

May 2000: Teambuilding and (freebie) New York Times reprint and summary on why teambuilding programs miss the mark. [May](#)

June 2000: Green Meetings and (freebie) list of books that have 20-30 minute exercises for meetings and events. [June](#)

July 2000: American (Values) and (freebie) Meeting Analysis, a 1-page document that will outline the scope and needs analysis for your next meeting. [July](#)

August 2000: Minimum/Minimal Meetings and (freebie) Web Winners (web resources to make you and your meetings more productive). [August](#)

October 2000: Evaluations and (freebie) sample evaluation questions. [October](#)

November 2000: Politics and (freebie) on-line experiences. [November](#)

December 2000: Toys and (freebie) brainstorming ideas. [December](#)

January 2001: Sales, Award Presentations and (freebie) sales tips. [January](#)

February 2001: Change, Change Management and Communicating change and (freebie) Change Bombs (reasons change management fails). [February](#)

March 2001: Open Space Technology. [March](#)

April 2001: Adult Learning Styles and (freebie) Trade Show Timeline [April 2001](#)

May 2001: Trade Shows and (freebie) Trade Show timeline [May 2001](#)

June 2001: Emotional Intelligence and (freebie) EI quiz [June 2001](#)

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## **7. FUTURE T.I.M.E.**

Sue Tinnish can partner with you in a variety of ways to improve your next meeting or event. Consider the following ways she has worked with organizations:

- Customized activities and games
- Creative teambuilding activities (design and delivery)
- Teaching speakers to better engage adult audiences
- Delivering On Track training simulations to meetings (see [www.ontrackusa.com](http://www.ontrackusa.com))

- Recommendations for improving meeting content
- Speaker at conferences

For more information contact Sue directly at SEAL Inc., 1415 N. Salem Blvd., Arlington Heights, Illinois 60004-4545 or at 847.394.9857.

Also mark you calendar for the following dates when Sue will be speaking

ITME Motivation Show at McCormick Place in Chicago, Illinois

100 Ways to Transform Your Meetings  
Wednesday, October 10, 2001 from 9:30 - 10:30 a.m.

Looking into the Role of Emotional Intelligence  
Thursday, October 11, 2001 from 12:30 – 1:30 p.m..

Lights, Color, Sound & Action: Reaching a Jaded Audience  
Thursday, October 11, 2001 from 11:00 a.m. – 12:00 p.m.

Beyond the Trade Show Floor  
American Society of Travel Agents World Congress  
Seville Spain  
Tuesday, November 6 from 10:00 – 11:30 am

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