



PREPARING FOR YOUR SPEAKING ENGAGEMENT

WHAT'S IN THIS DOCUMENT

Prior to Event: Getting ready for successful panel participation

Day of Seminar: Being buttoned up before, during and after the session

Public Speaking Tips: Tips to make sure your message lands well

PRIOR TO EVENT

- Participate in a preliminary conference call with your primary presenter/moderator and co-presenters (if applicable) to identify the most appropriate content and presentation format for your topic.
- Address the topics identified in your session description so audience expectations are met; conference attendees have selected your session based on this information.
- Develop the content of your presentation in a way that is most relevant to your audience.
- Organize your materials and presentation in a logical sequence with a beginning, middle, and end.
- Incorporate opportunities for audience interaction, idea sharing, and questions and answers.
- Be prepared to address questions related to your session topic and presentation.
- Convey knowledge of our industry, your expertise, and insights.
- Use your presentation as an educational rather than a commercial opportunity.
- Please do not "sell" yourself, your business, or your product during the presentation.

DAY OF SEMINAR

- Report to your session room at least 15 minutes before your session begins. This will allow time for you to get settled and check AV equipment.
- Meet your room monitor in the session room. This representative will introduce you to the audience, be in attendance during your presentation.
- Start and end on time. Out of respect for the audience, your fellow presenters, and other conference events, it is imperative that each session ends on time.
- Adapt to the audience as the session moves forward, watch for visual "cues" and topics of interest.
- Repeat any questions for the entire audience before you begin to answer.

PUBLIC SPEAKING TIPS

- Effective public speaking is a combination of prior planning, positive attitude, and listening skills.
- Engage your audience with a smile and relaxed, confident presentation style.
- Grab the audience's attention with a provocative opening, thought-provoking question, or intriguing story about your subject.
- Take a few breaths before speaking and before launching into a new topic.
- Maintain good eye contact and keep a steady voice to hold the audience's attention.
- If you do not speak on a regular basis, rehearsing your presentation in advance may provide additional confidence.