

# BEST PRACTICES IN PRESENTATION DELIVERY



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# Introduction

Most presenters will work tirelessly putting together and perfecting their slide decks. They will spend countless hours selecting images, inserting multimedia clips, choosing fonts and colors, creating diagrams and charts. But, the work doesn't end there. The information on those slides must then be communicated to audience members in a way that is compelling, interesting, and memorable.

Yes, it's true that visual aids are an important element of any presentation. But, most experts will agree that it is the speaker himself who can make or break the session. In other words, if the content isn't delivered properly, the intended impact on the audience is likely to be diluted – no matter how great the slide set is.

No one put it better than Dale Carnegie, when he said, "There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave."

Some people are just natural born speakers – they are comfortable talking in front of large crowds, they convey an air of authority, and they ooze charisma. But they are the minority. For most, truly effective presentation delivery requires practice. A lot of practice. Even Mark Twain once said, "It usually takes me more than three weeks to prepare a good impromptu speech."

This eBook is a compilation of proven tips, techniques, and best practices that can help you become a top-notch speaker. We'll discuss everything from staying calm, properly using body language, and handling questions, to how to deal with difficult or disruptive audience members. You'll gain the skills and knowledge you need to speak with conviction, engage your audience, and get the reaction and response you're looking for.

# Chapter 1: Staying Calm, Cool, and Collected

When you're giving a presentation, the last thing you want is to convey a sense of anxiousness or nervousness. It's no secret that if you don't appear calm, cool, and collected, you won't gain the complete confidence of your audience. As a result, you'll lose much-needed credibility and authority.

But, keeping it together isn't always so easy – particularly if you are a first-time presenter, or someone who is just nervous by nature. What are some of the best ways to keep your anxiety in check – or at the very least, to hide it from your audience?

## Be Over-Prepared

The more comfortable you are with your content and planned delivery, the less nervous you'll be. Careful preparation of your slide deck, and lots of practice in front of the mirror means you'll be far less likely to make mistakes. And, that will go a long way towards easing your fears and boosting your confidence.

## Just Breathe

Your voice is shaking, and your heart is pounding. What now? It may sound cliché, but take a nice, long, deep breath. The extra oxygen will help calm your nerves, while the brief pause will give you a moment to collect your thoughts and get back on track.

## Hold Something

Shaking hands are one of the most common symptoms of nervousness, and send a clear signal to your audience that you aren't comfortable taking command of the room. By holding something – perhaps a laser pointer or a wireless mouse – you can minimize any obvious jittery movements.

### **Choose a Focal Point**

It may help to pick an object in the back of the room, one that requires you to point your gaze in the same direction as if you were making eye contact with the audience. By diverting your attention to that object, you can mentally block your attendees out, while giving the impression that you are looking right at them.

### **Keep a Glass of Water Nearby**

Dry mouth is another common side effect of the presentation jitters. But when your mouth and throat get dry, your voice cracks – something that will only exacerbate your nervousness. Always have a glass of water readily available. It will not only keep your thirst quenched, but taking a few sips will buy you a few moments to compose yourself whenever needed.

## **Chapter 2: Engaging Your Audience and Keeping Them Interested**

Sometimes, the content you're covering in your presentation may be less than exciting. In fact, if you're leading a training class or an educational session, it is probably downright dry and boring. In those cases, it is up to you to "spice it up", structuring your content in a way that grabs and maintains your audience's attention.

### **Make It Interactive**

Many experts believe that traditional lecturing is a no-no. You need to get your audience involved. Polls, questions, games, and group exercises are just a few effective ways to accomplish that. Even pop-quizzes given periodically throughout the session can help. Regardless of which methods you choose, having audience members actively participate in the presentation itself is one of the best ways to keep them engaged and interested.

### **Be Lively**

Today's audiences are more fickle than ever. So, you'll need to do more than just inform, you'll need to entertain. It's a good idea to crank it up a notch or two. Tell more jokes than you normally would, exaggerate your hand gestures a bit, or be even more emphatic when stressing important ideas or emphasizing key points. A little extra enthusiasm will go a very long way.

### **Take a Lot of Breaks**

People's minds are likely to wander, no matter what tactics you try to avoid it. They'll start thinking about the phone calls they need to make, the emails they need to catch up on, etc. Taking frequent breaks will allow them to get up and stretch, and take care of any outstanding business. They'll return with a clear head, refreshed and ready to listen to you.

### **Remind Them Why It's Important to Listen**

Even though your audience intends to give you their undivided attention, they often find it tough to stay focused despite their best efforts. Give them subtle, polite reminders of the reasons they're there in the first place, and the possible consequences of missing important information. For example, if your attendees are getting ready to take an important test, let them know how challenging the exam is, and that the content you're covering is likely to be represented in the questions asked.

## **Chapter 3: How to be More Theatrical and Dramatic**

While in some presentation scenarios, the subtle approach is the better one to take, many cases call for a very over-the-top delivery, one in which everything – from your hand gestures to your tone of voice – has a theatrical flair to it.

By taking the excitement and energy up a notch or two, and sprinkling in a little drama, you can give your audience a presentation experience they'll never forget.

### **Tell a Story**

Nothing adds drama to a presentation more than an action-packed, one-of-a-kind tale that demonstrates your key points. Trying to teach attendees about motivation and perseverance? Talk about the time your brother finished a triathlon – in first place – while battling the swine flu. Giving advice on effective interview techniques? Share the story of when you were put in front of an executive “firing squad”, and how you managed to keep your cool – and get the job. Interesting, thrilling stories will captivate your audience, and create a sense of excitement around your subject matter.

### **Bigger, Bolder, Louder**

At the heart of every dramatic presentation is the strong use of emphasis. Drama is all about exaggeration. So, everything from your voice inflections to your hand motions and facial expressions, and even the images you use on your slides, should be far “grandier” than normal, particularly at times when you want to draw attention to the most important elements within your content.

### **Act It Out**

Speeches can get dry and boring. You talk, the audience listens. Yawn. Whenever possible, jazz it up by acting out the ideas you’re trying to convey. For example, if you’re training new customer support reps on how to handle angry clients, act out a mock conversation between a caller and an agent. You can even engage your audience further by asking them to participate in these “acts”.

### **It’s All About the Showmanship**

When you are delivering a dramatic presentation, keep in mind that you are the host, the ringmaster, the emcee. It’s up to you to set the tone, and to make your presentation as entertaining as possible. Put on your showman’s hat, and bring all the charm and charisma you can muster.

### **Put Yourself in the Audience’s Shoes**

Review your presentation from the perspective of your attendees. Go through it section by section, and analyze it carefully – for both content and delivery. If it isn’t attention-grabbing, compelling, or high-impact, find a way to make it so – or remove it.

## Chapter 4: Effective Use of Body Language

While what you say is very important, most often it's the non-verbal cues you give that will determine how the audience responds to your presentation. Your body language, the subtle movements and gestures you make as you speak, is crucial. The right body language can help you build a rapport with your audience, and add impact to your content. But, the wrong body language can make your presentation less effective.

### Keep Your Eyes on the Audience

Nothing conveys confidence and authority more than direct eye contact. Failure to look at the people you're presenting to may give the impression that you're insecure, or even worse, dishonest. What's the key to maintaining eye contact throughout your presentation?

Preparation! Know your content well, so you can look at your audience instead of your notes or slides.

### Avoid "Blocking"

Certain gestures – like crossing your arms, putting your hands in your pockets, or standing behind a podium or laptop – can make you appear standoffish or unfriendly, and hinder your ability to connect with your audience. This type of body language is known as "blocking", and should be avoided at all costs. Instead, walk around the room and try to use deliberate hand gestures to emphasize what you're saying.

### Smiles and Other Facial Expressions

While all types of facial expressions can help you stress key points, and should be used for emphasis wherever possible, the most powerful one in your arsenal is your smile. Nothing relaxes an audience and builds rapport faster. Unless the content of your presentation is somber in nature, which would make smiling inappropriate, smile as often as possible. This is particularly important when presenting over the Web – believe it or not, those listening really will hear it in your voice.



### **Be Aware of Your Posture**

You need to be commanding, and demonstrate an air of authority in order to gain credibility with their audience. Therefore, slouching, leaning, and shifting your weight from one leg to another are not ideal ways to stand as you speak. Keeping your back straight and your shoulders up will convey your confidence to attendees.

### **Your Attire Really Does Matter**

Whether it is more appropriate to dress in formal wear, or business casual attire is debatable, and depends greatly on who your audience is. But, whatever outfit you choose, make sure your clothing is not distracting. Avoid bright colors, busy patterns, noisy jewelry, and other items that may draw the eye, or make it difficult for the audience to hear you as you're speaking.

## **Chapter 5: Soliciting Audience Participation**

Many experts claim that direct audience involvement can take a presentation to the next level – dramatically improving interest levels, information retention, and overall presentation effectiveness. That's why, it may be wise to consider leaving your traditional lecture-style delivery method behind, and opting for a more interactive presentation designed to engage your attendees.

### **Think Outside the Box**

The most commonly-used form of audience participation is, of course, the standard question and answer session. But, while this technique does promote interaction in its most basic form, it isn't particularly exciting. There are many more innovative and interesting ways to get your attendees involved. Choosing unique activities will not only make your presentation more effective, it will make it more memorable and fun for everyone.

### **Make It Relevant**

To further illustrate your key points, try to select activities that tie directly into your content. Group exercises and workshops foster teamwork and collaboration. Games and competitions hone problem-solving skills. Allowing audience members to share their own stories will lend credibility to your content. Think about what you're trying to achieve, whether it's teaching a new skill or influencing specific behaviors, and plan your activities accordingly.

### **Don't Lose Control**

Audience participation is often somewhat unstructured and unpredictable in nature. Many speakers are uncomfortable with this approach, because it forces them to give up a certain amount of control over content, creating the risk of veering off topic, going over schedule, or giving an overly aggressive audience member the opportunity to take over. The key is to maintain some level of structure, so that you can easily get back on track if necessary. For example, if you're breaking attendees up into groups for team exercises, give them a specified amount of time to complete the work. Or, if you're letting your audience members ask questions or share stories, limit them to 1 or 2 contributions each.

### **Engage Them from the Beginning**

You can't expect your audience to sit quietly and listen for 30 minutes, then suddenly switch gears and chime in to participate. Make your session interactive right from moment one. Start with a question for attendees. Or, stop every 10 or 15 minutes for open-forum discussions. This will set the tone for the rest of the presentation, and make your audience more willing to collaborate and communicate.

### **Break the Ice**

Most people hate the idea of public speaking. So don't be surprised if, in a room filled with people, only a handful of them want to answer your questions or share their ideas and stories. One of the best ways to overcome this obstacle is to have them get to know each other beforehand. Have everyone arrive 15 minutes early and serve refreshments while they "network". Or, give everyone two minutes to stand up and introduce themselves before you start your session. This sense of familiarity will make attendees feel more comfortable playing an active role in the presentation.

## Chapter 6: The Right Way to Deal with Hecklers

Fortunately, the majority of your audience members will be kind and respectful during your presentation. But, every once in a while, you may encounter someone who will go out of their way to disrupt your session and distract you as you're speaking. Whether it's someone acting in a confrontational or argumentative manner, joking during the delivery of serious content, or holding side conversations with other attendees, coming face to face with a heckler is sure to rattle even the most seasoned presenter.

### Prepare in Advance

The best way to combat a heckler is to beat him to the punch. Review your presentation content, and try to anticipate the kinds of trick questions someone could ask, or the snide comments or jokes a person may have the opportunity to make. Be sure to have a comeback or response ready – their inability to throw you off your game will hopefully be enough to silence them.

### Keep Your Temper in Check

While the natural reaction will be to get angry or upset, do your best to stay calm and composed. Seeing you lose your cool is exactly what the heckler wants, and if you do so, it may encourage him to keep at it.

### Never Let Them Smell Fear

If a heckler detects even the slightest bit of nervousness, his behavior will certainly continue. By remaining confident at all times, you're demonstrating that you can't be shaken, and letting him know that he's wasting his time. In fact, some experts have even suggested moving to a position either behind or next to the heckler as you're speaking, to send a clear message that you will not be intimidated.

### **Take a Break**

If the heckler gets out of control, a short break – 10 or 15 minutes at most – may be in order. This will give your audience a reprieve from an uncomfortable situation, and allow you to collect your thoughts. You might even want to speak to the offender privately, and ask him to please be more respectful of both you, and the other audience members. You can even offer to continue the discussion or debate with him at a later, more appropriate time.

### **Ask Them to Leave**

This, of course, should be used as a last resort. But, when it becomes clear that the heckler won't stop being disruptive, in spite of your best efforts, he will need to be removed from the audience so the presentation can continue uninterrupted.

## **Chapter 7: Giving Great Presentations via the Web**

Presenting over the Web, instead of in person, can offer many benefits – reduced travel costs and increased convenience for participants, just to name a few. But, effectively conveying information to a remote audience can be a challenge for even the most seasoned presenters. What works well in face-to-face sessions may be ineffective in a Web venue, and you must alter your presentation style accordingly.

### **Keep It Short**

When you're presenting in person, you've got a captive audience. But, Webcast participants are either at home or in their offices, leaving room for many distractions like ringing phones, knocks at the door, or the temptation to perform other work while they're listening to you speak. Therefore, your discussion should be shorter than usual, 30 minutes maximum plus time for questions and answers, to avoid potential interruptions.

### **Use Stronger Voice Inflections**

Remember, your audience can't see you. You won't be able to use hand gestures, facial expressions, or body language for emphasis. All you've got is your voice. So, use a stronger tone and more prominent inflections than you normally would, to make sure key points get across.

### **Keep It Interactive**

It's harder to keep your audience engaged when everyone is scattered across multiple remote locations, so speaking non-stop for a half hour, then saving Q&A until the end may not be the best approach. Take polls or surveys, ask questions, or solicit input at various points throughout the presentation. This type of ongoing interaction will keep attendees interested until the end of your session.

### **Eliminate Background Noises**

Your cell phone rings. An email or pending appointment alert sets off a loud chime. A colleague enters your office, without knocking, and begins speaking. Day-to-day background noise in your office can be annoying and distracting to your audience – and your microphone will pick up all of it. Be sure to turn off any phones, intercoms, alerts, or other noise-making mechanisms, and hang a “do not disturb” sign on your door, before you start presenting.

### **Check Your Equipment Ahead of Time**

If your equipment fails while you're presenting in person, you've got other ways to communicate. But when you're hosting a Webcast, your options are limited in the event of a technical disaster. That's why it's so important to do a “test run” of your presentation several hours before your session, to ensure that your slides have uploaded properly, and that your microphone and other equipment are all in working order.

## **Chapter 8: Proper Co-Presenting Etiquette**

While the majority of presentations are a solo effort, there will be many scenarios where you may need to deliver one alongside a peer, colleague, business partner, industry expert, or other third-party. But, sharing the stage is not always as easy as it sounds. There's a lot more involved than just a group of people taking turns giving speeches or flipping through slide decks. Presentation professionals agree that the keys to seamless co-presenting are consistency and courtesy.

### **Practice, Practice, Practice**

When you're speaking alone, it's only your reputation at stake. But, when you're part of a panel, your performance – or lack thereof – will also impact how the audience perceives the others. Out of respect for your co-presenters, make sure you're prepared and well-versed in your content.

### **Don't Interrupt**

Your colleague misses a thought, misspeaks, or makes some other error. What do you do? Bite your tongue. Although it may take a tremendous amount of will to stay quiet, interrupting or correcting another speaker as they are presenting will hinder their credibility in the eyes of the attendees.

However, that doesn't mean that mistakes should go uncorrected. Try subtly passing the speaker a note. Or, if you haven't already delivered your portion of the presentation, use your own time slot as an opportunity to clear up any miscommunication. If you've already spoken, use the question and answer session to clarify the appropriate points.

### **Watch the Clock**

In most cases, a group of presenters will be given a defined period of time to make their collective pitch. That time will then be divided among the various members of the panel, based on the content they are covering. Therefore, out of respect for your co-presenters, it's critical to watch the clock. Going over your allotted number of minutes will likely force another speaker to have to shorten their portion of the presentation on the fly.

### **Pay Attention to Presentation Flow**

When presenting in a group, you'll need to do more than just slap together a bunch of disparate slide sets. The entire presentation should flow smoothly from one speaker to the next, with consistency and cohesiveness in the way slides are designed, content is presented, etc. Additionally, the messages being conveyed by the various presenters must be tied together – preferably both at the beginning and the end of the session – so the audience can absorb not only each individual message, but the unified ideas and thoughts the group as a whole is trying to convey.

### **Be Ready to “Substitute”**

You never know when a problem may arise. A colleague may get stuck in traffic, or have a family emergency that makes them unable to deliver their portion of the presentation. Since skipping a segment of the speech will undoubtedly hinder its effectiveness, you and the other co-presenters should proactively prepare for such emergencies by familiarizing yourselves with each others’ content. That way, any member of the group can fill in for another, at any time.

## **Chapter 9: Measuring Your Effectiveness as a Presenter**

You’ve compiled content that is comprehensive and informative. You’ve designed slides that pack maximum visual impact. You’ve purchased the best A/V equipment on the market. But, if your delivery skills are sub-par, your presentation will still fall flat.

You think you’re a good presenter, but how do you really know for sure? And, even if your delivery skills are sharp, are there still areas that leave room for some improvement?

### **Define Your Objective**

In order to determine if you’ve been successful, you’ll need to know exactly what it is you were trying to achieve in the first place. Do you want your audience to engage in a specific call to action, such as purchasing a product or service? Are you preparing them to pass a test or exam? Or, are you just trying to “educate” them, and want them to retain/learn as much as possible? Having a specific, measurable goal is the best way to know if you’ve done your job right.

### **Watch Audience Reactions Carefully**

Evaluating your presentation skills is often as easy as gauging your audience’s reaction to you. Are their eyes locked on you, or your slides, at all times? Are they furiously taking notes, trying to jot down everything you say as if they were the most important words ever uttered? Or, do they appear bored and disengaged (for example, are they checking their emails on their Blackberry devices as you speak)? Just like your body language speaks volumes – so does theirs!

### **Gather Feedback Anonymously**

People are more likely to be honest if you allow them to share their opinions anonymously. This is particularly important if your audience members are likely to be sitting in on other sessions you'll be delivering in the future. It's also a good idea to leave them some room to write down their own thoughts about your presentation skills, instead of simply asking them multiple choice questions. You may be surprised – by allowing them to express their feedback more openly, they may offer suggestions you never even considered.

### **Practice in Front of Your Peers**

Your colleagues – particularly those who are considered to be great presenters – can provide terrific feedback on your skills. Ask them to sit in during a “dry run”, and have them to perform a constructive critique of your abilities.

## **Chapter 10: Helpful Presentation Gadgets**

The days of flip charts, transparent overheads, and other old-school presentation delivery mediums are long gone. In fact, Kodak stopped manufacturing slide projectors several years ago. Like most presenters today, you create your slides electronically, on your desktop or laptop. Yet sharing them with your audience members can be quite a challenge without the help of certain audio/visual aids.

### **Portable Projector**

As you speak, you want your audience to follow along with your slides. But at the same time, you really need them to direct their gaze in your general direction, so they can see your facial expressions, hand gestures, etc. The most effective way to do this is to use a projector that will enlarge and display your slides on a screen, or directly on the wall right behind you. Most of the projectors available today are small and lightweight, ideal if you are a sales reps or other “mobile” presenters.



### **Laser Pointer**

Pointing at certain objects on your projected slides can help you call attention to them as you are speaking about them (for example, isolating a component of a complex diagram to explain its role). Yet, there may be instances where certain elements or images are out of arm's reach. Or, perhaps you like to move around the room, walking through the audience as you speak. A laser pointer will make it easy for you to highlight key points on your slides, even when your fingers can't.

### **Microphone**

Your audience can't absorb what you're telling them if they can't hear what you're saying. A microphone can help ensure that your voice resonates loudly and clearly across the entire room. This is particularly important if you are presenting to a large audience in a space with poor acoustics. Using a microphone doesn't necessarily mean carrying one of those cumbersome hand-held models. Today, there are plenty of small, inexpensive ones that will clip right on to your shirt collar.

### **Tape Recorder**

While this gadget may not help improve the presentation that's currently in session, listening to and critiquing yourself afterwards can help you enhance the delivery of future presentations. Even great presenters can become better. By reviewing recordings to identify areas in need of improvement, you too can become the best presenter possible.

## Chapter 11: The Best Ways to Market Your Presentation

Creating a killer slide deck, and fine-tuning your delivery are just a few of the steps required to ensure the success of your presentation. One of the most important activities, however, is promoting your session. In fact, putting together a marketing plan may be just as critical as designing your slides. So, you need to be smart when it comes to getting the word out there.

Whether you're giving a "brick and mortar" speech, or hosting a real-time Webcast, finding the most effective ways to grab the attention of your target audience, and enticing them to attend your live presentation, can be quite a challenge.

### Leverage the Web

Web advertising is still one of the most effective ways to get your message out there. Recent studies show that click-through rates for banner ads currently average about 2.1 percent – nearly double the response rates for email campaigns. The key to attracting the right audience is to find the right sites to promote your presentation on. So be sure to do plenty of research before placing your ads.

It may also be wise to set up a Web site specifically dedicated to your event, and leverage advanced search engine optimization (SEO) techniques to ensure that people searching for related information can easily find it. Focus on raising your rank in organic searches, instead of using paid or sponsored search, which is far more effective, according to marketing gurus like Marketing Sherpa.

### Try Multiple Communication Methods

Multi-channel promotional strategies have become extremely popular among marketing professionals. Why? Because when people hear the same message, over and over again, through multiple vehicles, it is more likely to resonate. Additionally, using multiple channels – email, direct mail, telemarketing, etc. – makes it more likely that your invitation will be read at least once. For example, a recipient who tosses your postcard in the mail may read your email.

### **Jump on the Social Media Bandwagon**

Facebook, Twitter, and message boards are all great ways to communicate instantly with your target audience, and promote your presentation to them. But, these venues do more than just connect you with the right people. They allow you to collaborate with them in ways never before possible. For example, you can gather feedback and ideas from potential attendees in advance, to ensure that your presentation content is as impactful as possible. Or, you can solicit opinions after your session, and use that input to improve future presentations.

### **Choose a Co-Presenter**

Having a well-known speaker, such as an analyst or other industry pundit, co-present with you can serve two purposes. First, more people are likely to want to hear what an “expert” has to say, and therefore, may be more willing to attend your session than if you were presenting alone. Second, your co-presenter will want to help you promote the session, since they too will benefit from a larger audience.

There are also many cases where you may want to make your presentation available on-demand. For example, perhaps you’ve given a Webinar that was quite successful. You invited thousands of people, but only a hundred showed up. Posting it to the Web, where other members of your target audience can easily access it, is another great way to ensure that the largest possible base of people will hear your message.

In fact, many people prefer the on-demand approach, since they can watch at their own convenience, or pause the presentation if something urgent arises, without missing any important points. But once your on-demand presentation has been made available, you’ll need to let people know it’s there, and encourage them to download or view it.

### **Go Back to the Base**

Just because only a fraction of those you invited actually attended, it doesn’t necessarily mean that the others weren’t interested in what you had to say. They may have wanted to participate, but prior commitments prevented them from doing so. So, once you post your on-demand presentation to your Web site, be sure to go back and inform those who were previously invited. You’ll be surprised at how many of them take the bait.

### **Make it a Call to Action**

Many experts believe that the reason most marketing campaigns fail is because they lack a compelling call to action. Unless you give recipients a solid reason to respond – for example, by offering them something of perceived value – they simply won't reply. Using the download of your on-demand presentation as a response mechanism is a great way to drive traffic to your Web site, and boost campaign response rates.

### **Leverage Industry Resources**

No matter what market you work in, there are likely Web sites that serve as resource portals for potential buyers. These are great places for you to post not only pre-recorded presentations, but white papers and other promotional materials as well. The site administrators may even help you promote your session, to help drive additional downloads.

### **Alert the Media**

Try issuing a media alert or a press release when your session has been posted. Perhaps you don't think an on-demand presentation is "newsworthy", but many publications will, indeed, make mention of these types of resources. Editors and writers may even view the presentation themselves, to educate themselves on your product or service, or your company.

You can also form relationships with bloggers and other online journalists, who can make mention of your on-demand Webcast when they publish posts and articles on related topics.

### **Use Online Networks**

Facebook, LinkedIn, Twitter, and other social media outlets provide an open venue for you to share information with people who are interested in similar topics or ideas. By setting up profiles on each of these sites, you can find people who are seeking certain types of information. And, those you connect with are probably those that are most likely to download your on-demand presentation.

## Conclusion

In order to become an effective and successful presenter, you need to understand that it's not just your content that matters – but how you convey those thoughts and ideas to those in your audience. Everything from your hand gestures to your tone of voice will have a profound impact on the way your attendees perceive you, and what you're saying.

Actor George Jessel once joked that, “the human brain is a wonderful organ. It starts to work as soon as you are born, and doesn't stop until you get up to deliver a speech”.

It's true that nerves and fear can often throw even the most seasoned presenters off their game. In fact, there are countless studies that show that public speaking is the top phobia among most people. But, by being more aware of your physical presence in front of an audience, and knowing how to use body language, deal with difficult or disruptive attendees, encourage interactivity and participation, or add drama and flair to your speech, anyone can become a top-notch presenter.

