

## What makes a presentation memorable? Personal presence!

Personal presence makes people remember a presenter. It's what you notice about a person – their physicality, their appearance and their behaviour. People with presence are prepared – they know what they are going to talk about and how they are going to say it. It is NOT taken for granted, but rather practiced and perfected. Here's how:



### What you see is what you get – make a great first visual impression!

**You don't get a second chance to make a good first impression. Planning ahead and taking your audience into account is key.**

Within seconds of listening and watching someone present, our “gut feelings” control how we react to that person. Will we listen to what they have to say? Will we believe what they say? There are three checkpoints to help you leave a good, memorable first impression on your audience and get them listening to you:

- **Appearance.** Take a close look at the clothing you are wearing – does it suit you? Do you feel good in your clothing? Does it reflect the audience and your message? Is your hair combed properly? Is everything neat and tidy?
- **Power Start.** Step up to the front, place your weight evenly on both feet, create eye-contact, smile and pause for just a second while you get yourself mentally ready – visualize success and show that you are confident – but not arrogant or dominant! Open your arms out and palms up in a welcoming gesture as you greet your audience. This is a universal gesture that works everywhere.
- **Your first sentence.** The first words your audience hears is key. Your voice should be at the proper volume and have the proper pitch. Speak slowly, clearly and be sure that you look at your audience – not your notes! Memorize your beginning. Warm up your voice beforehand, if necessary. Make it sound friendly.

Making a great visual first impression is a key element in the “Powertalk” seminar as well as in the classic “Effective Business Presentations” seminar and is practiced in every other seminar HPS offers as well.

Plan well and don't leave your first impression to chance. Practice it in front of a mirror.



### Make your body talk – take advantage of this powerful medium

**PowerPoint is part and parcel of presenting. But do you just turn on the projector and then let the rest take care of itself?**

An actor or a prop is never “coincidentally” somewhere on the stage. They are there to leave an impression – as are you:

- **Stand – don't sit!** Personal presence is much more effective when you stand up – straight, full frontal position and not hiding behind a lectern or notebook.
- **Consciously sit down – deliberately stand up.** You signal a willingness to belong when you sit in a small group, but stand-up (spontaneously, coincidentally...) and point directly at the picture. This places you in centre of attention.
- **Guide them through your visual** by using your hand (not the laser pointer!). This enlarges your person and increases your impression of presence.

Participants learn how “vampires” draw away the attention and what they can do to avoid this in the classic presentation seminar “Effective Business Presentations.”

Don't allow others to direct you around – it's up to you to optimize the impression you would like to leave with your audience.



## Movement creates presence – take control of the space you are in!

The majority of presenters either stand like a statue in one place or run back and forth nervously. Either way, this inhibits your “presence”.

Whoever controls more territory has more power. Whoever has more power is more important. And people will listen to whoever is important. Therefore:

- **Move consciously:** Change your position – closer/further, left/right. But always have solid floor contact when you’re not moving.
- **LARGE descriptive gestures.** Why do camera shutters click as soon as a speaker gestures? Why are the powerful people always photographed with their arms wide? Exactly. Power is represented by enlarging the person.
- **“Laser-beam look:”** Shoot your glance out – into all corners of the room as well – like a laser beam at a pair of eyes for the length of a couple of thoughts or about three seconds.

Join those on the path to more presence in the seminar “Powertalk,” where you’ll learn effective keys to improving your personal presence.

Through conscious movement and personal enlargement, your presence will radiate out throughout the entire room.



## English Tips

### Getting off to a good start – phrases in English to open a presentation.

Part of making a good first impression is having an effective opening to your presentation.

Take advantage of the wonderful opportunity to grab the attention of your audience at the beginning of your presentation. Jump right into your presentation by using one of these four solutions:

- **Ask a catchy rhetorical question:**  
*Is market research important for brand development?*  
*Do we really need quality assurance?*  
*How would you like to save € 50,000 next quarter?*
- **Quote an interesting fact:**  
*According to an article I read recently...*  
*Did you know that...?*  
*I’d like to share an amazing fact/figure with you...*
- **Tell a story / anecdote:**  
*I remember when I attended a meeting in Paris...*  
*In Madrid, I was once asked the following question...*  
*Let me tell you what happened to me when...*
- **Give them a problem to think about:**  
*Suppose you wanted to... How would you go about it?*  
*Imagine you had to ... What would your first step be?*  
*What would you do in the following situation...?*

Our international English seminars focus on the non-native speaker of English. The goal is to forget the grammar and concentrate on the message, while giving you the tools to make you fluent.

You don’t get a second chance. Use it well!

## Questions, Ideas & Tips ...

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