

Mastering large presentations!

Your first time standing in front of 200 people? On a stage and behind a microphone? Feeling a bit nervous? Great! But you'll need more than just a good shot of adrenalin. Here are some practical tips:



Preparation: less is more

99 Conference rooms and banqueting halls are not only bigger; the atmosphere is also completely different!

Large groups will be less focused – even when the topic is business – more interested in being entertained and much more heterogeneous. Therefore:

- **Content: less information and very clear structure.** Use 'signposts' regularly (where we are and what's coming next), summarize, don't waffle and formulate memorable messages.
- **Visual aids: the bigger the group, the less digital material** (words & figures). Rely instead on more images: photos, diagrams, maps. All in large format, with strong colors and a clear layout!
- **Language: simple and concise.** Use short sentences, no flashy words, lots of pauses. Check the acoustics of the microphone before you start. Speak too fast and you'll kill the presentation. Repeat key messages several times.
- **Gestures: establish presence with selective, purposeful movements.** Constant movement makes you appear hectic. Think first. Which points do you want to highlight? Make the accompanying gestures extra large and extra slow! How large is the audience? That's how wide to spread your arms!

The basics of personal impact are highlighted in our Effective Business Presentations seminar.



100 Setting the scene: central – visible - free

100 Setting the stage is your responsibility – blaming someone else won't help.

"The organizer will deal with it!" A fatal mistake. Trust no-one but yourself.

- **Central position:** signal your importance but avoid standing dead centre – that appears to pushy. If possible, stand to the left of visual aids (point to the start of lines)
- **A raised platform is a must** for groups over 100. Lecterns are necessary but also act as barriers. It's better to use a small standing table for your notes or notebook which means your legs can still be seen. Welcome the audience from **BESIDE** the lectern!
- **Free – "If you want to move others, you have to move yourself!"** This applies even more to large audiences. Make sure you have the space to move around and use a...
- **Remote microphone.** If you can, **choose a headset.** If you have to use a handheld mike, speak into the head of the mike not over it. Imagine you are drinking from a glass. Free also means you in control of which visual appears when. Don't rely on someone else to operate the notebook!

100th Presentation Tip Quiz!

Answer 3 questions correctly for a chance to win seminar places!

More details at:

www.hps-training.com/quiz!

100th Tip

HPS trainers are available as coaches for dry runs and to provide valuable advice!

The less experience you have with large presentations, the more important it is to check everything on site. If necessary, ask to see photos of the venue!



Get the audience on board: the first minute really counts!

101 The start is the most difficult part. That's why it needs to be perfect!

The ingredients and procedure of great openings are covered in our Powertalk and Effective Business Presentations seminars.

Sure, the issue is important, but what the audience needs most is to 'connect' with the presenter and to feel appreciated.

- **Display energy and enjoyment.** "I'm glad to be here today" is meaningless. With a smile and a loud voice explain in a few words: WHY you are pleased to be there.
- **Get the audience on board by addressing their interests.** "You are all (employees, business people, patients, colleagues, etc.), you are involved in...., and asking yourself...., etc." But, why tell them what they already know? It shows them that you are interested in them as a target audience.
- **Add a memorable moment:** bring a football along, read a headline from the newspaper, quote someone in the audience.
- **Practice the first minute – run through it out loud.** Getting off to a great start will boost your self confidence and make the audience receptive for more. The rest will be (relatively) easy!



English Tips

102 When presenting to a large, international audience, not everyone will speak or understand the language well.

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.

So take the following aspects into consideration:

- Send your manuscript to the interpreter well ahead of time
- Keep your sentences – and your thoughts – short
- Build in pauses so that the interpreter has time to translate
- Put picture headlines in the two most important languages
- Avoid difficult-to-translate idiomatic expressions. "It's raining cats and dogs" is proper, expressive English, but not easy for non-natives.
- Keep your analogies simple and international.
- Be careful with humour – what is funny in one language may not be funny in another, or may not translate at all.

Keep these tips in mind and you'll make it easier for you and your audience.

Today's tip:

Keep eye contact – even if you can't see anyone!

New!

Looking all over the place makes you appear nervous and evasive – and it will make you nervous as your brain gets overloaded with information. Imagine a massive 'W' above the heads of the audience and speak to each of the five points for as long as it takes to cover one idea or point. Then move on to the next point of the 'W'. Even if you can't make out the faces in the audience, your eye contact will appear more confident and you'll connect with a large group of people at every glance. Extra tip: After the 'W', try the same trick with 'M'.

Questions, Ideas & Tips ...

You'll find this edition at www.hps-training.com



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