

Spotlight Presentation Academy: Tips & Reminders

PREPARING YOUR PRESENTATION

Do not bore your audience; it is the speaker's job to own and transform the energy of the audience; the speaker should not have boring body language or boring vocal tones and must be passionately engaged in the idea they are sharing at all times.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou

Surprise kills boredom. Keep your audience engaged with information that is authentic and surprising. What is the best way to do this?

By thinking about your audience, imagining your audience and answering the question "who is my audience and what information do they need?" Then work to engage your audience with something new, authentic and surprising.

Remember: your talk or presentation is a gift for this audience. You know what you are saying, your audience does not. Take them with you on a journey to understanding the information you wish to share:



The speaker is the driver and the audience is the passenger.

Answer the question: who is my passenger and what is my destination?

Then, take the shortest most scenic route to get there, stopping at relevant places along the way. These stops are your data points – research, anecdotes and interesting facts that surprise, delight and inform your audience and help you reach your destination.

So, much like a well planned road trip, a successful talk or presentation shows that the speaker has:

1. Determined the destination
2. Knows the audience
3. Thought about stops along the way

And has created an interesting, engaging journey to connect all three.

FINESSING YOUR BODY LANGUAGE

Body language speaks far more than anything you have to say. Be present and bring your whole self to where you are delivering your talk or presentation. The more "you" that you can bring to the stage, the more you will be engaging to your audience.

Before your presentation:

- Shake your hands to release energy, relax and get comfortable.
- Clear your throat and warm up your vocal chords; your voice needs to come from your diaphragm, the depth of your body, and not from the top of your throat.

Starting your presentation:

- Take the stage like you are comfortable and meant to be there; whether it's a stage or in front of a board or class room, begin like you are in control and know what you are doing – because you do!
- Stand with your feet 6-8" apart; do not lock your knees and place even pressure on your feet.

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- Be mindful of your posture and keep your shoulders back and arms at your sides, not crossed in front or behind of you.
- Imagine you are tree, rooted in place. And imagine your toes as little birds that are squeezing a branch. This is going to root you and give you power. This also doesn't mean that you need to be locked firmly in place!

During your presentation:

- Use movement as an extension of your speech and as a way to further make your point and connect with your audience.
- Make eye contact. Pick a few people throughout your talk and make sure to look them in the eye and create that meaningful connection.
- Remember to breathe and pause if you need to take a moment to collect your thoughts. Your audience is cheering you on and will be supportive if you need a moment before proceeding.

USING THE LOGITECH SPOTLIGHT REMOTE

When holding Spotlight, acknowledge its presence in your hand. Hold it comfortably, with your arm gently bent.

Face your audience and not your slide presentation. Also, there is no need to point the clicker at your presentation or at your audience. Keep your hand relaxed and simply click the button forward and back to advance your slides.

The **Highlight** and **Magnify** features will work on all of the screens connected (including remotely) so you don't need to turn around to move the cursor. Just face forward and navigate using your confidence monitor or your laptop.