

Large Group Presentations—It's Not Your Execution Day! It's an Opportunity.

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A large group presentation can feel like an execution day. You're in the front of the room on a raised platform- all alone. All the eyes are on you. It's pretty scary! Those that present to large audiences as their day job will tell you that there are three critical things to remember:

1. **Excite**—The audience attending a conference expects to be excited by what you have said. If they aren't, they will simply walk out the door and either attend another session or go to the bar and network.

As you think about the content for your audience, make sure to key in on fascinating aspects, such as product capabilities. Often by using specific stories of actual customer experiences, you can wow you audience.

At all costs, avoid being too technical. Do not go into a lot of detail, especially on your slides. People remember best in groups of three so three key points are ideal. The typical audience in a large group presentation is very diverse. If people are excited by what you have said, they will seek you out for more information in their particular environment.

2. **Ensure**—Ensure that people listen to you by being logical. People won't do the organizing for you. Your listeners' expectation is that your argument makes sense. Facts need to be backed up by data and examples. Remember, people are skeptical of outlandish claims.

In addition, the segue way from point to point is also important. Ideas need to be con-

nected. Your points should not hang alone. There should be a simple, logical flow to your message that leads people to conclude that the objectives outlined in the content descriptor have been met.

3. **Entertain**—Large group presentations cannot be dry. They must be entertaining. No one expects you to be a comedian, but they do want to laugh and enjoy the 60 – 90 minutes they are spending with you.

Personal stories and examples are a must- so is a lively delivery style. Facial expression, gestures and movement will be noticed. The more animated you are, the more likely it is that people will stay with you over the long haul.

At all costs, avoid reading to your audience or being memorized. People like it when you seem conversational. If you use the methodology of putting your notes on the **Presentation Planner** using post-it notes, you will be conversational.

When large group presentations are successful, it is a terrific opportunity for you and your organization to have more visibility. If you excite your audience, are organized and entertaining, you will achieve the effect you desire. Your audience will respond in a positive manner. As they respond, you will notice that you feel like it is your graduation day, not your execution day.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. When you have to have impact, phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.