

How to Make A Presentation Memorable

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Think about how many meetings people, such as your self, attend each day of the week. To say business professionals are overloaded with information is an understatement. Obviously, as speakers, we want our ideas to generate interest and enthusiasm. Unfortunately, our words alone are not enough.

Audience involvement is essential. Without it, listeners lose focus, and, just like they do when watching a boring television program, they change channels. To avoid the risk of your important message falling on deaf ears, consider the following.

First and foremost, pay attention to your delivery style. The person who is dynamic, energetic and passionate stands out from the pack. Through the use of gestures, a compelling voice and facial expression, you highlight important points and command attention. You demonstrate conviction.

Since the visual is six times more compelling than the auditory, compelling speakers also use a variety of visual aids: power point slides, a white board, video clips or even a demonstration. By mixing up the media, the individual eliminates monotony and stands a better chance of engaging the audience.

In their prepared remarks, those who are memorable weave in lots of personal stories and examples. They aren't afraid to share their own experiences. By doing so, they come across as real, and, if they add an element of humor, these stories make the business point sizzle. Recently, a speaker, discussing the complexity of a new software program, showed as his first slide a picture of an elderly woman looking confused and annoyed. He then went on to share the story of his grandmother. Nana was making his life miserable because a program touted as simple in all the marketing campaigns was not intuitive for the ordinary end user like grandma and needed to be addressed. The picture, combined with the story, made his point far more compelling than any bullet point list.

Listeners are always attentive when they hear how similar businesses have solved problems or recouped a significant ROI with a particular product or service. For example, a company looking to provide a low cost medical plan to their retirees would be very interested in hearing about the plans other companies with the same demographics are utilizing. If the speaker can add metrics to these examples, such as overall costs were reduced by 22% over a 12 month period, people will be sure to notice and ask how those savings might apply to them.

A lot of people lose interest when they do not have the knowledge level necessary to comprehend technical topics. However, through the use of analogies, definition of terms and white boarding, even those less knowledgeable can become quickly educated and stay attentive.

Finally, people like to be involved so asking questions and getting people's opinions is also a good idea. It demonstrates you care and are well prepared. Also, when there is a controversial point, it becomes real with the show of hands. For every key point, speakers should ask their listeners at least one question.

Making a presentation memorable takes some thought. Wise speakers are always aware that they have to do whatever it takes to gain and hold interest. They always review their content for places where they sense listeners could tune out. At those spots, they add stories, examples, analogies, questions or interesting slides.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our website, www.ImpactCommunicationsInc.com.