

PUBLIC SPEAKING – TOP TIPS

Speaking in front of an audience can be nerve-wrecking for most people. Check below a few tips on how to deliver a great presentation.

Keep your presentation simple. The human brain can only process so much information. If your audience only remembers one thing, what would it be?

Be unexpected! After ten minutes of the same thing your brain starts to lose focus. To retain the attention of your audience, break up the pattern of your presentation. Ask questions that get them thinking.

Deliver your message using **simple language and concrete facts** – it makes it easier to remember.

Try to elicit emotion from your audience. Using **emotional hooks** can help your audience remember your ideas and engage in your presentation.

Make sure you back up your arguments with lots of **data**.

