

Speaker Training Webinar



Today's presenters



Carrick Davis
*Wisconsin Foundation
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APRA- Wisconsin*



Misa Lobato
*University of Colorado
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Brock Silvey
*Northwestern University
APRA Illinois*



Emma Hinke
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APRA Maryland*



Jessica Balsam
*University of Washington
APRA Northwest*





Carrick Davis

Senior Prospect Development Analyst
Wisconsin Foundation & Alumni Association



Your proposal was accepted...now what?

- Take your idea from submission to presentation
- Ask yourself questions:
 - What unique perspective can you bring?
 - Is my idea new?
 - Is it factual, relevant, and interesting to your audience?
 - Would I sit through this presentation?
 - What type of presentation style works best for your content, comfort, and audience?



How do you tell the story?

- Case study
- Learning story
- Expert lecture
- Demonstration
- Round table/
panel discussion



What's in it for them?

...or, how will your audience change as a result of your talk?

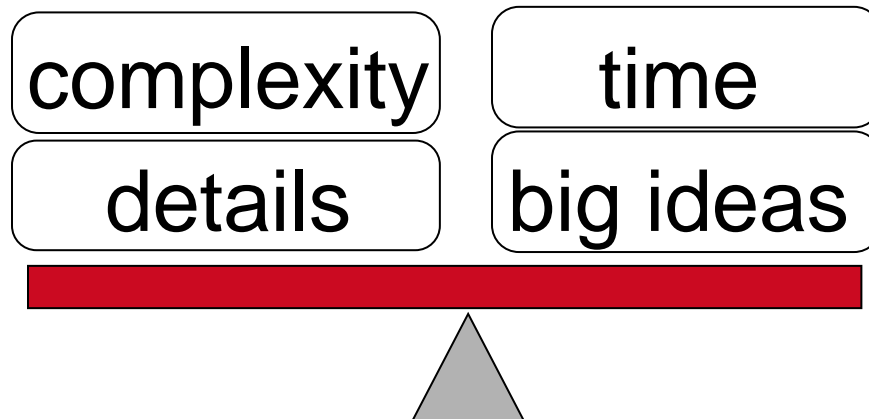
- Reframe your thinking
- Open with the punchline
- Be repetitive
 - Tell them what you're going to tell them
 - Tell them the thing
 - Tell them what you told them

basic outline:
main idea
so what?
example one
example two
example three
main idea



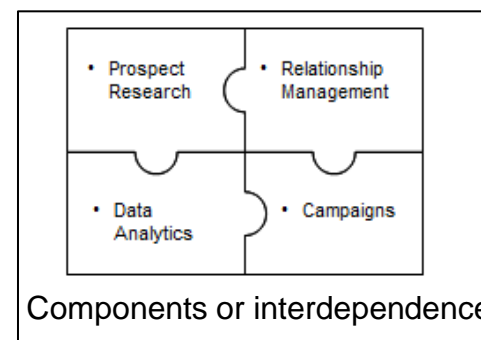
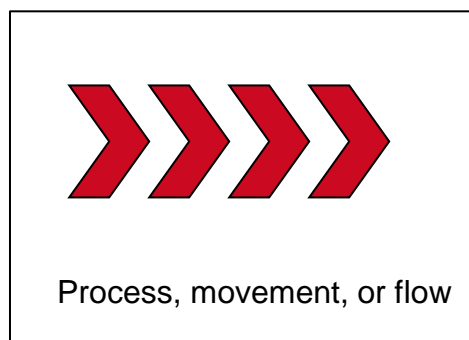
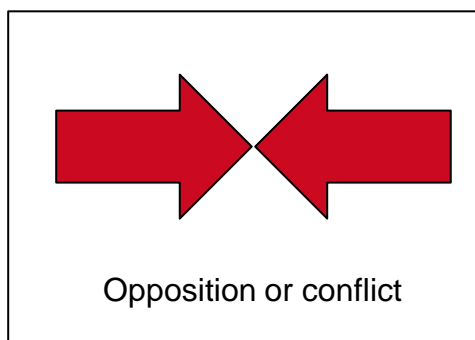
How deep do you need to get?

- Who is your audience?
- Focus on their needs and styles, not your own.
 - Do you need to explain complicated concepts?
 - Is the topic contentious?
 - Do you need to persuade?

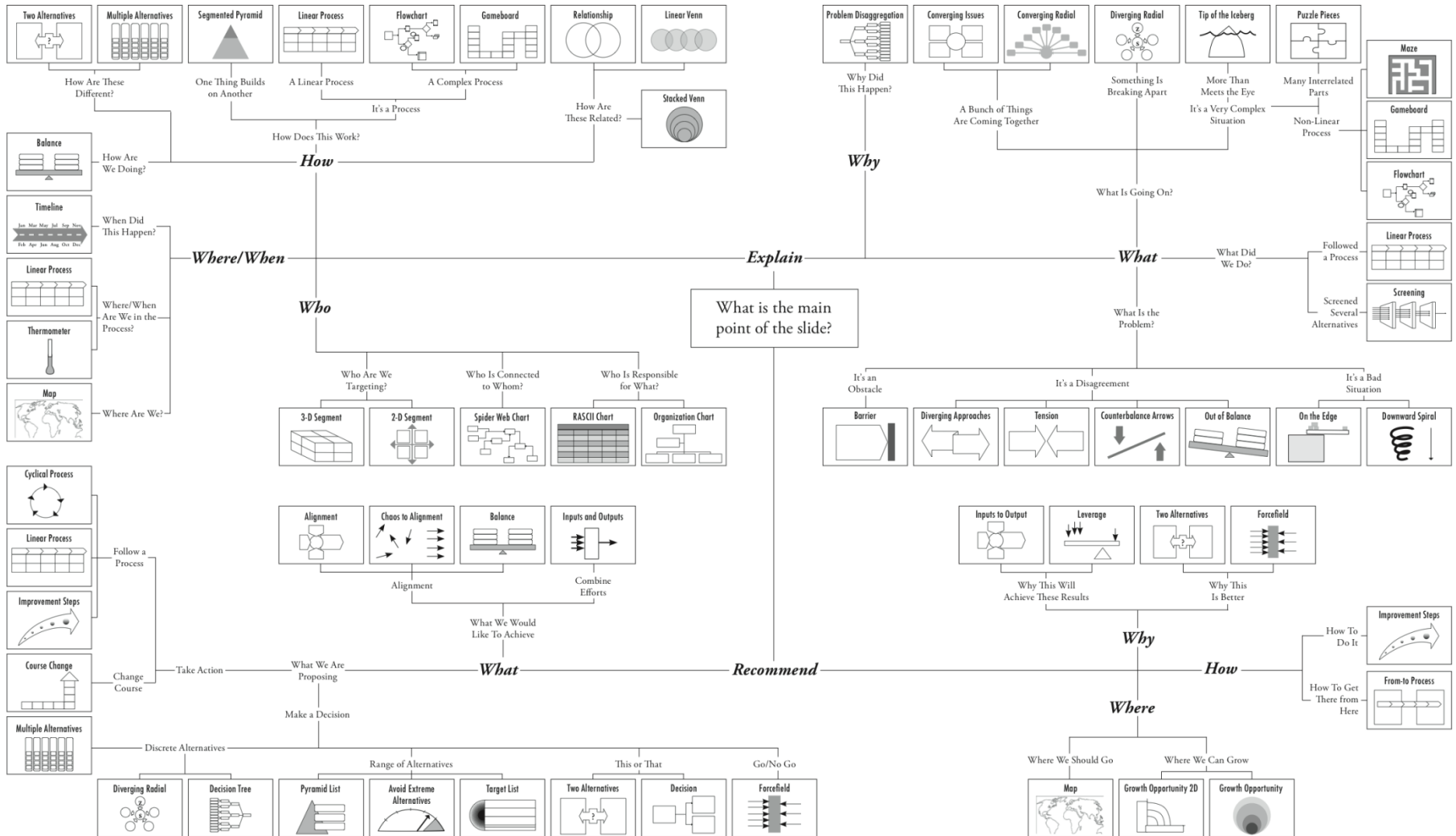


How to format your slides?

- Know which slides are your “B sides” and your reserves
- Give credit
- Practice “the squint test”
- Use diagrams and charts to illustrate concepts



Slide Chooser



More at <http://bit.ly/1qzADiD>

Charts and diagrams

- Use color intentionally
- Consider call-out annotations for main points
- Labels and legends are key
- Start your axis at zero
- Right chart type for your data

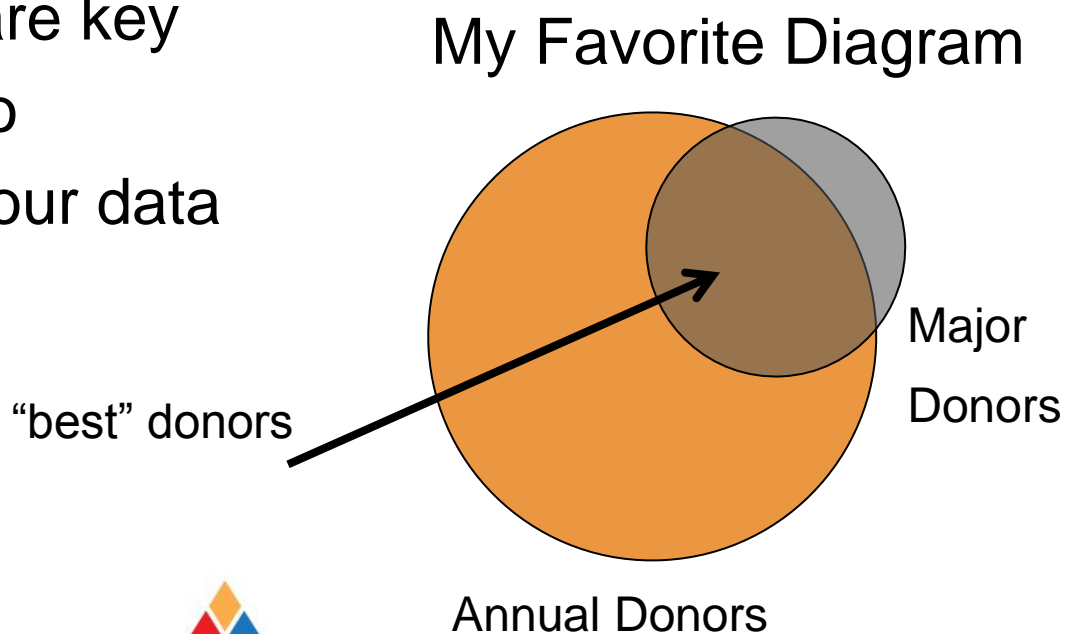
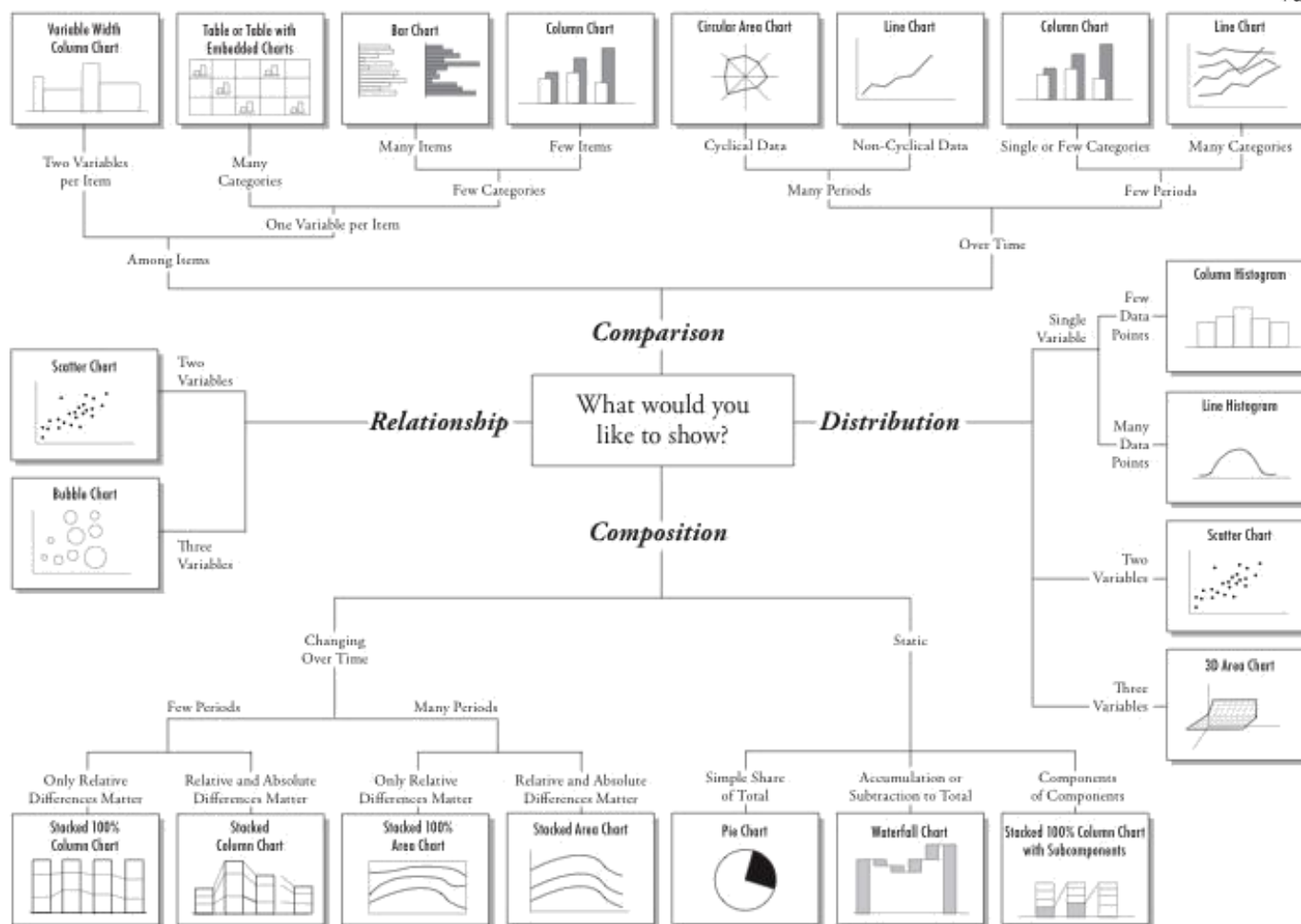


Chart Suggestions—A Thought-Starter



More at: <http://bit.ly/1sDwgwv>



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Emma Hinke

Senior Associate
Bentz Whaley Flessner



Key Ideas

Audience Objectives

- Focus on **actionable** outcomes (objective shouldn't just be that the audience "understands")
- Identify stakeholders & their needs → Who cares & why?

Familiar Examples

- Draw high level analogies between a technical analysis and familiar processes
- Use diagrams or tables to add visual clarity to an outcome or process

Jargon vs. Accessibility

- Don't sweat the small stuff – convey the Big Idea clearly and the little details will work themselves out.
- Define highly technical words concisely at the onset of your talk



Key Ideas

Repetition

- Reaffirm presentation objective throughout
- Connect complex ideas or processes to simple goals

Check In

- Are eyes glazing over? Do audience members look lost?
- Or is conversation getting stuck in the weeds?
- Be prepared to refocus on the Big Idea to keep things moving.

Questions

- Don't be afraid to ask your audience questions. Encourage participation and discussion when appropriate.
- Not every question must be answered – it's ok to tell an audience member that you will get back to them with an answer.





Milagro “Misa” Lobato

Assistant Vice President of Advancement
Strategy

University of Colorado



Overcoming Anxiety

- Outline your presentation and know the blueprint
- Practice out loud with a supportive group
- Get to know the space
- Power pose for two minutes



Overcoming Anxiety

- Connect with the audience before you start
- Ground yourself with a physical object
- Let go of perfection





Jessica Balsam

Associate Director,
Prospect Management
University of Washington



From Notes to Live Presentation

- Use natural-language sentences
- Script your opening lines
- Key words to reference while speaking



From Notes to Live Presentation

- Practice all the way through
- Practice with your back to the screen
- Practice slowing down
- Practice not fiddling with your notes



Tips from Jess

- Make it sticky
- Don't give too much background
- Don't be afraid of having too many slides, if they're slim on content
- Have a snack





Brock Silvey

Director, Prospect Research and
Management

Northwestern University



How to Prepare

- Practice (out loud)
- Seek feedback
- Understand what a/v set up will be
- Plan for technical difficulties



When You Arrive/Before Your Presentation

- Locate room
- Test a/v equipment
- Meet your room monitor
- Know how to contact tech support



Be Prepared for Fame!

- Bring business cards
- Collect business cards
- Plan for post-conference outreach and networking



Questions for us?



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Further Resources

- TechRepublic's Powerpoint Pre-Flight Checklist
 - <http://tek.io/1tlarRv>
- Slide templates that pass the Squint Test
 - <http://www.powerframeworks.com/squint-test>
- Advanced Presentations By Design, Andrew Abela (2008)
- TED talks blog: Tips for better slide decks
 - <http://blog.ted.com/10-tips-for-better-slide-decks/>
- APRA Speaker Resources Page
- Colleagues, friends, us!

