



LNP 221

How to Ace a Presentation to Attorneys

If you listened to Dr. Candy Campbell talk in her podcast this week (LNP 220), you know about the importance of effective presentations.

It is more likely that you will find an opportunity to present a medical topic to attorneys than you will be asked to be part of medical improv.

Let's say you've been invited to teach attorneys about medical records. You are thrilled at the opportunity to speak to your target audience. What do you need to know in order to be super prepared for the event? Here's how to get ready.

This is Pat Iyer with *Iyer's Insights*. I have made presentations to attorneys at state and national conferences. My topics included teaching about medical records, hot tips for getting the most of expert witnesses, pain and suffering reports, and other topics.

Let's start with the moment of the invitation.

HERE'S WHAT TO ASK THE CONTACT

Why would the contact like you to speak at this event?

How does the event match what you want to accomplish?

What is the expected number of people in the audience?

What type of attorneys will be present in the audience?

Who is hosting the event?

Who are the sponsors?

Who else is speaking?

How long is your presentation time?

What does the contact want you to cover in your presentation to attorneys?

Should you allow time for questions and answers?

Will you have a table where you can provide material to attendees?

If you are bringing material to distribute, is there anyone onsite who can help you bring in your boxes, or do you need a cart?

May you offer something like a special report, a discount, or something else to attendees?

May you pass out services brochures or flyers?

How is the event being advertised? How can you help to promote it?

Are you encouraged to provide handouts? (Be sure your contact information is on them.)

Will your handouts be loose or included in a physical or digital compilation of materials?

Are you expected to bring loose handouts with you?

What is the due date for your materials?

What AV equipment will the host provide?

Will the host have a computer with your presentation preloaded (if you are using PowerPoint)?

Is there any compensation for your talk?

If you have to travel to get to the site, are any expenses being paid?

NOW LET'S FOCUS ON COMMUNICATIONS & MARKETING

These questions help you evaluate the way you can capitalize on the program and are directed at you and not your contact.

What will it cost to duplicate materials to give to each attendee (if you will be passing them out) or for any other giveaways?

Do you have a marketing and promotions plan for the days leading to the event and day of?

How will you let others in your circle or social media sites know about your presentation to attorneys?

Do you want your session recorded?

Are you presenting a PowerPoint?

Have you thoroughly proofread your PowerPoint and used images and fonts that will be clearly visible in the back of the room?

Do you have no more than 6 lines of text and no more than 6 words per line on each slide?

Did you use a variety of engaging images?

Is your brand clearly conveyed through all printed and digital material?

IT IS TIME TO GET PACKING. HERE'S A LIST FOR A PRESENTATION TO ATTORNEYS

If you will have a table at the event you need to think about what you will bring:

Banners, table throw, signage, easels

Handouts (if not already included in the attendees' materials)

Business cards

E- mail sign up list

Computer (if you have a mac, bring a dongle!) if you will be using your own

Flash drive, clicker, power cord, phone charger

Pens, tape, sharpies, post-it notes, notepad

Giveaways

Services brochures or flyers

Two sets of clothing (spills happen), safety pins, comfy shoes

Shipping labels prefilled out if you are shipping materials back

Your presentation on a flash drive in case your computer is not compatible with the projector and you need to use someone else's machine.

You feel like you are ready for your presentation to attorneys. You are excited to do this.

Before I go into what to do on the day of the event, listen up.



Before we continue with the show, I want to share a resource loaded with tips for delivering powerful presentations. Get more in-depth knowledge about presentation techniques from my colleague Stephanie Scotti by investing in the webinar she did with me, Pat Iyer, called **Accelerate! Powerful**

Presentation Strategies.

Stephanie Scotti makes her living teaching presentation skills. She's part of the mastermind I run for professional speakers.

In this online training, Stephanie focuses on how to most effectively present your message. LNCs have so much to share with attorneys.

When you are asked to make a presentation at a prospect or client's office or at an attorney conference:

- Would you know the best way to begin?
- Would you know how to most effectively engage your audience, deliver your message, and connect with the decision makers?
- Would you like to master powerful presentation strategies that help you achieve relaxed self-confidence? Would you like to ace your presentation and gain credibility and clients?

Get the on-demand replay of this webinar at <http://LNC.tips/accelerate> and use the code Listened to get a 25% discount off the price.

Now back to the show.

These tips apply to what to do the day of the event.

PREPARATION

Are you crystal clear on the location of the event?

Did you allow yourself enough time to be on time even if there is traffic?

Did you allow enough time to set up your table with proper signage, materials in a clean, polished, engaging manner?

Did you speak to the host on arrival?

Did you introduce yourself to other speakers and sponsors?

Did you check in at registration? As a speaker there may be a different registration process and escort to guide you to your area.

Did you thank the host and bring a note card or something with your business branding? (It's always important to show a little tender love and care.)

Did you make sure your host knows exactly what you need in terms of AV, food, your area to setup before the event begins?

Did you ask the host if the schedule is still on track and there are no adjustments in timing needed?

Is there a room where you can relax before your talk (sometimes called a green room)?

(It's essential before you speak to be calm, composed, and confident!)

Drink water and fuel up (but not so much that you have to go to the bathroom before your talk is over.)

Do you have a person designated to take pictures of you when you are making your presentation?

Did you confirm the AV system is working properly?

At sound check be sure to take your time familiarizing yourself with the stage, screen positioning, type of mic you are using, clicker, confidence monitors, and of course make sure all AV needs are functioning properly.

Are you in the room at least a full session prior to your time on stage?

DURING YOUR PRESENTATION TO ATTORNEYS

Do you have your introduction typed out in size 14 font?

Did you tell the person introducing you to read your intro exactly the way you wrote it?

Do you have a method of keeping time?

Do you know when you are supposed to stop speaking?

Do you glance at each part of the room while you speak?

Do you avoid speaking too close to the microphone?

Do you repeat questions that are asked of you before you respond?

POST EVENT

Did you thank each person who assisted you: AV, contact and key staff?

Did you pack supplies and collect items you need to bring back and/or ship back?

If you collected attorneys' business cards, did you enter them into your database?

Did you follow up with appropriate contacts to set up appointments for future calls?

Did you send key staff for the event handwritten thank yous?

I hope I have given you some ideas about how to ace a presentation to attorneys.

You'll pick up more great tips on presenting by listening to other podcasts we've done at Legal Nurse Podcast. Got something to write with? Take these numbers down:

Podcast 4, 5, 24, 25, 72, and 73. You'll get valuable tips on sharing your expertise with attorneys in a way that impresses them with your knowledge and makes them want to hire you. Listen to those shows at podcast.legalnursebusiness.com.

Once again, get great tips for polishing your presentations by investing in the online training contained in Accelerate! Go to <http://LNC.tips/accelerate> to obtain this online training today. You will get instant access.

Also, be sure to request our podcast transcripts. Did you know we get every podcast transcribed? You can get these for free by going to this link: <http://LNC.tips/transcripts>. Why would you want them? You can read faster than you can listen. You can quickly locate material in a transcript that you want to refer to again or review. Perhaps you were distracted when you listened to the show and missed part of it. You'll receive a link to our archive page of past shows,

and then once a month, get a listing of the shows for the previous month. Request access to the transcripts at <http://LNC.tips/transcripts>.

Check out the webinars, teleseminars, courses and books at legalnursebusiness.com. Expand your LNC skills with our resources.

Explore coaching with Pat Iyer at LNCAcademy.com to get more clients, make more money and avoid expensive mistakes.

Invest in the monthly webinars at LNCEU.com for 2 webinars each month designed to deepen your knowledge and skills.