

How to Give a Fun and Memorable Presentation



**What can you do to WOW the crowd?
Engaging your audience is sometimes difficult, so
this session will provide you tips to make your
presentation stand out.**

Presenters:

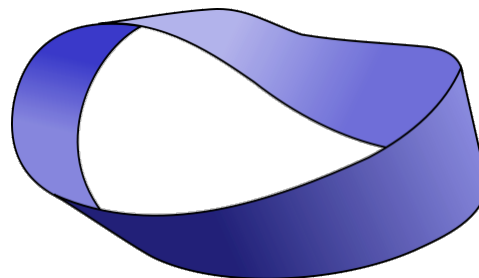
Julie Nelson, Regional Recruitment Director,
Xavier University

Tom Richmond, Director of Enrollment Management for Admission Marketing,
Bradley University

Audience: New Admissions Representatives

Introductions and Welcomes

Mobius strip “Speaking about Speaking”



What should an introduction include?



Audience Analysis

**If you don't know your message, stop now!
What are you trying to accomplish?**

**If you can't tell someone what they will
learn in one sentence, your presentation is
not yet focused enough.**



Audience Analysis

Prepare 4 presentations...or is it really just one?

- 1. Elevator Speech for anyone**
- 2. Elevator Speech for High School Counselors**
- 3. High School Students**
- 4. Parents**

Your delivery changes, but not your message.

**Don't be afraid to ask for a brief show of hands, or if your
crowd is small enough, to engage them in a brief pre-show
conversation or ask the same question of all of them.**



What is a Presentation?

A transfer of ideas, information or emotions to another person or group of people.

A conversation observed by many.

Impromptu Prepared



Tell Stories

The Tale of the Hoff Family Dining Center



A Formula for Speaking

**Speech 101 for Engineers:
formula vs. “be yourself”**



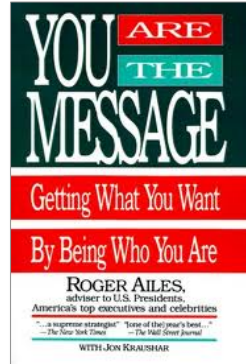
A Formula for Speaking

There is no magic bullet.



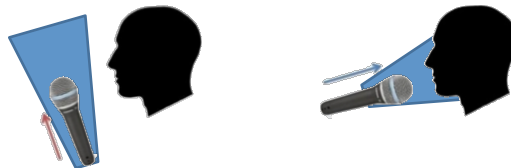
Establishing Your Credibility

Be the Expert



Your friend the microphone

- Rule #1: Do not be afraid of it.
- Practice.
- If your audience can't hear you, there is no reason for you (or them) to be there.



Best Practices for Technologies


- PowerPoint is a signpost. Don't read the slides verbatim.
- Have someone, NOT YOU, proof your show.
- Are you giving a document or a presentation? If it's a document, just give it to everyone and let them read it at their leisure.
- Don't count on an internet connection.
- Know how to work your clicker!
- Just because PowerPoint CAN do it doesn't mean you should.

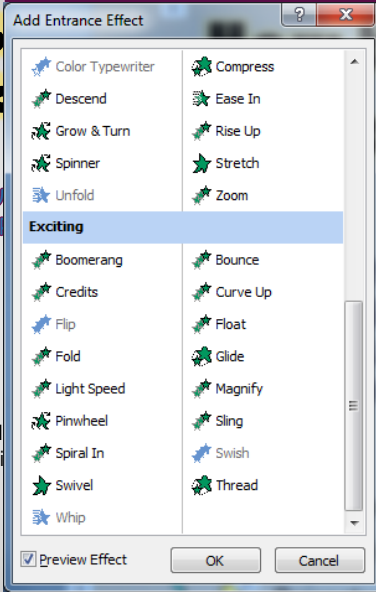



How to Get Memorab

WHAT CAN YOU ENGAGING YOUR THIS SESSION PRESENTATION

Presenters:
Julie Nelson,
Tom Richmond
 Bradley Universi







DIFFICULT, SO MAKE YOUR

on Marketing,

ience: New Admissions Representatives

Presenter's Bill of Rights

- The right to ask for a high school representative to be present
- The right to have fun
- The right to call out disruptive students



Audience Bill of Rights

- The right to hear a presentation about what the program says it will be about.
- The right to receive a presentation that starts and ends on time.
- The right not to be bored. If I gave you my time, I'm interested in the topic. It isn't boring to me. So, don't say it is, and don't accept that "some things are just boring."
- The right to have fun.



Handouts – To Have or Not to Have

- How many Road Pieces do you need?
- Do you hand out just a road piece, or is there more?
- Does the audience really need a copy of your handout? Every page?
- Are you distributing copyrighted material?
- Paper vs. Electronic (Green)
- Email? richmond@bradley.edu
- Don't hand out the written stuff at the beginning!



Miscellaneous Tips (and Magic Bullets)

- Google to see if anyone has already done your presentation.
- Consider Co-Presenting
- Yes, and... the golden rule of improv
- Don't underestimate the power of the pause.
- Be confident in your content.



Miscellaneous Tips (and Magic Bullets)

- You can learn from someone, but you can not co-op their style.
- Nail the first minute to kill “stage fright.”
- Know the last minute to keep your focus.
- Find Spell Check.
- Be an “entertrainer.”
- PowerPoint Hidden Cues



Handling and Encouraging Q&A

- Leave enough time.
- Anticipate the most likely questions.
- Treat all questions with respect. (Yes and...)

