

PROFESSIONALLY SPEAKING



TIPS & TOOLS E-BOOK



BY CAMILLE VALVO

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About the Author

Camille Valvo has over 20 years in the business of professional speaking. As an accredited speaker & facilitator, professional emcee and industry author, she has witnessed the good, bad and ugly of speakers and professional speaking, on stages and platforms around the world. She has served on the board of the National Speakers Association of Australia, and as 2006 President of the Sydney, NSW chapter. Awarded MC of the year, she was invited to emcee at the inaugural Speakers Summit in Singapore and was chosen as the 2006 general session announcer (voice of goddess!) for the NSAUSA national convention in Orlando Florida. In 2007 Camille was awarded the Walter Dickman award for service to the professional speaking community of Australia. Camille is the international producer and host of Voices of Experience, a leading resource for professional speakers. Born in the US, educated in Japan, Camille speaks Japanese fluently.

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Introduction

*"According to most studies, people's number one fear is **public speaking**. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."*

Jerry Seinfeld

Do you want to be a better public speaker? Keep the butterflies at bay? Or perhaps you are a professional speaker who is looking for new ideas (good for you!).

The purpose of this free ebook is to provide you with a few tips and tools regardless of whether you have to make a keynote speech, a wedding speech or deliver information at a sales meeting, conference or breakout session.

You are already a public speaker... you do it every day! Take on board these professional speaking tips and tools to step up to the next level. Happy Speaking!

Camille

Objective...begin with the end in mind

When putting together a presentation, whether it's for a large or small group, a meeting or sales presentation, you need to begin with the end in mind. As a result of having listened to you, what do you want your audience to....

Think ... Feel ... Act

Think – what do you want your listener or target audience to think and remember you, your product, service or presentation by? What true message, key words, solutions or main points do you want them to retain?

Feel – How do you want them to feel? It is on emotions that people respond the most powerfully to, especially for anything to change. So it is important to connect on the emotional level. Do you want them to feel motivated, enthused, inspired, challenged?

Act – How do you want them to act after you have finished speaking? Do you want to change behaviour, form opinions, come to a consensus, take action?

And how will *you* act to make it all come together?

1. You

- Handle nerves by focusing on the audience - not you!
- Write your own introduction (see page 13)
- Practice, practice, practice
- First impressions are critical - dress for success
- Remove any distractions - jewellery, nametag, loose hair
- Consider posture, gestures, eye contact
- Don't tell us you're nervous - we never knew!
- Remember why you are there and what you have to give
- Be natural, have fun, its not about perfect
- Don't steal other's material (jokes, stories)

2. Your Audience

- Who are they? Gender, age, position, background
- Why are they there?
- What do they know about your topic?
- WIIFT (what's in it for them?)
- Research their website, publications, taboo topics, wins
- Respect their level of understanding of the topic

3. Your Objectives

- Why have you been chosen to speak?
- What expertise can you share?
- Stay true to the published topic / outcomes
- Be flexible to time, mood and programme changes

Research shows listeners recall;

5 % of a lecture 10% of what they read 75% by doing

4. Your Rules of Engagement

- Anyone can start with hello - use quotes, jokes, Statistics
- Make real eye contact, one-on-one with each person
- Data dumping is boring! 3-5 points maximum
- Share stories, it's no accident that virtually all of the key teachings of Christianity are contained in parables
- Use vocal variety = tone, pitch, inflection, rate, volume
- Include audience interaction/involvement - if you want them awake! Don't read a speech - reading is a solo activity
- Master technology - not the other way around
- Gesture and move with grace & purpose
- End strong, make it memorable and significant to your core message

You are your best visual!



5. Your Environment

- Always inspect the room - can everyone see you?
- Walk on the stage, and view the lectern beforehand
- Do an AV check if possible
- Work the room (walk around if it suits the topic)
- Have water and notes ready

Top Tips

1. Tips for Using Humour

Not everyone is naturally funny, some have to work harder than others, some will never get it and some should strive for mildly amusing and leave it at that!

- Is it appropriate to the occasion and the audience?
- Is it in good taste?
- Is it funny to you?
- Does it support my topic/key points?
- Have you timed and practiced it?
- Will it bruise egos?
- Keep a journal

2. Tips for audience participation

I hear and I forget, I see and I remember, I experience and I understand

Confucius c400BC

- No risk
- Graduate the level of **engagement**
- Must be clear
- Must be able to do the task
- Must be easy and **fun**
- Must set the time
- Must have a **reason**

3. Tips for Q & A

- Q & A is optional
- Allow time (5-10 minutes depending on topic)
- Be prepared with an **opening** question (if necessary) by saying “a question I often get asked is....”
- Repeat the question for **the** audience
- If you don't know, say so, **but** offer alternatives

4. Tips for using handouts

- Must be **simple**
- High visual **impact**
- All the same **colour**
- Not distract - when to handout the handout?
- Contact details

5. Tips for using PowerPoint

- Support act **only**
- Colourful
- Key points **only**
- Pictures paint 1,000 words
- Limit pages
- Large-ish **font**
- Throw in a **funny!**

Introduction Template

It's imperative that you are introduced **professionally**. Use this template to create a succinct, concise introduction.

Why you? Why are you **speaking** instead of anyone else? What are your credentials?

Why this topic? Why is this **topic** relevant in today's marketplace?

Why this audience? What is the **significance** to them?

Why now? Why does this audience **need** to know you and your information now?

A good introduction **should**;

- **position** you and your expertise properly in the minds of the attendees
- Clearly identify your topic
- Be succinct and accurate, with just the **right** amount of detail
- Set the scene and build energy

Tools & Resources

- **Camille's website**
www.professionallyspeaking.com.au
- **MC tools**
<http://emcee.com.au/products.htm>
- **Quote books**
Small books especially if it's on your topic. These can often be found under inspirational or self help at bookstores or often sold at the counter.
- **Speakers Sourcebook I & II, Glenn Van Ekeren**
4,000+ illustrations, quotations, sayings, anecdotes, poems, attention getters, sentence sermons, etc.
- **PowerPoint and Slide resource**
www.slideshare.net
- **Magazine & newspaper articles**
- **Industry publications**
- **World Wide Web**