

Planning to Present 8 - Presentation support

It's worth asking the question *“why do I use speaker-support when I present?”* Most people will instantly think of Powerpoint, and probably answer: *“It helps the audience to see what I'm saying.... It helps me remember what to say.... It's a great way to map out my presentation.”*

And to be fair, that's largely what Powerpoint has been asked to do by so many to help support them through a nerve wracking situation. So we shouldn't be surprised when we watch presentations that have far too many slides, heavy with small text, that are being read by the audience...with the presenter *seconds off the pace!*

A better question to ask is *“what do I want to achieve from this presentation and how can speaker-support assist this?”*

Then the answers would likely be:

- Engage attention and sustain it...
- Provide visual interpretation and reinforcement of my message...
- Embed key messages through images and sounds...
- Create an overall positive and memorable impression!

And if we looked deeper into these answers we would discover that:

- Some individuals do need pictures to fully understand meaning.
- Audience attention is better sustained with changes of medium.
- Illustrated stories and examples say more than words.
- Subtle visual and auditory stimuli powerfully affect perception.
- When a message is experienced it is better understood and remembered

So to gain this winning edge and make *really stand out* presentations, when thinking of speaker support, think about:

- Graphics and pictures that illustrate the key messages
- Visual metaphors that engage and embed
- Theme branding that conveys the central message
- Video stings or 3d animations to tell a key central story
- “Stage props” to give alternate focus and sensory appeal

Copyright © Bob Howard-Spink

Bob Howard-Spink is a partner in *“Persuadability.”* For more tips and information on how we can help you improve your persuadability visit www.persuadability.co.uk