

# Presenting Memorably

## Voice

Speak **clearly** and **confidently**. Having persuasive content and a structured presentation means nothing if no one can understand you or if you seem unwilling to stand behind your ideas.

Speak **slower** than you normally would and remember to **take** full breaths. Many presenters talk too quickly due to nervousness or being short of breath. Speaking slower and breathing fully will help you stay **relaxed** and remain **focused**.

A deliberate pause not only gives you a chance to catch your breath; if used effectively, **strategic silence** can highlight key ideas as well as provide time for the audience to consider your material further. Avoid prolonged, unintentional silences, as these discomfort the audience and harm your credibility by making you seem unprepared.

If you are presenting as part of a group, be sure to address one another by your names; doing so helps the audience **remember** who you are.

## Posture

Stand in a way that inspires **confidence** and **authority**. You are the expert people are here to listen to, so project that image to them, and **avoid** the following:

Crossing your arms - makes you seem standoffish and disinterested.

Swaying or rocking back and forth –could distract audience members.

Crossing and uncrossing your legs or fidgeting in any visible way.

Placing your hands in your pockets – not appropriate for a formal presentation.

Turning your back to the audience in order to read your slides or referring too often to your notes – you have an audience, acknowledge their presence by **looking at them**.

**Balance** your weight by standing up straight. Good balance improves your ability to breathe fully and helps you project your voice better.

## Body Language

Maintain appropriate **eye contact**. Instead of fixing your attention on one spot, be sure to turn towards various parts of the room during the presentation.

Make use of **deliberate, timely hand gestures**. Don't "talk with your hands" or gesticulate wildly.

**Smile** – don't be excessively cheerful, but don't be dour. Look pleased to be presenting and confident in what you are saying.

**Do not read to your audience**. Deliberately drawing your audience's attention to a visual aid is fine, but refrain from looking away from your audience for too long.