

### **How to captivate an audience: 3 tips**

Both experienced and less experienced speakers can benefit from following tips:

1. Ask yourself can I do this presentation in 20 seconds even if I have been given 20 minutes?

Start your preparations by asking yourself what is the one thing/idea that the audience really needs to remember? Studies show us that audiences very quickly forget (50% by the end of the day, 90% by the end of the week) therefore the essence of the presentation has to be very clear.

2. Do you look and sound like you're having a normal conversation?

Start thinking in terms of feelings and moods. Ask yourself what mood can be associated with each different part of your presentation and adapt your voice (tone, strength, etc) and body language to the relevant part.

3. Does your presentation start at 10 am or the moment you reach the parking lot?

The most telling example was the –doomed- arrival of the car manufacturer's CEO's by private jet in Washington where they went begging for money. Communication starts the moment you arrive at your client's base: the wrong car, a wrong word can be fatal. Be nice to the receptionist, thank the technical support staff and basically refrain from any comments until after leaving the premises- even if the comments were not very intelligent.

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