

20 TIME - TESTED tips, tricks & techniques TO Captive YOUR CROWD PRESENTED BY CAI



Move beyond stale lectures
and boring recitations *to*
deliver a memorable
presentation that your
audience will be talking
about long after the
program ends.

1 KNOW YOUR CROWD

Start your preparation with the basics. What do you know about your audience? Will they primarily be community managers? Board members? Business partners? A mix of all three? What types of communities do they represent - single family, townhomes, condos, mid or high-rise urban centers, large-scale vacation communities? **Tailor your presentation with your audience in mind.**

2 ONCE MORE...WITH FEELING

You know what you're talking about, so make sure your crowd believes it. **Practice your presentation beforehand so that when it's your turn to step up to the mic, you're as prepared as possible.** When you practice, concentrate on these three things:

Your content—what you're saying.

Your tone—how you're saying it.

Your posture—Too little or too much movement can be distracting and detract from your delivery.

3 A LITTLE GOES A LONG WAY

It's okay to use presentation software like PowerPoint or Prezi so long as your presentation doesn't turn into your crowd watching you read every word from the screen. **Use visual tools to enhance your presentation rather than letting it be your presentation.**

4

MIND YOUR TIME

Whether you're delivering the Gettysburg Address (only two minutes long) or V.K. Krishna Menon's 1957 speech before the UN Security Council (a whopping eight hours), know how much time you've been allotted. **Don't speak for 20 minutes if you're expected to speak for an hour (and vice versa).**

5

DULY NOTED

While you don't want to read your entire presentation from a script, **keep bulleted notes handy** in case you lose your place or forget a critical piece of info.

6

GET ENGAGED

No, you (probably) shouldn't use your speaking engagement as an opportunity to propose but you should engage with your crowd. Be sure to **make eye contact, be personable, and spend more time looking at your crowd than at your notes.**

7

LIGHTEN UP

Sure, your crowd is there to learn and your topic might be serious or on the dry side but one way to make a memorable impression is by adding a bit of levity, when appropriate. So long as you don't overdo it, **a humorous anecdote is a great way to engage your crowd.**

8

PRACTICE MAKES PERFECT

Forget about what Allen Iverson said, practice is key. **After you've rehearsed to your mirror, practice in front of a small audience.** It'll get you more comfortable speaking in front of a crowd and they might have an idea, suggestion, or catch something you (and your mirror) missed.

9

SPEAK OFTEN

Whether your crowd is one person or 50,000 people, **don't pass up an opportunity to present.** Practice makes perfect but experience makes a master.

10

FOLLOW THE FORMAT

Lecture, discussion, expert panel, interactive game show—**be sure you and the meeting planner have a clear understanding of what's expected** so that things go smoothly on the day of your presentation.

11

KNOW THE ROOM

Even if you think you know what the room setup is going to be, **arrive early to make sure there weren't any last minute changes or surprises.** Spend some time getting comfortable in the room where it happens. Yes, that was a Hamilton reference.

12

TESTING 1,2,3...

Arrive early to make sure any equipment you need is present, working, and that you're familiar with how to use it. **Don't let a technical mishap be the thing your crowd remembers.**

13

THE CROWD IS YOUR FRIEND

Remember that **the crowd is there to learn and they want you to succeed.** No, really!

14

HYDRATION IS YOUR FRIEND TOO

Before and during your presentation, **have room temperature or slightly chilled water available.** Avoid carbonated drinks (so you aren't burping through your remarks) and ice cold water.

15

BREATHE

Seriously! **Don't let you passing out at the microphone be what the crowd takes away from your presentation.** Eat well beforehand (but not too well), stay hydrated, pace yourself, take pauses, and—most of all—remember to breathe.

16

BE CONFIDENT

Chances are good you weren't just plucked off the street to present. **You're an expert in your field, you know your stuff,** so the better you're able to project confidence (even if you're nervous and faking it), the better your crowd will respond.



17 LEARN FROM OTHERS

One of the best ways to becoming a better speaker is by studying the experts. Just like your crowd wants to learn from your wisdom, **take some time to watch other public speakers** whether at live presentations or through online TED Talk videos.



18 SPEAK CLEARLY

It doesn't matter how much of an expert you are if your crowd can't understand you. **Be sure to speak clearly and slowly** so your words don't get jumbled and hard to understand.



19 CLOSE STRONG & PROVIDE TAKEAWAYS

You worked hard and delivered a memorable presentation, so the last thing you want to do is deliver a lackluster conclusion. Be sure to end on a high note. Remember, your crowd doesn't want to just learn about your topic, **they want to know how to put the things you tell them into practice.** Providing next step suggestions and calls to action are great ways to keep your presentation memorable.

Finally, if time permits, you should also take questions and, if possible, make yourself available after the presentation for any additional questions or comments there wasn't time to address.

20 SOLICIT FEEDBACK

The Pennsylvania and Delaware Valley Chapter of CAI sends out an electronic survey by email following programs. Be sure to check-in to see what the crowd thought of your performance. Additionally, **provide your contact information to the crowd at the end of your presentation so that they can contact you directly** with feedback, comments, or questions.

IN CONCLUSION

If you haven't done it before or don't have a lot of experience, public speaking may seem a little intimidating at first. With practice, preparation, some hard work, and following these twenty time-tested tips, tricks, and techniques, you'll soon be captivating your crowd.



CONTACT US

Every year, CAI launches our Call for Presentations. If you are interested in presenting a topic that would be of educational value to the CAI membership, please consider completing the online call for presentations form at: www.cai-padelval.org.

For more information about speaking opportunities with CAI or for other questions, please contact us at:

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