Public Speaking Tips
New York Society of Security Analysts

AIM Presentations
Presentation / Public Speaking Tips

• Beat at ease and relax – they want to hear what you have to say.
• Rehearse your presentation at least 4 times.
• Dress the part and act professional.
• Try to anticipate questions.
• Establish credibility at the beginning of your presentation.
• Give your audience an outline.
Presentation / Public Speaking Tips

• Practice out loud – time your presentation.
• Keep eye contact with all of your audience – look for a friendly face.
• Research and know your topic.
• Know the participants in the audience.
• Admit your mistakes or that you don’t know.
• Always appear to be enthusiastic.
• Get feedback from the audience.
• Don’t read from the text.
Effective Communication

• 3 elements (verbal – visual – vocal)
  – Verbal (what you say) – words you use
  – Vocal (how you say it) – how you sound
  – Visual (how you look when you say it) – appearance

• Believability of a speaker:
  – Visual (55%)
  – Vocal (38%)
  – Verbal (7%)
Visual (6 elements)

• Eye contact
• Facial expression
• Gestures
• Posture
• Movement
• Dress and appearance
Vocal (4 elements)

• Tone (authority and enthusiasm)
• Speed (we think at 750 wpm, but speak at 150 wpm)
  – Vary speed or the mind wanders (use pauses)
• Volume (speak loud enough)
• Clarity (pronunciation)
Verbal

• Choose words carefully
• Content is important
• Use the language of the audience
  – Financial analysis
Q&A

• Anticipate the questions – and know the answers
• Be concise – ask if they want elaboration
• Communicate clearly – ask if you answered their question
• Don’t interrupt a questioner
  – Ask for them to restate the question if you don’t understand it.
Other stuff

• Eye contact – don’t stare, but don’t avoid contact
• Posture – don’t slouch or be too rigid
• Hands / arms – at sides (except when gesturing)
• Face – friendly, expressive
• Gesture – energetic
• Voice – clear, varied, committed
• Humor – maybe (this should not be overused, but it is an okay ice-breaker and can put people at ease)