

# Making a presentation or speech

Making a presentation or speech can be an effective way to gain support for your campaign, or your group in your area. Not everyone is comfortable doing this – that's fine! Present in a way that works for you. Be passionate about your subject – if you're passionate your audience will get fired up.

Every speaker develops his or her own style, but here are some tips to help you communicate with your audience more effectively:

- > Introduce yourself and say what you intend to talk about.
- > Take a few moments to look at all the audience before you start speaking.
- > In smaller groups, make eye-contact with everybody. In large groups, slowly scan the room.
- > Smile!
- > Relax – take deep breaths.
- > Do something to grab your audience's attention at the start. Experienced speakers will often use jokes, anecdotes, analogies or questions.
- > Avoid jargon, clichés, technical language and confusing figures or statistics.
- > The pause can be very powerful. Pausing helps to highlight a point and gain attention. Pause regularly throughout your presentation.
- > Emphasise key words or phrases with your voice.
- > Avoid repeating words (eg, "OK", "you know", "isn't it") constantly.
- > If you can, try not to use notes. If you have to use them, keep to a few short prompts, rather than writing down every word.
- > Be prepared for questions and be honest. Don't try to bluff if you don't know the answer – you can't know everything.