Speaker Training Webinar

Today's presenters

Carrick Davis
*Wisconsin Foundation
& Alumni Association
APRA- Wisconsin*

Misa Lobato
*University of Colorado
CPRA*

Brock Silvey
*Northwestern University
APRA Illinois*

Emma Hinke
*Bentz Whaley Flessner
APRA Maryland*

Jessica Balsam
*University of Washington
APRA Northwest*

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Your proposal was accepted…now what?

- Take your idea from submission to presentation
- Ask yourself questions:
  — What unique perspective can you bring?
  — Is my idea new?
  — Is it factual, relevant, and interesting to your audience?
  — Would I sit through this presentation?
  — What type of presentation style works best for your content, comfort, and audience?

How do you tell the story?

- Case study
- Learning story
- Expert lecture
- Demonstration
- Round table/
    panel discussion

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What's in it for them?

…or, how will your audience change as a result of your talk?

- Reframe your thinking
- Open with the punchline
- Be repetitive
  — Tell them what you're going to tell them
  — Tell them the thing
  — Tell them what you told them

basic outline:

main idea
so what?
example one
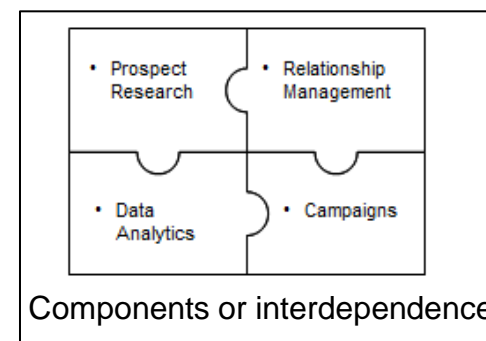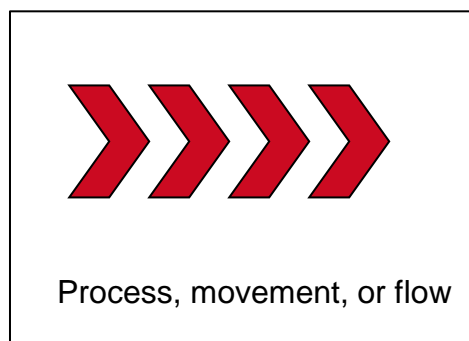example two
example three
main idea

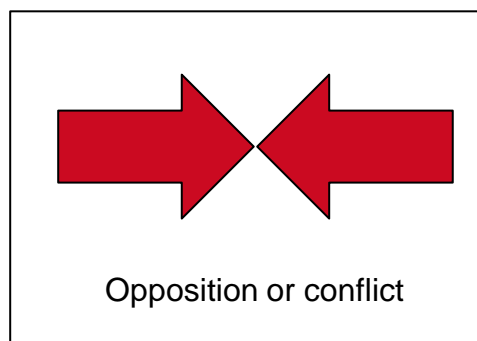# How deep do you need to get?

- Who is your audience?
- Focus on their needs and styles, not your own.
  — Do you need to explain
     complicated concepts?
  — Is the topic contentious?
  — Do you need to persuade?

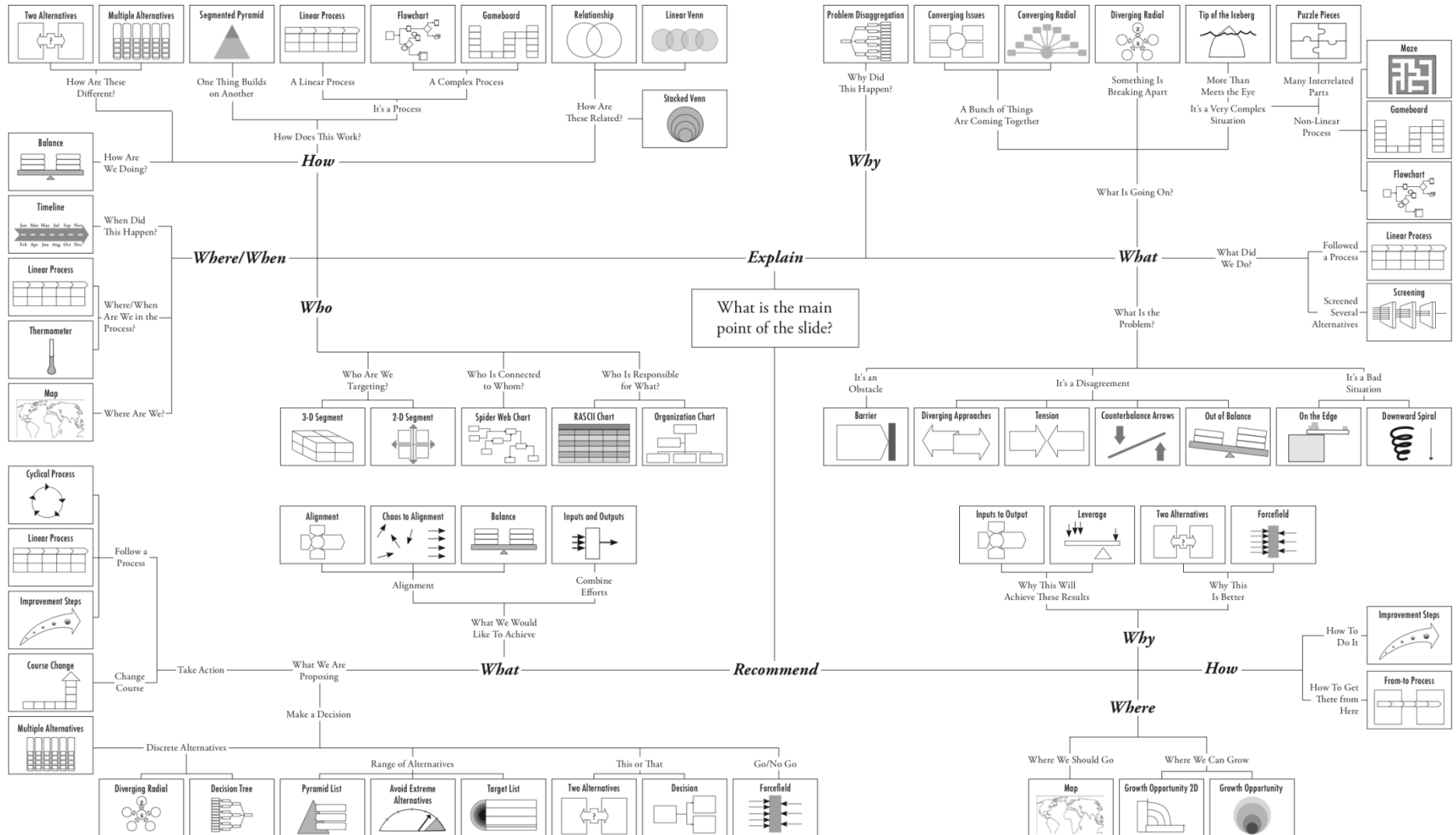complexity | time

details | big ideas
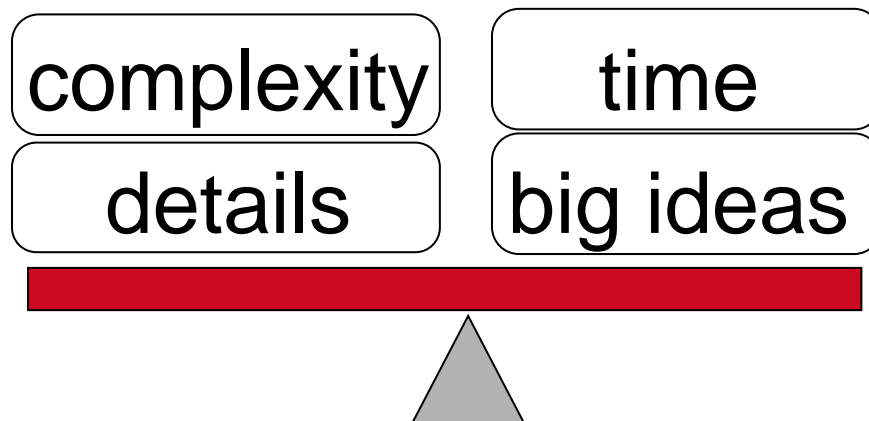
How to format your slides?

- Know which slides are your "B sides" and your reserves
- Give credit
- Practice "the squint test"
- Use diagrams and charts to illustrate concepts

Opposition or conflict

Process, movement, or flow

• Prospect Research	• Relationship Management
• Data Analytics	• Campaigns

Components or interdependence

Slide Chooser

More at http://bit.ly/1qzADiD

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Charts and diagrams

- Use color intentionally
- Consider call-out annotations for main points
- Labels and legends are key
- Start your axis at zero
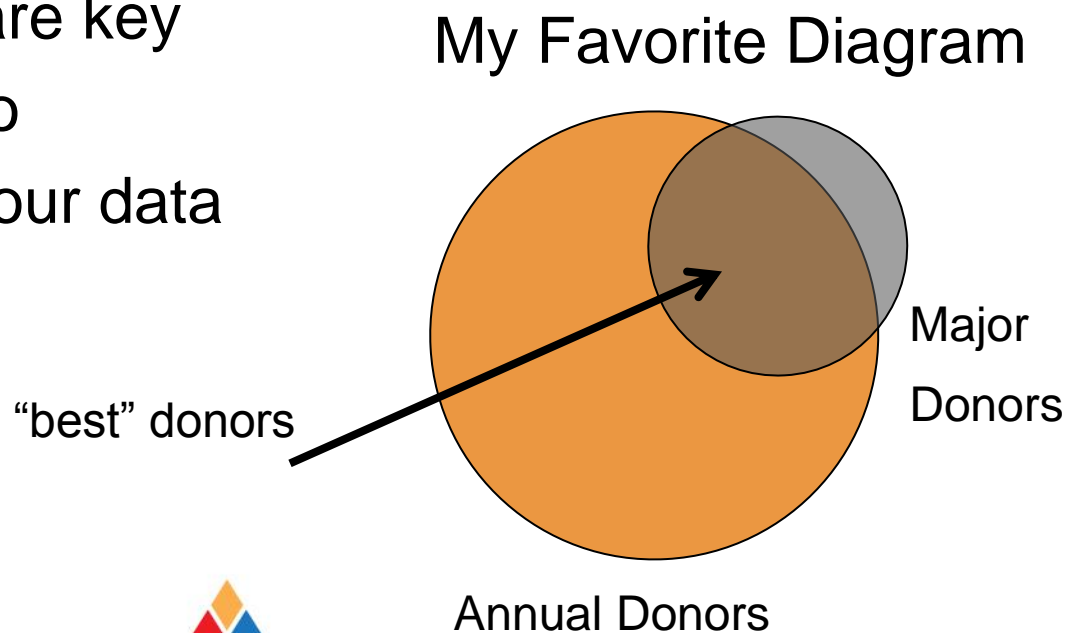- Right chart type for your data

My Favorite Diagram

"best" donors

Major

Donors

Annual Donors

Chart Suggestions—A Thought-Starter

More at: http://bit.ly/1sDwgvw

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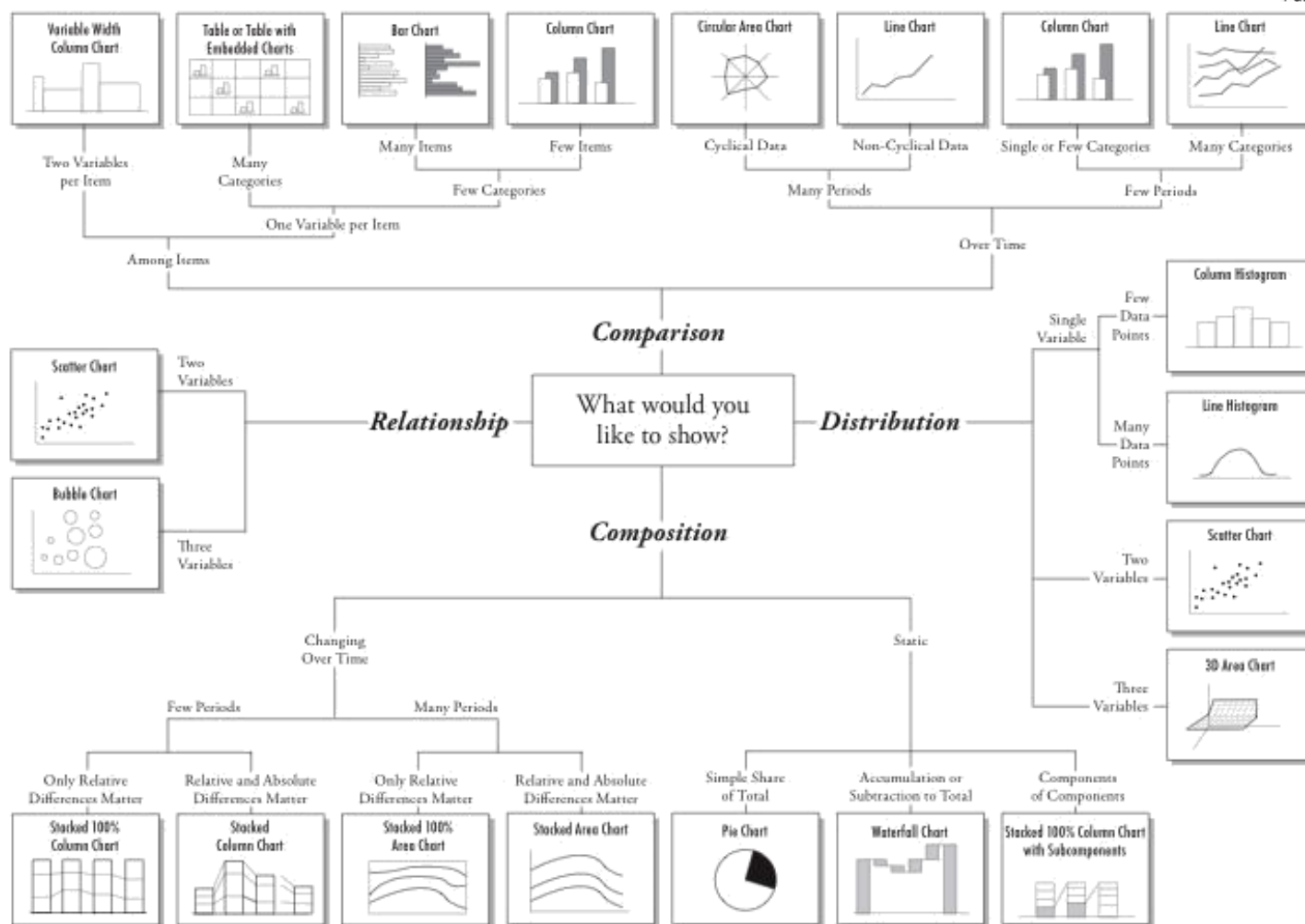
Emma Hinke

Senior Associate
Bentz Whaley Flessner

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Key Ideas

Audience Objectives
- Focus on **actionable** outcomes (objective shouldn't just be that the audience "understands")
- Identify stakeholders & their needs → Who cares & why?

Familiar Examples
- Draw high level analogies between a technical analysis and familiar processes
- Use diagrams or tables to add visual clarity to an outcome or process

Jargon vs. Accessibility
- Don't sweat the small stuff – convey the Big Idea clearly and the little details will work themselves out.
- Define highly technical words concisely at the onset of your talk

Key Ideas

Repetition
- Reaffirm presentation objective throughout
- Connect complex ideas or processes to simple goals

Check In
- Are eyes glazing over? Do audience members look lost?
- Or is conversation getting stuck in the weeds?
- Be prepared to refocus on the Big Idea to keep things moving.

Questions
- Don't be afraid to ask your audience questions. Encourage participation and discussion when appropriate.
- Not every question must be answered – it's ok to tell an audience member that you will get back to them with an answer.

Milagro "Misa" Lobato

Assistant Vice President of Advancement
Strategy
University of Colorado

Overcoming Anxiety

- Outline your presentation and know the blueprint
- Practice out loud with a supportive group
- Get to know the space
- Power pose for two minutes

Overcoming Anxiety

- Connect with the audience before you start
- Ground yourself with a physical object
- Let go of perfection

Jessica Balsam

Associate Director,
Prospect Management
University of Washington

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From Notes to Live Presentation

- Use natural-language sentences
- Script your opening lines
- Key words to reference while speaking

From Notes to Live Presentation

- Practice all the way through
- Practice with your back to the screen
- Practice slowing down
- Practice not fiddling with your notes

Tips from Jess

- Make it sticky
- Don't give too much background
- Don't be afraid of having too many slides, if they're slim on content
- Have a snack

Brock Silvey

Director, Prospect Research and Management

Northwestern University

How to Prepare

- Practice (out loud)
- Seek feedback
- Understand what a/v set up will be
- Plan for technical difficulties

When You Arrive/Before Your Presentation

- Locate room

- Test a/v equipment

- Meet your room monitor

- Know how to contact tech support

Be Prepared for Fame!

- Bring business cards
- Collect business cards
- Plan for post-conference outreach and networking

Questions for us?

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Further Resources

- TechRepublic's Powerpoint Pre-Flight Checklist
  - http://tek.io/1tlarRv
- Slide templates that pass the Squint Test
  - http://www.powerframeworks.com/squint-test
- Advanced Presentations By Design, Andrew Abela (2008)
- TED talks blog: Tips for better slide decks
  - http://blog.ted.com/10-tips-for-better-slide-decks/
- APRA Speaker Resources Page
- Colleagues, friends, us!