CAPTURING YOUR AUDIENCE’S ATTENTION

- Think about your audience’s attention span...
  - Capture your audience’s attention from the get-go
    - Exude interest and passion. If you look bored, your audience will become bored too.
    - Reward your audience’s attention with an interesting and engaging presentation
  - Start with your main point
    - Make this clear and concise
TALK TO YOUR AUDIENCE

- Engage your audience
  - Make eye contact
    - Rehearse and be well versed in your material
      - Although having an “emergency script” might be helpful, do not rely on it.
      - Talk naturally and directly face your audience
Think about your audience...

- Use jargon sparingly
  - When you do, define!
- Reiterate how each section pertains to the main point
- Insure that you can pronounce each word properly
USING YOUR VOICE

- Speak at an audible level
- Speak slowly
- Draw attention to key notes
- Fluctuate your voice
- Use a higher pitch for new points
- Don’t be afraid of silences and pauses!!
USING YOUR BODY

- Maintain an upright and comfortable posture
- Do not look at the ground and keep your head up
- Make eye contact with *individuals*
- Use *open* body language
- Utilize your hands and facial expressions
  - (within moderation)
Pay attention to your audience!
- Are they following you? Are they bored? Are they interested?
Check-in!
NERVOUSNESS IS NATURAL

- Take a deep breath
- Smile and maintain a friendly demeanor
- Talk slower, not faster
- Be well-prepared so that you can ad-lib
Presentation example (1:00-2:57)
ROLE PLAY!
THE TAKE AWAY...

Giving an oral presentation is a performance art. It does not matter how interesting your data is---you need to sell it. Your research is only as interesting as you make it appear to be!!