

STRATEGIC PRESENTERS

Help your message reach beyond the room

1) CLARIFY WHAT SUCCESS LOOKS LIKE

Because you're not just doing it for fun right?

- You may have been given the main stage, yet you're still competing with coffee... what beats coffee? Great stories.
- Can you work backwards from your success criteria through the intersect of what people (organisers and attendees) are looking for - and what you are bringing?

Metric: clear intent to align your actions to the conference.

2) GET THE RIGHT PEOPLE IN THE ROOM

How might you help people decide to watch you speak?

- Can you get the ideas you'll talk about out there ahead of you, so people have something to relate to?
- That's why authors are often popular as speakers. Haven't got a book? Get on Op-Ed out there - and ask the organiser if you can blog for them on their platform / post on your own blog / Medium / LinkedIn...

Metric: the right people, not just people.

3) ACTIVATE YOUR AUDIENCE

How might you guarantee relevance and give people a stake in it at the same time?

Can you interview some of the participants in advance?

And / or run an online survey that'll inform your presentation?

And / or Ask questions using Twitter or other platforms? #tag optional

Metric: a full room of the right people on the day.

4) MAKE PEOPLE PARTICIPANTS

How might you make sure you *Talk With* rather than *Talk At* people?

- How might you avoid a monologue? Can you ask your audience to talk to the person next to them about key questions?
- Could it help retention of key ideas?

Metric: an active and engaged audience.

5) RETAIN ATTENTION

How might you make sure it isn't over when it is over...

- How might you engage those beyond the room? Could you for example share slides as you go along? Other resources?
- What else can you do to build a community?

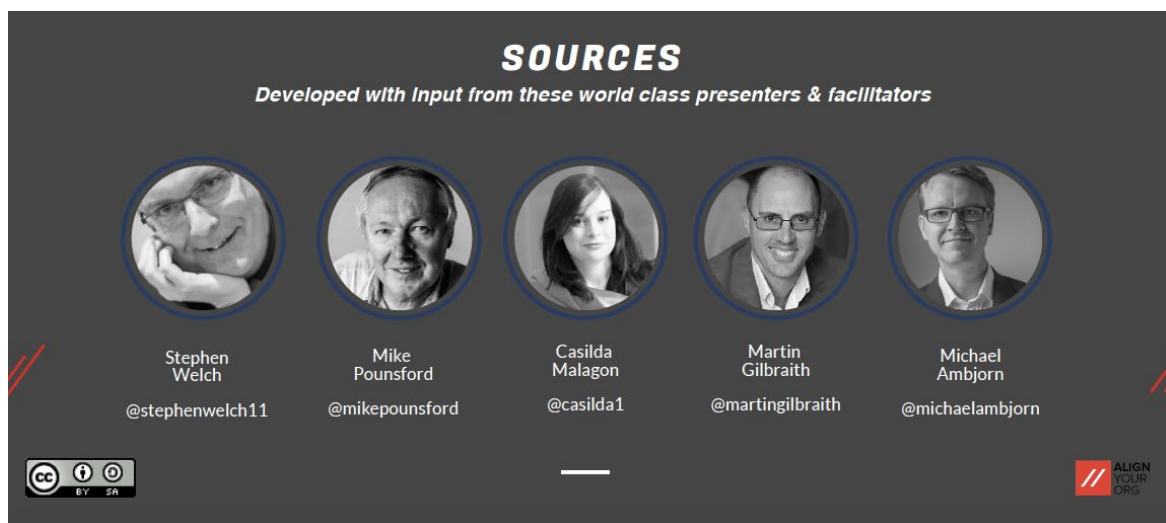
Metric: an audience that can immediately dig deeper.

6) GET ACTION

How might you make sure intent turns to action?

- Make a clear, concise call to action at the end.
- Ask others to help spread the word...
- Why not share this with a peer?

Metric: your strategic intent turned into action.



SOURCES
Developed with Input from these world class presenters & facilitators

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ALIGN YOUR ORG