

Ambassador Resource

Ambassador Tips for Presenting and Speaking to the Public

When speaking to the public or media, it will help to keep in mind the following:

Plan an icebreaker – this is not something humorous but a brief and concise summation of one of the key points of your presentation that will grab the audience’s attention. It can be dramatic and impactful. It should also be very precise. Only then should a personal introduction be made, followed by an explanation of how the campaign will address the issues.

Be aware of your body language – begin with your hands anywhere but by your side can suggest nerves and a lack of confidence. Gesturing is fine although try not to over-gesture. This ‘waters down’ your gestures to the point that they become meaningless.

Make eye contact – sincerely looking in to someone’s eyes as you communicate with them greatly increases the impact of your message. If in a group, try to look at everyone at least twice.

Be aware of the pace of your voice – rushing does not help anyone – you or your audience. Breathe and pause – especially after key points have been made. This puts emphasis on what you’ve just said. It gives the audience a chance to absorb what you have said. It also gives you a chance to plan your next words.

Try to relax into your presentation – remain engaged with an ‘emotional objective’. What is an ‘emotional objective’? This is key. What do you want your audience to feel as a result of your presentation? This should not be hard given the issues surrounding The White Ribbon Campaign. For example, do you want to motivate, inspire or shock? If you feel it, your audience will. There are dozens of choices available. Your audience will remember how you made them feel long after they’ve forgotten your words.

Finish with a ‘call to action’ – this is a concise and explicit request for action. What would you like your audience to do as a direct result of all you have said? Although you may be speaking to adults, they do like/need to be told what to do. Give everyone a direct time frame in which to act. Otherwise, if open ended, most likely no action will be taken.

Developed for White Ribbon
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