

# SPEECH IN FRONT OF AUDIENCE

## Objectives

- How to prepare and managing a presentation : to reach your goals.
- Efficiently show a topic in a limited time
- Structuring your speech thanks to an adapted plan use
- Using at best different visual aids to support your speech (overhead projector, paper board, video beamer)
- Assessing the audience. Adapting your speech to reach the targeted objectives. Deal with reactions and questions.

## Concerned people

Every business occupations.

## Duration

2 days

## Know-How acquired

### Communication laws

Communication is an individual sport  
Communication is a team sport  
Obstacles to control  
Pitfalls to avoid  
A mind state to embrace

### Understand fright:

Rational and irrational factors  
Make fright a positive energy pump  
How to get psychologically prepared?

### Build your self-confidence

How to get physically prepared?  
Logistics – Actions to or not to do before the speech  
Connecting to the « positive energy pump »  
What to think about the audience?  
How to relax before the speech?  
Tips to focus  
How to tackle the issue with all the confidence you need?

### Maintain a contact with the audience

Plans to inform and explain: category plans, opposition and logical sequence plans. Argument table plan for suggestion or persuasion speech.  
How not to fail during the first and the last 3 minutes: How to deal with introduction and conclusion?  
What are the good principles for a slide-show creation and a beam projector use?

### Good attitudes

Golden rules – Your physical position – Moves – Breath – Silences – Your look – Your voice – Scansion – Articulation

