

1.7 Presenting with Light to reveal Communication Competence

1.7.1 Presenting with Light – Conference Presentation Style

- 1 Carefully **Rehearse** Verbal Presentation.
- 2 Ensure **10 Deep Breaths** – before taking the Platform
- 3 Make the “**story**” **Interesting** – not Entertaining !
- 4 **Convince the audience** that THEY want to be **just as Interested** in the topic as is the Presenter.
- 5 Create a **Vocal Recording** in advance – automatically learn the words by **repeated hearing** of this Recording.
- 6 Demonstrate **Enthusiasm** – appear to be “**alive**”.
- 7 **Project the Voice** – it is NOT a Conversation – it is a Communication “**Acting**” role.
- 8 Address the **Audience** – not the Screen !
- 9 Prepare an **Interesting and Attractive PowerPoint Presentation** which achieves the intended Purpose.
- 10 Prepare some **Interesting and Attractive Practical Demonstrations**.

1.7.2 Presenting with Light – PowerPoint Presentation Style

- 1 Carefully Rehearse the PowerPoint sequence of slides.
- 2 Ensure **10 Deep Breaths** – before taking the Platform
- 3 Make the “**story**” **Interesting** – not Entertaining !
- 4 **Convince the Audience** that the PowerPoint Presentation is the “**most interesting**” they have ever seen.
- 5 Always be aware of the **Next Slide**.
- 6 Employ the use of a **Remote Control** Pointer !
- 7 Develop a **Coloured Background** to Slides.
- 8 Employ **Appearance Animation** to bring up words as required – avoid use of “type-writer” full-screen Slides.
- 9 Employ essentially “**one**” type of Animation – avoid using “different all singing / dancing” Animations.
- 10 Let the **Slide Sequence Fade** into each other

1.7.3 Presenting with Light – Demonstration Presentation Style

- 1 Carefully Rehearse Practical Demonstrations.
- 2 Ensure **10 Deep Breaths** – before taking the Platform
- 3 Make the “**story**” **Interesting** – not Entertaining !
- 4 **Convince the Audience** that the Demonstrations are the most interesting / impressive, they have ever seen.
- 5 Check **Battery** Supplies.
- 6 **Turn Off** all the Switches !
- 7 Try to arrange for **an Assistant** – but who knows how to anticipate the Demonstration Requirements.
- 8 Rehearse all that the **Assistant has to anticipate** what is needed to happen – **next**.
- 9 **Focus the attention** of the Audience on to what is required to be seen.
- 10 Do not permit the Audience **to Interfere** with Equipment – especially during any Interval !