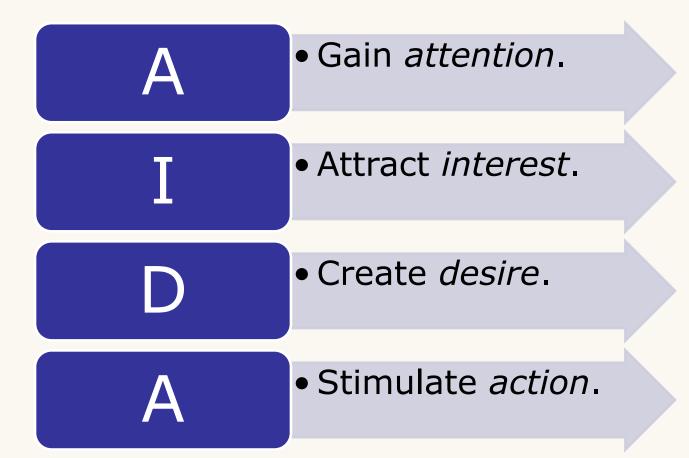


#### The AIDA Method



## Program Objectives (1 of 2)

- Understand how to use language and organize thoughts to convey messages to large audiences.
- Learn appropriate body language and techniques when presenting.
- Utilize techniques to control anxiety.

## Program Objectives (2 of 2)

- Review hints and tips that convey a professional appearance.
- ♦ Uncover tips and knowledge about creating effective PowerPoint™ presentations.
- Learn how to respond to audience questions and how to manage a hostile audience.

#### Definition

Public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners.

#### Main Idea (1 of 3)

- Once a purpose statement has been developed, it is time to develop a main idea.
- The main idea encapsulates the major ideas of the speech in a single sentence.
- Like the purpose statement, it must not be a question and needs to be very specific.



### Language Appropriateness

- Language must be adapted to the circumstance.
- Consider the occasion, the audience, and the topic.
- Always remember to be yourself. Deliver your presentation with confidence, conviction, and honesty.

## Public Speaking Pitfalls (1 of 3)

- ♦ Being visibly nervous
- ♦ Being disorganized
- Being confused
- Losing the audience
- Not making eye contact

# Body Language and Large Groups (3 of 7)

- You may feel especially nervous at this time, yet stay focused on your appearance because your audience is checking you out.
- If you have a podium, do not be tempted to use it as a prop.
  - This conveys weakness.
  - It is an unconscious statement that you are nervous.

### PowerPoints<sup>™</sup> (1 of 3)

- ♦ PowerPoint™ presentations have become a staple for public speakers.
- People prefer to have a visual to guide them along a presentation or to refer back to later.
- ♦ A PowerPoint™ presentation provides listeners with those options.



#### Feedback (1 of 3)

- Feedback does not always mean the audiences' ultimate response to your presentation.
- During the presentation, be aware of the mood or attitude of the audience, and use it to weigh the success of your work.



# Pownload "Public Speaking" PowerPoint presentation at ReadySetPresent.com

**150 slides include**: 5 points on the definition of public speaking, 5 points on brainstorming, 3 points on purpose statements, 7 points on main ideas, 8 points on attention grabbing introductions, 9 points on conclusions, 4 tips for using examples, 4 tips for using statistics, 4 tips for using testimonies, 10 points on a speaking outline, 10 language guidelines, 11 points on persuasive word types, 7 steps of the communication process, 3 points on confidence, 6 points on professional appearance, 3 points on messengers, 14 points on body positioning, 20 points on body language and large groups, 9 points on speaking notes, 7 points on using humor, 4 points on articulation, 3 points on vocal volume, 3 points on confidence, 10 points on nervousness, 6 points on preventing anxiety, 6 points on powerful presentations, 6 points on PowerPoints, 4 tips for developing PowerPoints, 5 points on fonts, 5 other tips, 6 points on videos, 8 points on questions and answers, 6 points on hostile audiences, 7 points on feedback, 5 points on time management and organization, 3 points on creating an agenda, and finally 16 action steps. Royalty Free - Use Them Over and Over Again. Once purchased, download instructions will be sent to you via email. (PC and MAC Compatible).

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\*Updated & Expanded 2013\*

Now: more content, graphics, and diagrams