

A professional broadcast studio set. The background is a curved yellow wall with a blue screen displaying a blue abstract image. A camera on a boom is positioned in the foreground, and a desk with a chair is visible in the background.

Public Speaking

The AIDA Method

A

- Gain *attention*.

I

- Attract *interest*.

D

- Create *desire*.

A

- Stimulate *action*.

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

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™ (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



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.

A photograph of a paved path in a park. The path is light-colored and leads into the distance. On the left side of the path, there is a dense green hedge and a black metal fence. On the right side, there is a black metal fence with pointed tops, followed by a grassy area and more trees. The sky is bright and slightly hazy, suggesting a sunny day. The overall scene is peaceful and inviting.

**What is
your next
step?**

Download “**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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