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Welcome

The live session will start
at 18:15 hours CEST

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From public speaking to communicating with impact: an online masterclass

Expert: **Mr Duncan Hart**, Cameron Communications, Stortford, United Kingdom

Discussant: **Dr Riham Abdelaziz**, Kasr Al Ainy Hospital, Cairo University, Cairo, Egypt

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CAMERON
COMMUNICATIONS

From public speaking to communicating with impact

26 July 2022

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Public speaking...worse than death

“A fear of public speaking was found to be a more pressing concern than death, according to a ranking of society’s most pervasive fears. Only the loss of a family member was deemed a more terrifying thought.”

The Times, 30 October 2013



People's greatest fears

1. Loss of a family member

2. Public speaking

3. Fear of being buried alive

4. Death



My aim is to...

Take the fear
out of public
speaking

Speaking →
Communicating
with impact

Endure it →
Enjoy it



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What's the best starting point?

Understand your audience

Who am I talking to?

What is their level of knowledge?

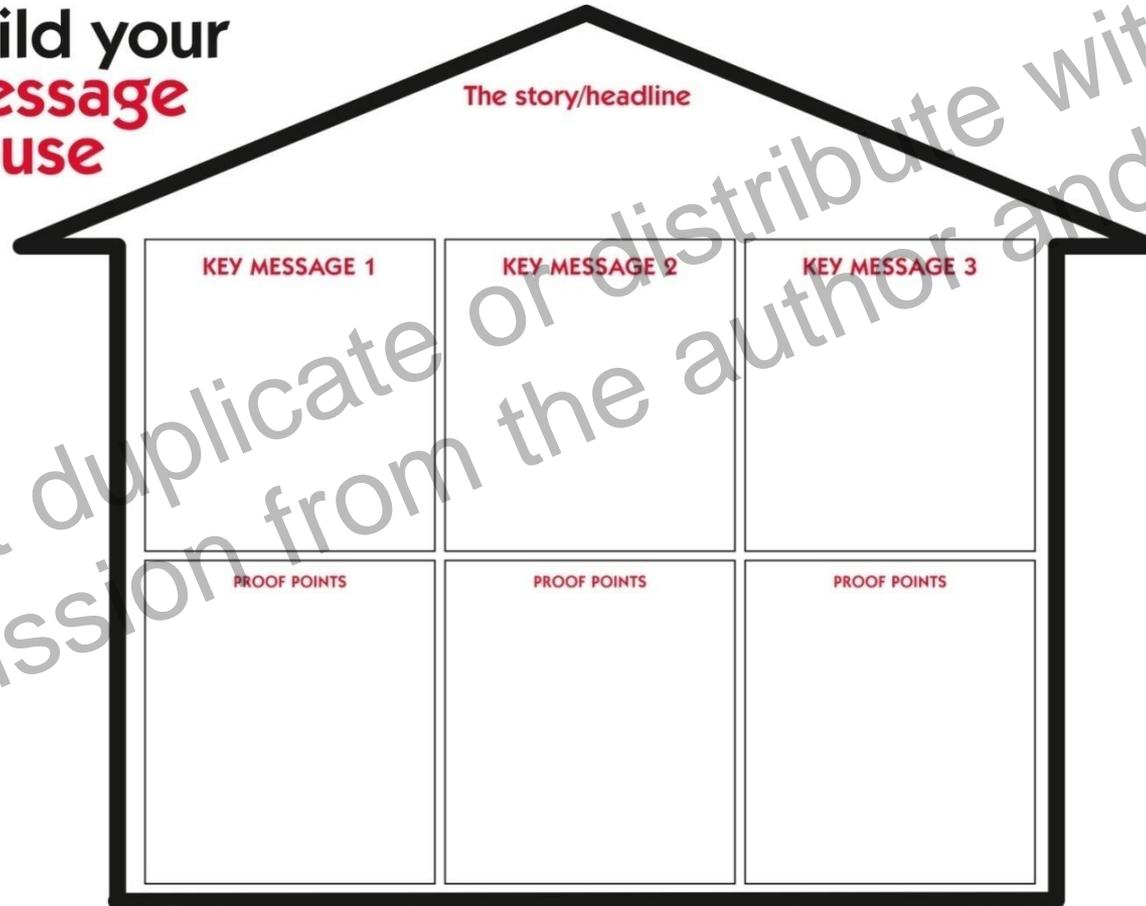
What three questions do they need answering?

What do I want them to take away?



You must tell a story

Build your message house



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Make an impact

The start – you have only 15 seconds!

Catch the audience early

Start with a hook

Your conclusion

The middle – just three messages – simple!

Key messages

Proof

Verbal signposts

End strongly!

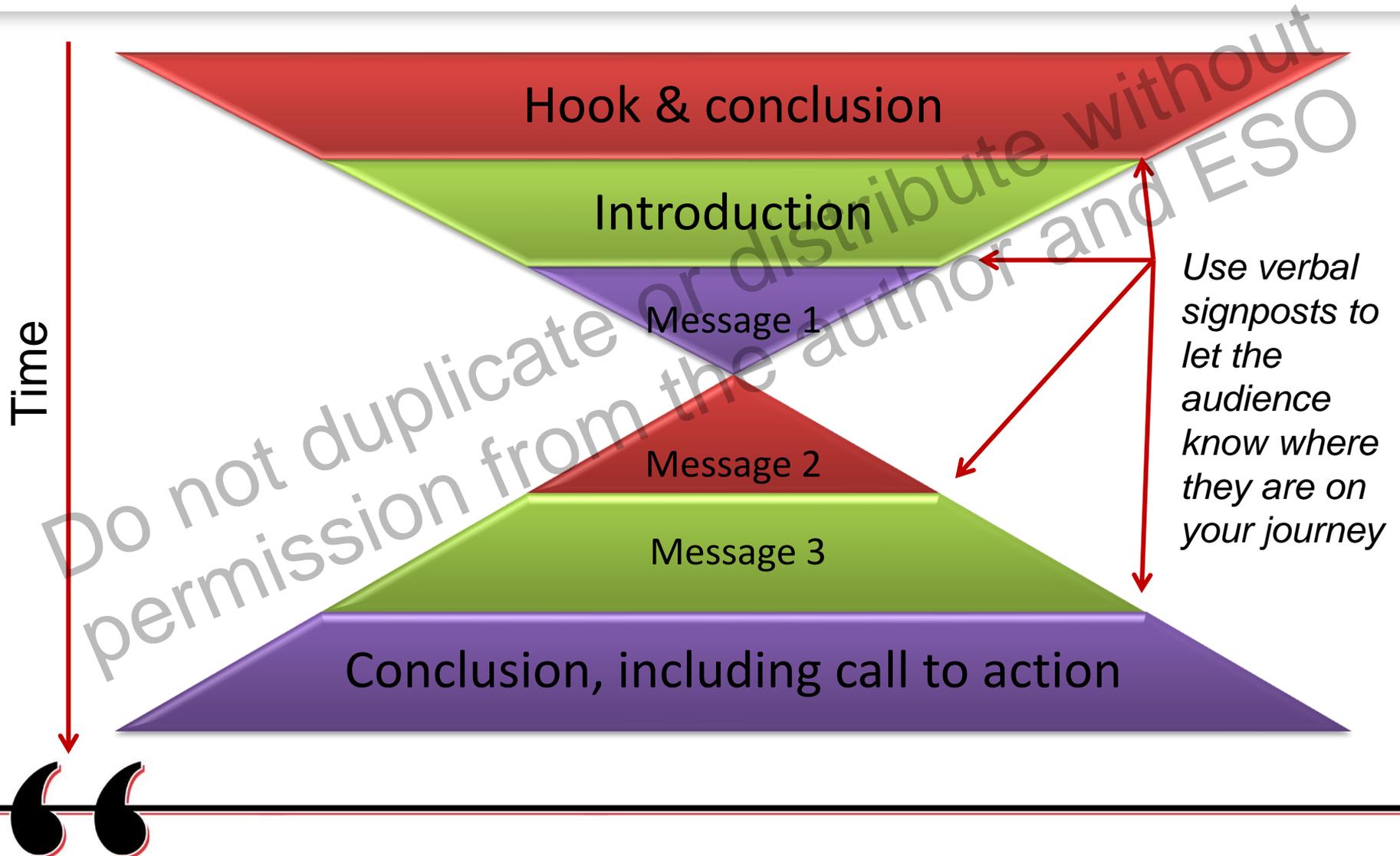
Signpost the end

Call to action?

Expanded conclusion



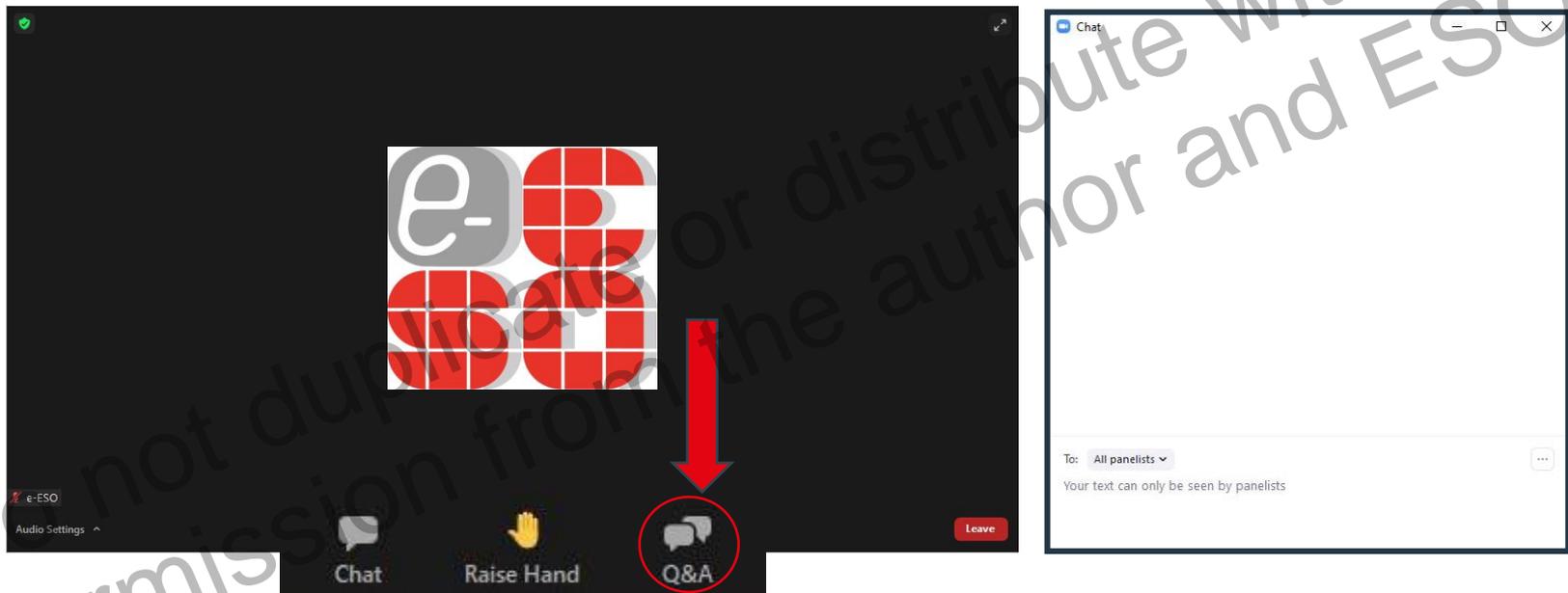
The Presentation Power Model



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Your views are important!
Remember that you can ask questions and send comments at any time.



Click on the Q&A button
to send your questions and comments

Language, voice & body

Language

- Build your confidence - memorise intro & conclusion
- Focus on the audience
- Strong, positive words
- Eliminate filler words and sounds

Voice

- Pace
- Volume
- Make the most of your voice
- Enhanced conversation
- Power of the pause

Body

- Posture is important
- Don't lean on anything – especially lecterns!
- Dress appropriately
- Use of movement
- Smile!



Use your eyes

Look to the
back

The eye acts
like a radar

Helps the
voice find
right level

Think of
letter W or M

Cover the
room in
zones

Linger for a
few seconds
to connect

Eye contact

85% of the
time

Use note
cards, not a
script



Myth busting

“The audience hates me!”

X

“People think I’m an idiot – I can tell!”

X

“I must be word perfect”

X

“I can’t take a sip of water”

X

“I can’t pause – I must keep talking”

X

“It’s so complex – I must have 100 slides”

X



Presenting with slides: design

Not too many!

Keep them as
simple as
possible

Maximum seven
lines, seven
words per line

Keep font clear
and simple

Can it be read
from the back?

Don't overdo
animations or
builds

Think about the
colour contrasts

The Power
should be with
you...

...not on the
screen



Presenting with slides: technique

Can create a conflict

Let the audience read: pause before speaking

Don't read the slide, only use it as a guide

Don't turn away and talk to the screen

Use note cards to remind you what's next



Plan for the unexpected

“Everybody has a plan
until they get
punched.”

Mike Tyson

Prepare for total IT failure

Know what you want to say – practice

Have note cards to hand

Ignore distractions

Think about questions you might be asked



In summary



Any questions?



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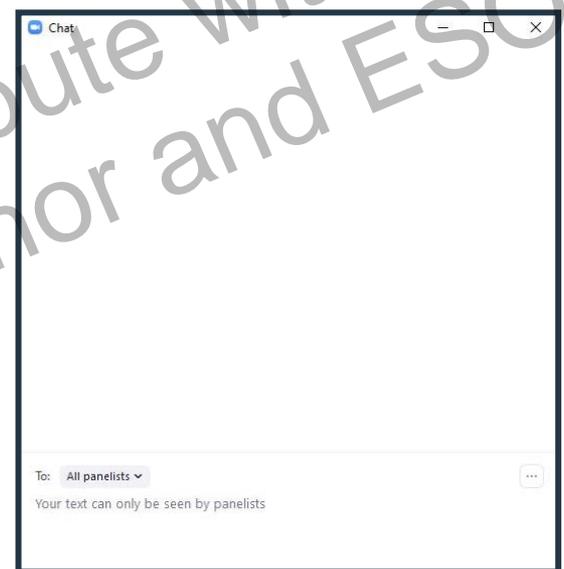
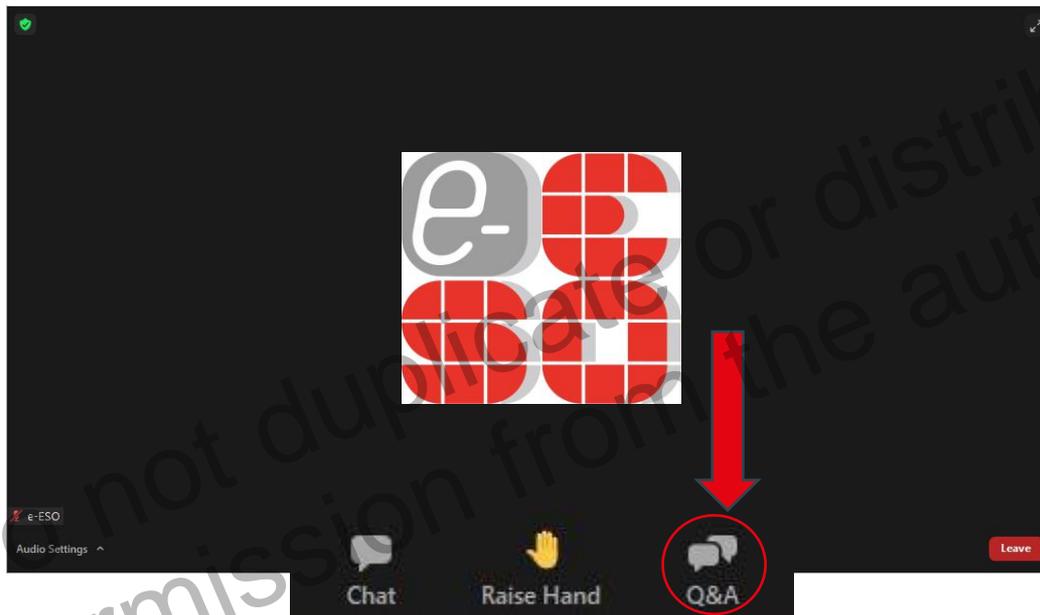


e-Session

Question & Answer Session

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The next e-ESO Session

will take place on 28th July 2022, at the same time

Highlights of the Advanced Prostate Cancer Consensus Conference (APCCC) 2022

Expert: **Prof Silke Gillessen**, IOSI - Istituto Oncologico della Svizzera Italiana, Bellinzona, Switzerland

Discussant: **Dr Aurelius Omlin**, Onkozentrum Zurich, Zurich, Switzerland

Thank you!

for participating in this

e-session

For additional information, please visit

www.e-eso.net