



* Eye Contact

Eye contact with our listeners is very important. There are people sitting in front of us and not just a crowd into which you "say" something. You have something important to say! That's why you should make a new room "your room" before your presentation.

Clarify this for yourself beforehand:

- * Where do I stand, where do I feel comfortable?
- * Where are the listeners? How are they sitting?
- * Keep looking in different directions. This way you give the listeners the feeling that you are addressing them.

* Stand securely on both feet

Your stand is influencing your impact. Here are a few tips on how to stand more confidently and confidently.

- * Stand with both legs parallel to each other on the floor. They should not be too far apart, but also not right next to each other.
- * Keep your knees loose without bending them. Pressed knees look stiff.
- * Do not cross or knot your legs. This makes you look very insecure.
- * Don't wobble around unnecessarily. Don't lean too far forwards or backwards.
- * You should practise your secure stand. Try out how you feel most comfortable.



* **Use your hands**

The biggest problem we usually have is with our hands: Where should they go when you say something? Sometimes we have something in our hands: the moderation cards, a microphone, ...

But if you don't have anything in your hand, here are a few tips:

- * Keep your hands above your hips and in front of your body. You can lightly place one hand in the other.
- * It is important that you don't stay like this the whole time. It is good and effective if you always open one or both hands towards the audience.
- * If you refer to a slide or a place, you can point there.

No-Gos:

- * Hands in trouser pockets
- * Crossed arms
- * Hands on hips
- * Point your finger at individual listeners

* **Clothing**

We usually have a sense of what we should wear. Nevertheless, it is important to consider what is the right outfit for the occasion.



* Language

No matter where you speak and how many people are listening to you: Everyone should understand you, acoustically and in terms of content.

- * Do you speak with a microphone? Try it out beforehand and find out how your voice sounds. If a room echoes strongly, you should speak more slowly and pause between sentences.
- * Speak in simple, short sentences. Use a simple sentence structure without complicated convolutions.
- * Speak in verbs instead of nouns. Then your language comes alive and the listeners are motivated.
- * Speak vividly: We humans can remember content much better if we can visualise it well:
 - When we hear something, we absorb 20% of the content.
 - If we also see something, it's 50%!
 - If we can do something ourselves, we can memorise almost 100% of the content!
- * Think about how you can make your presentation more vivid with a picture or object. Or even better: get people actively involved.
- * Speak sympathetically: maintain eye contact with the audience and smile at them from time to time. What you radiate reinforces what you say.

* Feedback

Perhaps there is an opportunity for someone to observe your presentation and give you feedback. That way you can improve your rhetoric!



* Tools

Moderation cards are very helpful in order not to lose the thread during the presentation. Here are a few helpful tips:

- * Card size: minimum DIN A6, maximum DIN A5
- * Slightly thicker paper
- * Label the cards on one side. This looks better and won't confuse you when changing the cards.
- * You can write the text neatly by hand on the card. Or you can type the text on the computer, print it out and stick it on the cards.
- * If you type on the computer: Use at least font size 12.
- * Make sure that there is no change of card in the middle of the sentence. The sentence should be finished at the end of the card.
- * Set up sections of meaning and divide them up between the cards. Then you can take a break after a section of meaning and change the card.
- * You can bold or highlight important terms on the cards. This will give you a better overview
- * Moderation cards are not reading texts. Present your content as freely as possible. The text on the cards is only a mental aid!