

* **Eye Contact**

Eye contact with your audience is very important. There are real people sitting in front of us and not just a crowd you “talk at”. You have something important to say! That's why you should take a moment to make any new room “your room” before your presentation.

Think about the following beforehand:

- * Where will I stand, and where do I feel most comfortable?
- * Where is my audience? How are they seated?
- * Keep looking in different directions. This way you give everyone the feeling that you are speaking directly to them.

* **Stand firmly on both feet**

Your stance has a big influence on your impact. Here are a few tips on how to stand more confident and stable.

- * 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. Locked knees look stiff.
- * Do not cross or twist your legs. This makes you look very insecure.
- * Don't wobble around unnecessarily or sway from side to side. Don't lean too far forward or backward.
- * You should practice this stable stance. Try out the position in which you feel most comfortable.



* **Use your hands**

The biggest problem we usually have is with our hands: Where should they go when you are speaking? Sometimes we hold something in our hands, like presentation cards, a microphone, ...

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

- * Keep your hands above your hips and in front of your body. You can gently place one hand in the other.
- * It is important that you don't keep this position the whole time. It is more effective if you regularly open one or both hands towards the audience.
- * If you refer to a slide or a specific place in the room, you can point there briefly.

No-Gos:

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

* **Clothing**

We usually have a sense of what we should wear. Nevertheless, it is important to think about what kind of outfit is appropriate for the occasion.



* Language

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

- * Are you speaking with a microphone? Try it out beforehand and check how your voice sounds through it. If a room echoes strongly, you should speak more slowly and add short pauses between sentences.
- * Speak in simple, short sentences. Use a simple sentence structure without overly complicated phrasing.
- * Prefer verbs to heavy noun phrases. Then your language sounds more lively and keeps listeners engaged.
- * Speak vividly: We humans can remember content much better if we can visualise it well:
 - When we hear something, we absorb around 20% of the content.
 - If we also see something, it's about 50%!
 - If we can do something ourselves, we can remember 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 in a friendly and open way: maintain regular eye contact with the audience and smile at them from time to time. What you project reinforces what you say.

* Feedback

If possible, ask someone to observe your presentation and give you feedback. This is one of the best ways to improve your presentation skills!



* Tools

Moderation cards are very helpful so that you don't lose your train of thought during the presentation. Here are a few helpful tips:

- * Card size: minimum DIN A6, maximum DIN A5
- * Use slightly thicker paper
- * Label the cards on one side only. This looks better and won't confuse you when changing cards.
- * You can either 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 you don't have to change cards in the middle of a sentence. Try to finish each sentence at the end of a card.
- * Group your content into meaningful sections and divide them across the cards. Then you can pause briefly after a section 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 a full script. Present your content as freely as possible. The text on the cards is only a memory aid!