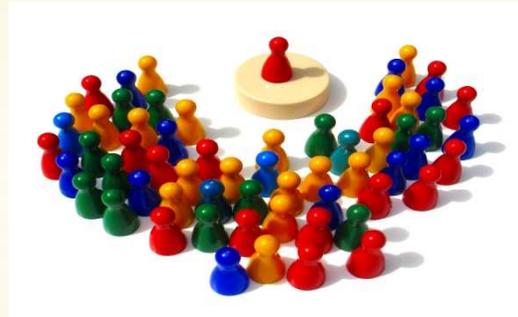


# Public Speaking and Presentation



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# Class Approach

- Two-way communication
- Active participation
- Free flow of ideas
- Workshop
- Group presentation
- Comment/Recommendation

# Outline

- Recap
- Fear of public speaking and presentation
- Know your topic
- Know your audience
- Deliver speech/  
Make presentation
- Tips to be a good presenter
- Workshop
- Group presentation
- Comment /  
Recommendation

**Recap**



The human  
brain starts  
working the  
moment you are  
born and never  
stops until you  
stand up to

**Speak in public**

# Fear of Public Speaking

- 41% of 2,500 American listed public speaking as their greatest fear
- According to the list, the fear of speaking is the #1 fear of all fears; the fear of dying is #7



Fear - cause of  
**nervousness**

# How to reduce your nervousness?



# 1. Be thoroughly prepared for your speech!

Adequate preparation and proper rehearsal can reduce fear by 75%



## **2. Think positively**

This can reduce the remaining  
10% of fear which is contributed  
by your mental state

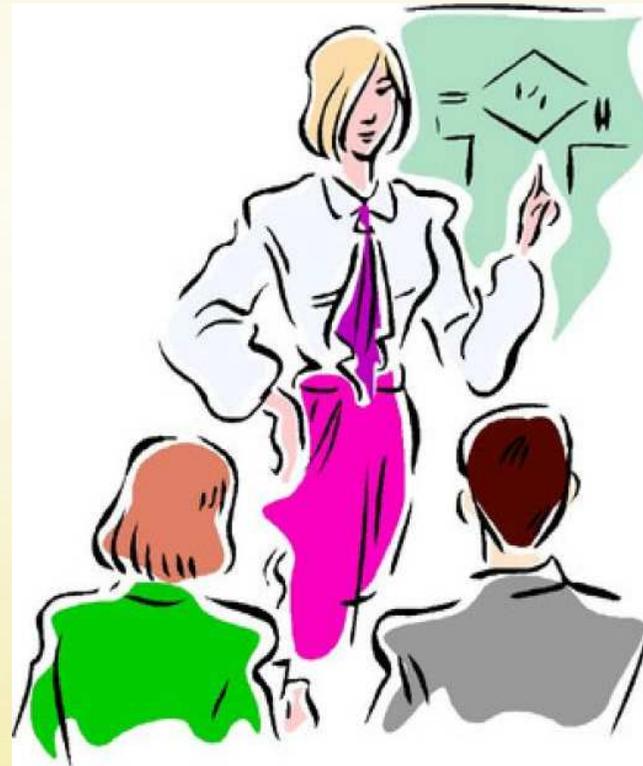
### 3. Use the Power of Visualization

Picture yourself succeeding in your speech!



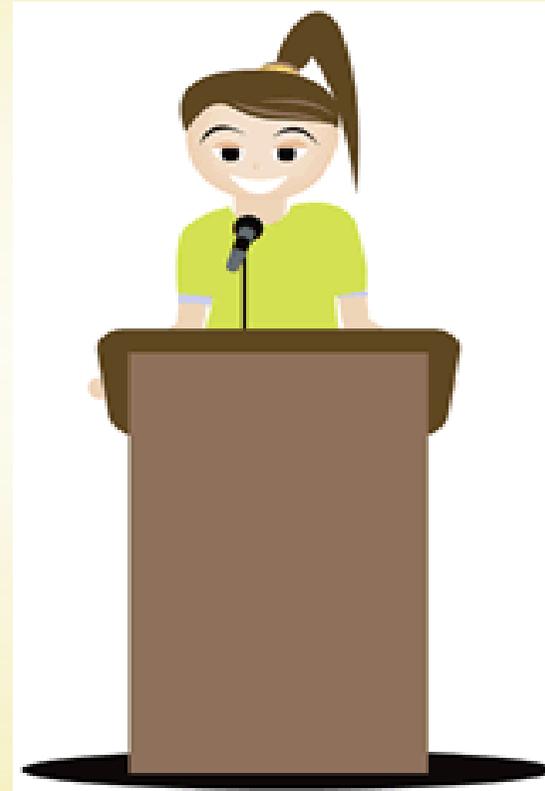
## 4. Know that most nervousness is not visible

Only a fraction of the turmoil you are feeling inside is visible on the outside



## 5. Don't expect perfection

- Even an obvious mistake is no catastrophe!
- Speechmaking is not a performance, it is an act of communication



## 6. Acquire speaking experience

The more you practice and experience public speaking/professional presentation, the less threatening speech-making will become!



**Know your topic**

# Brainstorming for Topics

- Personal inventory
- Clustering
- Useful information



# Clustering

Take a sheet or a paper and divide it into columns

Audience	Place	Event	Topic	
Government Officers	Sofitel Hotel Bangkok	Intern'l Conference	ASEAN - Employment Opportunity	

# Objective of the Presentation

## To inform

- to explain
- to report
- to demonstrate

## To persuade

- to influence through information so that the audience will act/think in a certain way

# Example

Topic	Music Therapy
General Purpose	To inform
Specific Purpose*	To inform <b>my audience</b> about the benefits of music therapy for people with psychological or cognitive disabilities

*\*Note: Always mention the audience in the specific purpose statement.*

## **Tips for Formulating the Specific Purpose Statements**

- Does my presentation meet the assignment?
- Can I accomplish my purpose in the given time?
- Is the purpose relevant to my audience?
- Is the purpose too trivial for my audience?
- Is the purpose too technical for my audience?

**Know your audience**

# Audience-centeredness

- Keeping the **audience** foremost in mind at **every step** of speech preparation and presentation
- Self-questioning:
  - To whom am I do the presentation?
  - What do I want them to know, believe, or do as a result of my speech?
  - What is the most effective way of composing and making the presentation to accomplish that aim?

# What do people want to hear? (The psychology of audiences)

- Things that are meaningful to them
- What does this mean?
  - Your listeners will hear and judge what you say on the basis of what they already know and believe
  - You must relate your message to your listeners



# Demographic Audience Analysis

- Focus on demographic factors such as age, gender, religion, sexual orientation, group membership, and racial, ethnic or cultural background
- Two steps to analyze:
  - Identifying the general **demographic features** of your audience
  - Weight **the importance of those features** to a particular speaking situations

# Demographic features

- Age
- Gender
- Sexual orientation
- Racial, ethnic, and cultural background
- Religion
- Group membership
- Occupation
- Education
- Etc.



# Situational audience analysis

Focus on situational factors such as:

- The size of the audience
- The physical setting
- The disposition of the audience toward the topic
  - Interest
  - Knowledge
  - Attitude
  - Speaker

# Concentrate on your audience

- Prepare your presentation to make it clear, appropriate and convincing



# Adapting to your audience during the presentation

- Adapt to unexpected changes, e.g. time reduction, technological failure
- Observe audience feedback



# **Deliver Speech/ Make Presentation**

# Methods of Delivery

- Reading verbatim from manuscript
- Reciting a memorized text
- Speaking impromptu
- Speaking extemporaneously



# Reading from manuscript

Manuscript:

A speech that is written out word by word and read to the audience

# Reciting from memory

- Short speech:
  - Toasts, congratulatory remarks, acceptance speech, introduction, etc.
  - Caution - memory lapses, speaker may over concentrate on remembering rather than communicating with audience

# Speaking impromptu

- A speech delivered with little or no immediate preparation.
- Few people choose to speak impromptu. But many speeches in life are impromptu
  - You are called to “say a few words”
  - Responding to a question
  - Explaining why you are here

# Speaking extemporaneously

A speech which was prepared in the past  
but need to deliver immediately

# Tips to be A Good Presenter

- Well prepared presentation
- Well groom
- Know how and when to
  - use appropriate level of voice
  - change tone, pace, pause
  - look around, eye contact, do not over-concentrate on your notes or slides
  - movement, body language
  - observe audiences feedback