

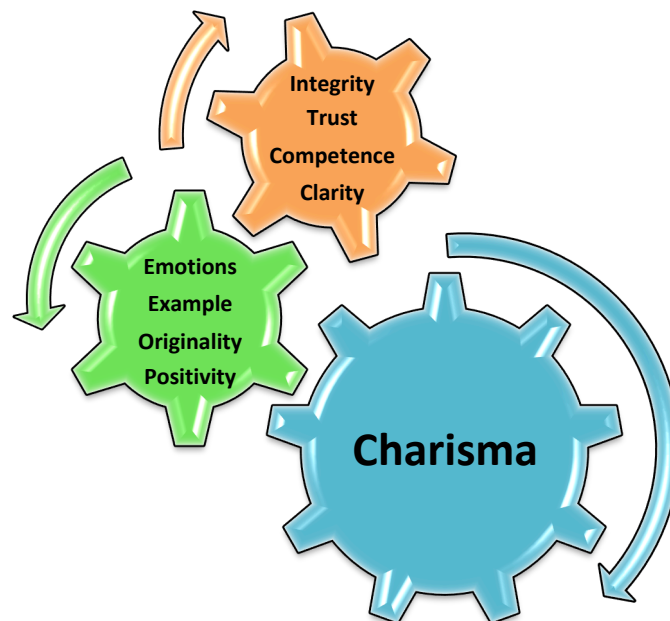
Top Tips for Presenters

The main characteristics of Charisma

Charismatic communicators have changed the world! Charismatic communicators have the ability to influence their audience, their friends and people they meet.

It's often thought that Charisma is a talent which only few are blessed with but technically, we all have the skills innate within us, albeit to differing degrees to allow us to become more charismatic presenters, communicators or performers. We only need to identify the characteristics, combine them correctly and introduce them to our communication style to see positive results.

Visual Charisma mechanism



Characteristics of Charisma

1. *Integrity*
2. *Trust between Presenter and Audience*
3. *Competence in subject or profession*
4. *Clarity of message – Being clear and concise*
5. *More about Emotion than Logic*
6. *Lead by example not by direction*
7. *Different, original, real and memorable*
8. *Sets a positive and clear direction*

Top Tips for Presenters

Establish Rapport Quickly

In order to build rapport with an audience quickly, the Presenter must demonstrate confidence and have a strong opening to His or Her Presentation.

Successful openings come in many forms however, listed are 7 tried and tested rapport-building openings which have been used by Presenters to great success.

1. Emphasise benefits to the audience.
2. Telling stories.
3. Introduce an interesting fact.
4. Arousing curiosity.
5. Shocking your audience.
6. Using props.
7. Making topical reference.

Top Tips for Presenters Influencing Your Audience

Influencing is a complex process however; here are some key-factors which will help you develop effective audience influencing skills:

Be good at what you do.

Demonstrate credibility.

Establish trust.

Build rapport.

Be sincere.

View the audience as your friends.

Convey confidence.

Talk benefits.

Demonstrate belief in your entertainment.

Appeal to feelings, values and beliefs.

Top Tips for Presenters

Inviting your audience to want more

10 - Tips for success:

1. Believe in your product.
2. Believe in yourself & your team.
3. Open with impact.
4. Close on a positive.
5. Express yourself throughout your stage time.
6. Flex to the style of the audience – Target.
7. Arouse curiosity & involve them when appropriate
8. Use picture language.
9. Add variety – Be creative in your performance.
10. Think as much about performance as you do about content.

Top Tips for Presenters

Keeping Your Audience Interested

Once connection with an audience has been made, the challenge for the Presenter is then to keep that audience interested in the proceedings.

Struggles will be encountered if:

- The audience are not 'hooked' in the opening minutes.
- The Presenter doesn't get to the point.
- The Presenter dwells too long on any one point.
- Too much information is given in one go.
- Lack of variety in presenting style.
- Failure to involve the audience at the right times.
- Failure to make a performance visual.

Top Tips for Presenters

Rapport Building Options

1. Emphasise benefits to the audience – *“This evening you have the opportunity to see the finest Pantomime at sea!”*

2. Telling stories – *Make sure they are applicable to the event or entertainment and don't stray!*

3. Introduce interesting facts – *Begin with an interesting fact that relates to your event or performance.*

4. Arousing curiosity – *Rhetorical questions that demand an answer work. ‘Ever wanted to win the Lottery?’*

5. Shocking your audience – *I am going to present tonight's show, naked! (Note. Please do not do so!)*

6. Using props – *Easiest way to get attention is to hold something up for people to see.*

7. Making topical reference – *Making reference to News items, TV programmes or an occurrence will help. Avoid talking about the weather!*

Top Tips for Presenters

What is Charisma?

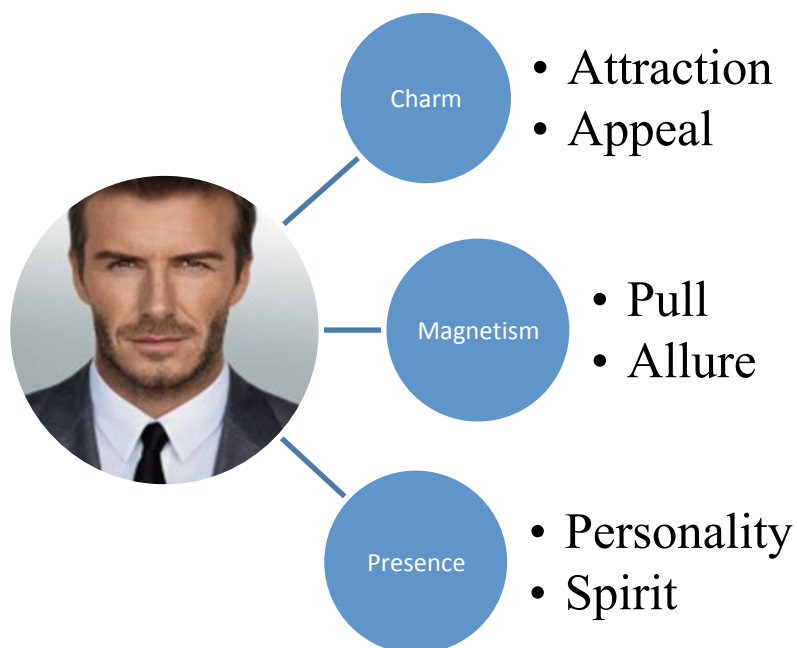
The Dictionary definition of Charisma;

Noun

1. The state or fact of being present, personal appearance of a dignified nature.
2. A quality inherent in a thing which inspires great enthusiasm and devotion.

“A personal attractiveness or interestingness that enables one to influence others.”

Visual definition of Charisma



Top Tips for Presenters

What is Rapport?

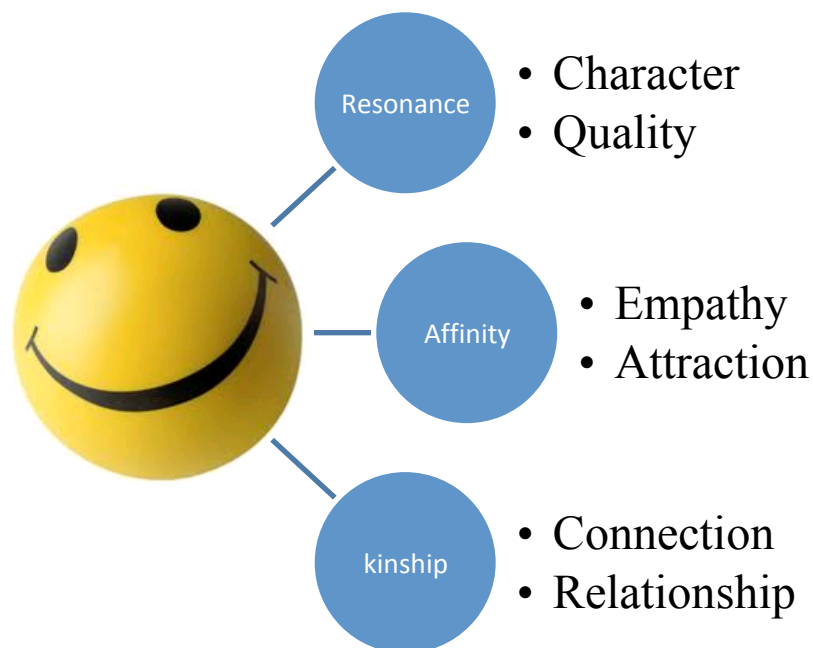
The Dictionary definition of Rapport;

Noun

Relation; connection, especially harmonious or sympathetic relation with trust

“A relationship of mutual understanding or trust.”

Visual definition of Rapport



Psychological research into the area of Rapport has proved the following:

1. We can pretty much read the thoughts and feelings of someone after being with them for about half an hour! The accuracy being the same we attain with friends we've know for a year or more.
2. Women, generally more so than Men, tend to know what others are thinking by looking at the person more, their face and by asking direct questions about how a person feels or what they are thinking.
3. A variation in Voice Tone to convey a message or build rapport is not necessarily a great influencer on its own. If there is lack of kinship, affinity and resonance between communicator and audience, rapport will not happen and if someone decides they don't like us, they wont like our performance, no matter how wonderful it maybe!