

Want to be a great presenter? Just remember 'less is more' and 'practice is everything'

BEST-selling US author, business strategist and speaker Rob Waite says PowerPoint presentations can sound the death knell for many speakers.

And he says one of his “near death” by PowerPoint experiences occurred in Newfoundland when he saw something “that nearly killed me on the spot” — the little box in the lower left corner of the projector frame that read ‘Slide 1 of 101’.

Waite says he didn’t have the heart to pull the plug on the presentation and ask them to get to the point in 20 slides or less.

The moral of the story, he says, is that the writers walked away from their presentation believing they had worked hard particularly because they presented 101 slides. Unfortunately he said, he couldn’t recall three things they had tried to communicate 15 minutes after the presentation ended.

Here are his 10 elements of a great presentation:

- Before you do anything else, identify a maximum of three key points you want the audience to remember.
- Determine why your audience should remember these points, so you can communicate that, too.
- Open your presentation with the “why” in such a way that it takes no more than one minute to explain. If you can’t explain to the audience why your presentation is important to them within one minute, you’ve lost them.
- Never forget that the audience cares less about what you have to say than you do.
- Remember what you learned in fourth grade: Speak at an appropriate rate. Not too slow or too fast. And project your voice.
- Communicate broadly through

body language as well as spoken language.

- Don’t use the podium unless you’re stuck reading a speech and it’s the only source of light. It’s easy to create the impression you’re holding on to it for dear life. Speakers who walk around a podium instead of rigidly standing behind it show more confidence, differentiate themselves from other presenters, and are more interesting to watch. Walking, talking and gesturing at the same time also is a great way to hide the yips because all the adrenaline doesn’t go to the throat.
- Be so well-rehearsed that it doesn’t sound rehearsed. There’s no substitute for preparation.
- Review your presentation with a trusted colleague or two to ensure it says what you think it says and is easily understood.
- When using slides - organise your presentation so the titles of the slides alone tell the story. Any other text should simply support the title; don’t overuse distracting gimmicks like animation — never read the slides word



for word. Their only purpose is to reinforce what the audience is learning; never spend more than two minutes on a slide; and finally — and most importantly — prepare your presentation so that you don’t actually need any slides. If you can be effective without slides, you’re a great presenter. If you can’t do that, you can use slides to enhance your presentation, rather than leaning on them like a crutch.

Rob Waite is the author of *The Lost Art of General Management* and is co-author along with Bill Gates, Donald Trump and Suze Orman and others of *Walking With The Wise II*.

Mirvac offers incentive at Aust and NZ hotels

HOTEL group — Mirvac — is offering rewards to meeting planners who book events at its Australian and New Zealand properties.

Bookings for conferences, seminars, board meetings, cocktail parties and special promotions will earn NoLimit\$ points that can be redeemed at any Mirvac property for such things as free accommodation, room upgrades, dining vouchers, meeting credits and spa treatments.

Mirvac says the objective of the incentive scheme is to increase its MICE market share and to reinforce the group’s growing network of MICE venues in CBDs, city fringes and resort destinations around Australia and New Zealand.

The primary target is the corporate meeting planner and the PCO.

Among other things, event planners will earn points for guest rooms, only when a minimum of 10 paid rooms are occupied on any given night. They will receive points equivalent to the total dollar amount spent of guest rooms.

According to Mirvac, the NoLimit\$ points never expire (they keep on accumulating until they are used) and they can be given to friends and relatives. Bonus points will be offered during seasonal promotions. To register, call 13 15 15.