Presentation on Communication models= Prezi

<http://www.prezi.com/htqn_hzzk6vj/presenting-with-a-purpose/>

**The opening:**

Creating your story – legitimize yourself as an expert/authority – create an aura of wanted attributes to your character – develop, craft and deliver the story in the most credible and personal manner – connecting with the audience

“Let me tell you a story from my own life that changed my way of thinking, acting, … - this is what I have learned from an expert, from life, … what turned out into great success story; opening with a shocking fact; opening with a question – pause – make people raise their hands – engaging the audience – triggering the spot of interest or need.” Use the Bad “Then” and a good “now” strategy: Illustrate the emotional or factual bad situation in the past. Speed over the solution without mentioning it. Introduce what the good present looks like. Make them so waiting for the solution. A good speaker is an excellent teaser. Connect the solution with your action to increase your status of expertise!”

**The closure:**

Summarize your main statements. Place them into practical life. Refer to opening story. Call people to action! Make it the end of a firework with a few strong hits! End with a clear cut!

**Dealing with stage fear:**

Stage fear is the fright of being rejected, punished, not loved anymore. A presentation of your scientific message is not about being loved – it is about helping people with your expertise.

Excitement (anticipation of happiness) and fear (anticipation of pain) are very similar physical reactions. It is just all about how we name our physical symptoms! (Wedding day – public presentation).

* Do physical exercise. Breath in and out adequately. Play up your weaknesses in privat, f.i. in front of a mirror. Laugh as much as you can.
* Stay focused on your main message!
* Focus on the audience not on yourself – deliver the message as if the life of others can improve from your expertise!
* Start small – practice in private in the mirror, with friends! Great speakers are made – not born!
* No need for self-punishment – like not speaking again.
* Fight your physical overreaction by physical activities. Walk, if your legs shake. Tell a rehearsed anecdote if you lose track. Remember the bow-sentence, if your structure or your words huddle up.
* Find key people in the audience. M technique for eye contact.
* Think of audience as friends.
* Look out for positive body reactions. Pick them up and talk to those people who are having a positive reaction to your speech.