



- Where will you find the necessary material?
- Who would be good people to interview?
- Will you use visual aids?

Know Your Audience

It is important to analyse your audience and to address their needs. Ask yourself:

- Who are these people — students, seniors, business people?
- What is their level of knowledge or expertise?
- Why are they in the audience?
- What will you want them to do as a result of your presentation?
- Will they be interested? Hostile? Will you have to win some people over?
- Will any or all of the audience know you?
- Will the audience be culturally mixed?
- What do audience members have in common?
- Will the occasion have special significance to the audience?

Be Enthusiastic

If you aren't enthusiastic about your topic, no one else will be. A good speaker sets the tone of the event and projects a positive message through voice, body language, eye contact, posture and knowledge of the subject.

Don't let nerves destroy your enthusiasm. Almost everyone is nervous about speaking in public. Once we realize it's a natural part of preparing for public speaking, we can concentrate on putting our nervous energy to work and making it work for us. How do we do this?

The first step is to assure ourselves that being nervous won't kill us; nor will it humiliate us.