

# Presenting a talk :

## 2. What to say

---



**Download and read the suggested scripts and follow along with the sample PowerPoint presentations.**

Remember, every speaker is totally different. Some people like to use notes, some don't. Some love to use personal anecdotes and some prefer to rely on impactful statistics, whilst others do a mix of both. It doesn't matter how the talk is delivered, as long as the Care for the Family key messages are included and the speaker is enthusiastic! Here's a helpful description of an effective talk structure:

**Tell them what you're going to tell them,  
tell them,  
and then tell them what you've told them.**

### **Top Tips - Beginning**

- Don't start until you're ready!
- Introduce yourself.
- Some speakers like to tell their audience what to expect eg. how long you will talk, the content outline, when they can ask questions, etc.
- Have a strong start to your talk eg. an anecdote (a short, amusing story, which is often safer than a joke which can be risky!), a carefully chosen quote, some headline statistics, referring to a current news story, or a rhetorical question to the audience (a question you ask which you don't expect an answer to) eg. 'How can we make a difference to families in our community?'

## Top Tips - Middle

- Even with an adult audience, concentration wanders. By using a variety of delivery methods for your talk, you can hold their attention more successfully. Where possible it is better to break your talk up into sections and to avoid doing one thing for too long. This can be done, for example, by speaking, then showing a video, then going back to speaking. Or you could include an activity if you have a longer slot – eg. encouraging the audience attending your talk to do the 5 Love Languages quiz which you have printed out beforehand.

## Top Tips - End

- Remember the last few words said by the speaker tend to stay with the audience! A good way to end a presentation can be posing a question to the audience which they might want to consider after the presentation has finished or by calling the audience to action.
- Come to a definite close so that the audience knows you have finished speaking. (eg. thanking the church/guild/group for inviting you to speak about Care for the Family and saying that you will be available to answer any questions afterwards.)

## Practise makes perfect!

- Rehearsing, particularly on your own in an empty room, is very effective at helping you become familiar with your material. Rehearsing also helps you to judge timings, to get used to the sound of your own voice, to build confidence, reduce nerves and give life to a presentation.
- It's a great idea to try out any IT equipment and software you are providing yourself before you go, ensuring projectors, computers, DVDs, memory devices, etc. are all working and are compatible. And have a Plan B for them all not working!



**Watch the speaker doing an example beginning, middle and end for a talk.**



**Using the script you have downloaded, practise doing a 5-10 minute talk about Care for the Family in front of a mirror, or record it on your mobile or a webcam. Remember to practise starting and finishing strongly and clearly.**