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Techniques to take over the audience

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C1.- TRAINING COURSE



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“Successful presentations
are understandable,
memorable, and emotional.”

Carmine Gallo





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Techniques to take over the audience



Frontal performance

Structured / semi-structured





Common language Common tone





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Techniques to take over the audience



Interdisciplinary Geology, History, Biology, etc.





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Techniques to take over the audience



Inside Visitor Center

On the field Geosite





Tell a story

- Most powerful ways to open up a presentation
- Create and demonstrate human connections
 - Emotion relatable experience
- Brief story delivers your message clearly,
 - Energetically,
 - Empathetically





Surprise your audience

- Interesting or surprising statistics (round up the stats)
 - Statistics give a presentation concrete purpose
 - Can also provide credibility to the presenter
- Try using an infographic, this provides a visual aid for the audience and also reinforces the main points





Use their imaginations

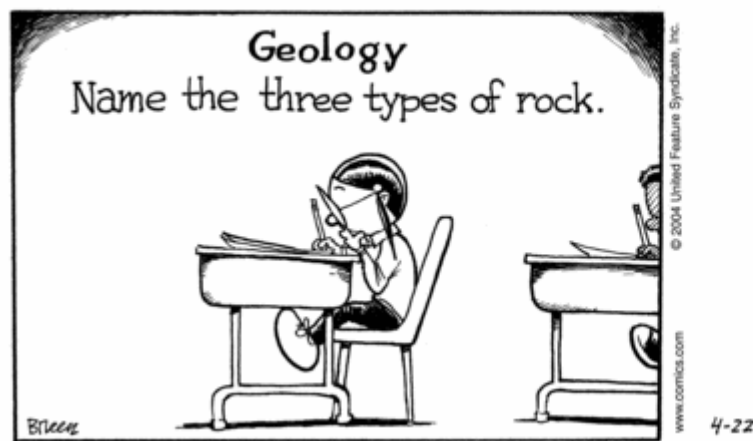
- Open your audience's mind.
- Mentally engaging the audience creates an image in their head, as well as suspense
 - Try beginning a sentence with “close your eyes and imagine...” then follow with something that relates to your message.
This will set the tone for your entire presentation.





Make them laugh

- Humor can be integrally persuasive and lighten the mood.
- Laughter also makes you accessible and can cause the audience to feel more comfortable and engaged with your words.





Imply action

- Throughout the presentation, mention attainable goals and plans of actions each individual can take
 - Use language such as
“We can,” “We will,” etc.
- This gives your audience purpose, inspiration, and directly involves them in the presentation’s content





Interact with the audience

- Ask rhetorical questions
- Getting the audience involved and thinking about potential answers creates a give-and-take relationship between the speaker and the audience
- Having interactions with the audience is known to be more persuasive and enjoyable rather than someone speaking at the audience for a period of time





Grab them with a quote

- Quotes give you the ability to utilize an expert's take on the subject
- Use an inspirational, astounding, or meaningful quote to hook the audience and make your presentation more memorable

Ensure the quote relates to your content in some way and lays the foundation for the presentation as a whole





Trigger their senses

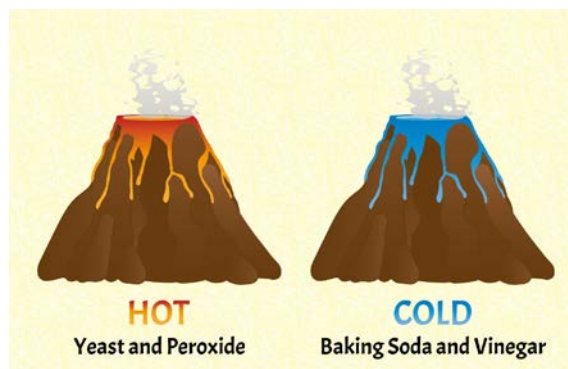
- Visuals trigger imagination and people process visuals better and more quickly than words
enjoyable and memorable.
- Open with images that arouse intrigue, or even a little bit of confusion, attention





Use props

- Get creative by incorporating props into your presentation, which will also offer a different type of visual for your audience.
- Incorporate some humor to lighten the tone and relax your audience as well.





Give them anxiety

- Capture an audience's attention by reminding them of their own fears or worries.
- Anxiety is characterized by uncertainty and can be magnified by our inability to foresee the future.
- A worrisome statistic, visual, or statement will activate the amygdala, stimulating worry or doubt in the brain and priming the audience to pay attention.





The goals of professional presentations
are to
entertain,
inform,
inspire,
and to get the audience to take action.





The truth is, in order for your presentation
or speech to have its greatest effect you
need
to be able to **entertain**
and
wow your audience.





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Thank you, for your
kind attention

