



Business Presentation

“Song-Music-Dance”

Words-Tone-Body language

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*“Great speakers aren’t born,
they are trained.”*

Presenting is a Skill, developed through training and experience

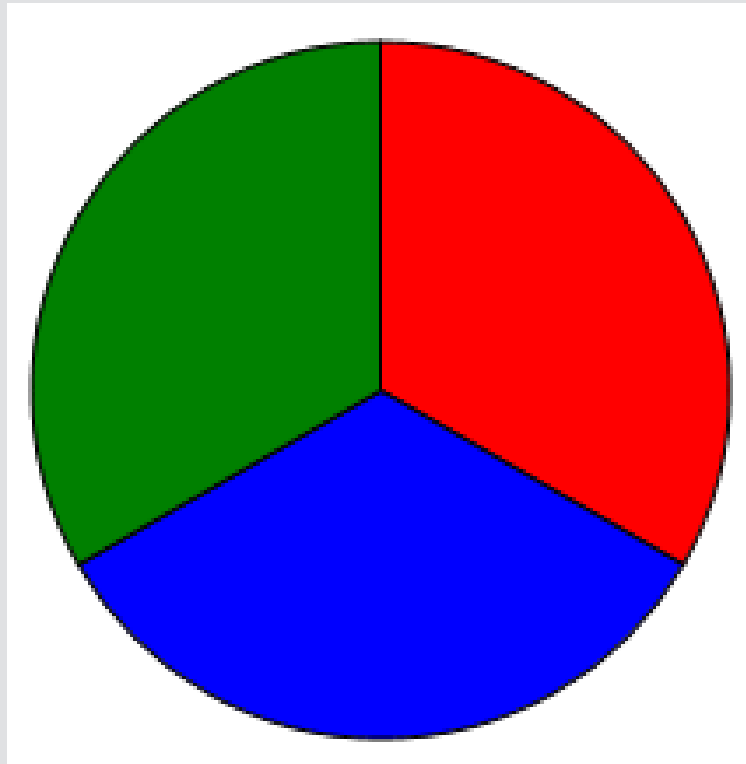
Learning outcomes

- ✓ Effective Speaker
- ✓ Contributions of Song-Music-Dance
- ✓ Power of words
- ✓ How to play with voice
- ✓ How to manage body language

What Makes an Effective Speaker?

- Control of information
- The voice used
- The right words
- Use of body language
- Prompts, scripts and notes
- The right location
- Useful and meaningful visual aids

Communicating: Words-Tone-Body language



Communicating: Words-Tone-Body language

- words account for 7%
- tone of voice accounts for 38%
- body language accounts for 55%

Scenario demo-1

Song



Use the Rights Words

What you say, and **how you say it**, is the key to a successful presentation:

P – state your position or point

E – explain your ideas

E – use examples

P – restate your position or point

Scenario demo-2

Music



Vocal Techniques

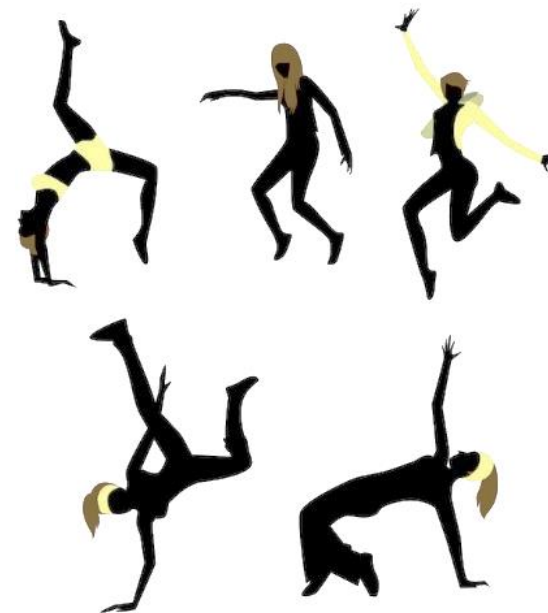
- Loudness
 - Will you be using a microphone?
- Pitch
 - Vary to make points
- Rate
 - Watch your audience
- Pause for effect
 - Allow time for message to “sink in”
- Deviate from the norm for emphasis

The Voice

- C: Clear – the use of simple, easily understood words and phrases
- L: Loud (enough) – it is important that everyone can hear you
- A: Assertive – a bright and confident air born of knowledge of the subject and good preparation
- P: Pause – it is essential to allow the listeners time to digest what you have said

Scenario demo-3

Dance



Use of Body Language

- Make eye contact, but move focus around the audience
- Use your hands, but don't go crazy
- If possible move around, but slowly!
- Maintain good posture
- Make sure everyone can see you
- DON'T speak with your back to the audience

Some tips

Scripts and Notes

- Learn and use a script for formal presentations to large groups
- Small note cards, or PPT notes page, can be used, but FIRST write a script
- Underline key words that will best remind you what you want to say
- Use one card for each slide or topic
- If possible, have someone else advance slides for you

Closing Summary

- Audience is always attentive at the beginning
- Somewhat less attentive in the middle
- Generally more attentive at the end
- Tell them what you are going to say
- Then say it
- At the end, say it again
- Allow time for questions

Thank you!

Q&A

