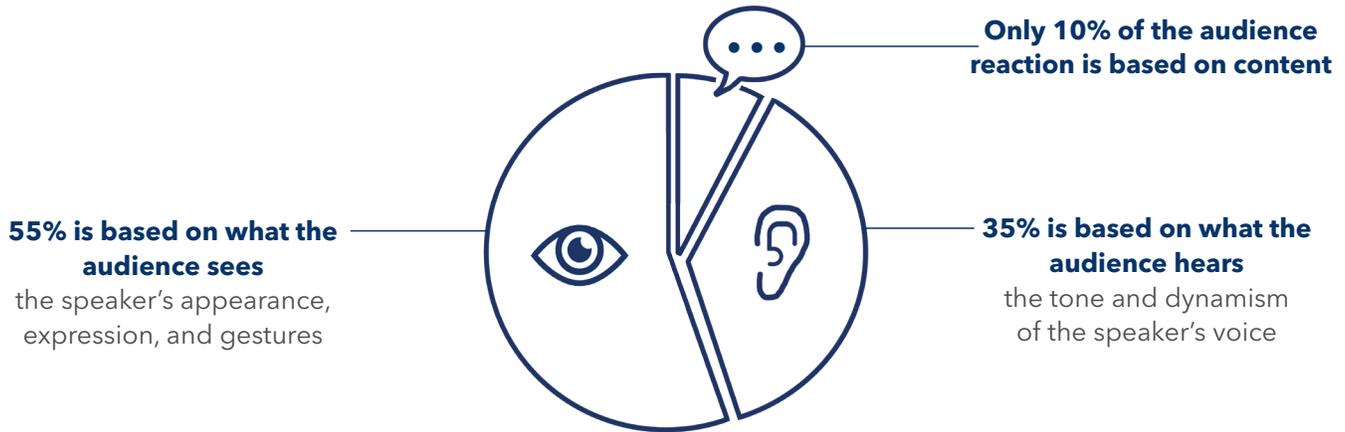
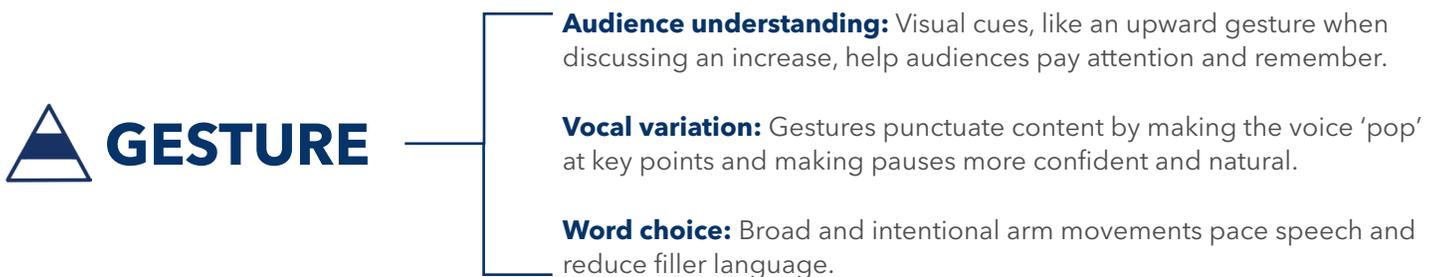


An effective presentation requires excellent content, but content isn't enough. Before a speaker utters a single sentence of content – and throughout his or her presentation – the audience makes important judgements based on the speaker's appearance and voice. To maximize impact, speakers must not just present, but perform.

An audience's evaluation of a speaker is broken down as follows:



Content is important, but only with the right visuals and voice can it reach and influence audiences



Posture, gesture, and expression drive engaging vocal variation of **pitch, speed, and volume.**

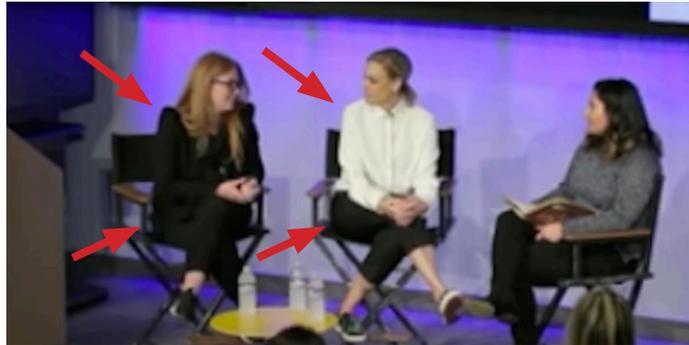




EFFECTIVE PRESENTATION PERFORMANCE: AT A PANEL

Founded in 2006, Soul Cycle is a company that defines the boutique fitness industry, and was an early adopter of the now ubiquitous pay-per-class model. Its founders, Julie Rice and Elizabeth Cutler gave a panel discussion as part of Google's "Talks at Google" YouTube series.

POSTURE



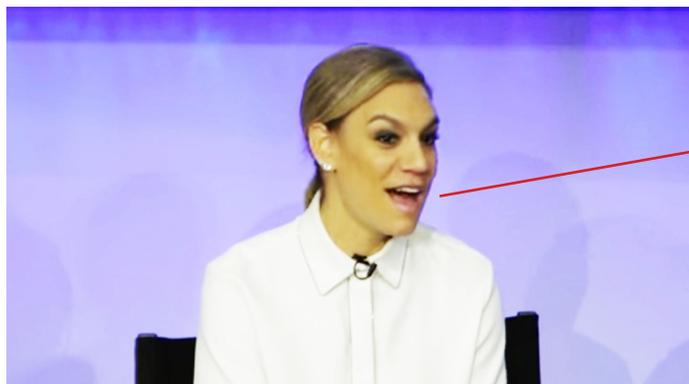
Sitting upright on the edge of the seat with a slight forward-lean gives the appearance of enthusiasm, and eagerness to engage

GESTURE



Gestures hold the audience's attention and add emphasis to key points

EXPRESSION



A smile and raised eyebrows indicate excitement and conviction in what is being said, sending a subtle cue to the audience to get excited too

To view the presentation in its entirety, visit <https://www.youtube.com/watch?v=6W25BydduZk>