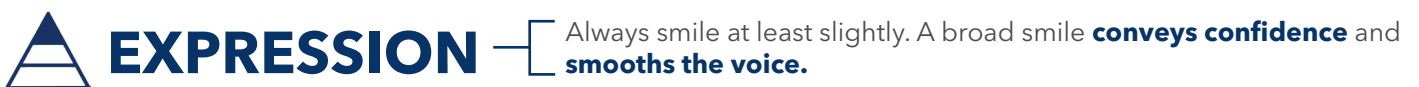
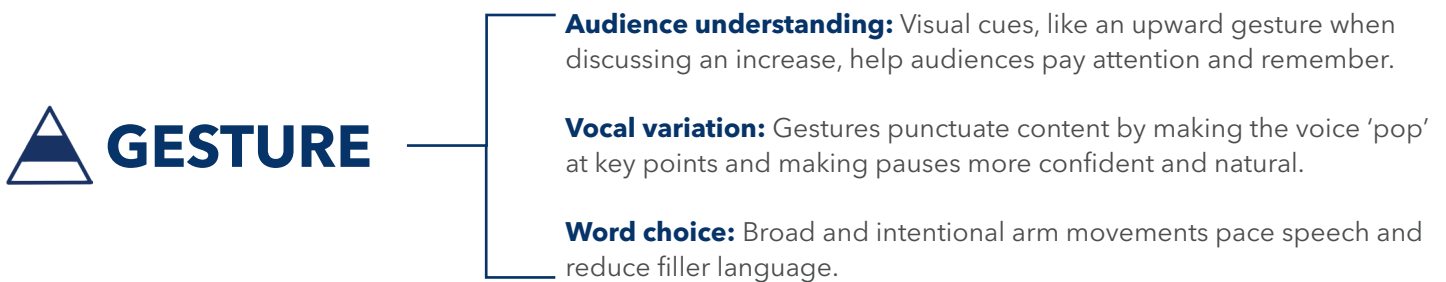
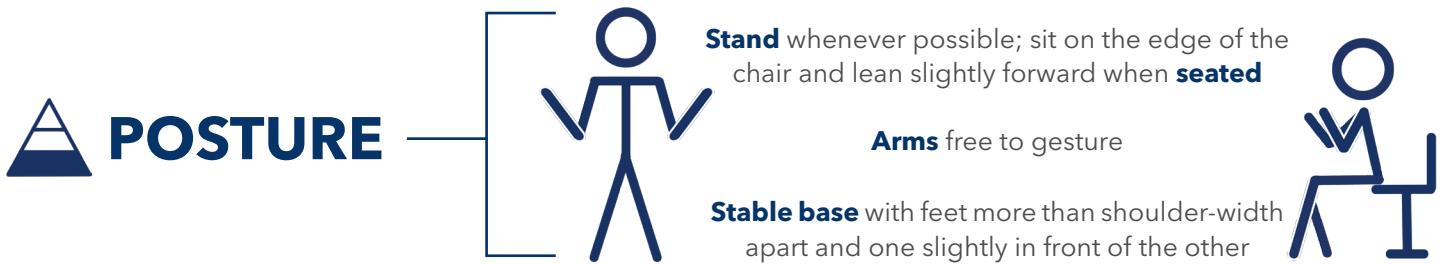


**An effective presentation requires excellent content, but content isn't enough.** Before a speaker utters a single sentence of content – and throughout his or her presentation – the audience makes important judgements based on the speaker's appearance and voice. To maximize impact, speakers must not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

TED Talks is a popular and highly regarded nonprofit organization devoted to spreading ideas on topics like technology, entertainment, and design. The format of all TED Talks is the same: one speaker, on a stage, with roughly 20 minutes to give a presentation. Dan Pink, a business analyst, gave a compelling and entertaining presentation on the complexities of human motivation. His talk is one of TED's most popular, with over 5.5 million views.

### POSTURE



When presenting on a stage, commanding the space with intentional movements is key to demonstrating confidence

### 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=rrkrvAUbU9Y>