



**MAY I HAVE YOUR ATTENTION PLEASE:  
HOW TO DELIVER A POWERFUL PRESENTATION  
MSD SPEAKER FORUM NOVEMBER 16<sup>TH</sup> AND 17<sup>TH</sup>**

**DAY 1: 30 MINUTE KEYNOTE**

**I. Introduction**

- a. Introduce Self
- b. Establish Objectives

**II. Know Your Audience**

- a. Who are they, what do they care about? What is their mindset?
- b. Sit in their seats. Think from the listeners' perspective, not your perspective.
- c. Begin at the End. What is your objective? What do you want the audience to think, feel, or do when you finish speaking. Start there.

**III. Don't Bury the Lead**

- a. Don't Bury the Lead: Triangle Model
- b. Start with your Headline: Fire Alarm Drill

**IV. Concise Content Organization: The Structure of a Compelling Presentation**

- a. Storyline
- b. Story House Model
- c. Flow & Transitions

**V. Compelling Opens and Closes**

- a. People remember the first and last thing you say
- b. How to Build an Engaging Opening: Command Your Audience's Attention from the Second You Start Speaking. Examples of Compelling Openings.
- c. How to Build a Compelling Close: Give the Listener a Final Takeaway or Call for Action

**WENDY'S KEYNOTE FOLLOWED BY MSD SLIDE DECK REVIEW 10 MIN**

**WORKSHOP: PUT IT ALL TOGETHER 1:30** (Load Slides onto 1 computer per room for presentation practice, and Print out slides for each table)

- I. **Divide groups into 2 rooms, 3 tables and 3-4 people per table (ID in Advance)**
- II. **Take 25-30 Minutes to 1) Identify your Audience, 2) Identify the Headline and Key Messages 3) Organize your content/ thoughts, 4) Create and Open & Close**
- III. **Practice Presentations: Each Table presents for 10-12 minutes, group and coaches provide feedback for 8-10 minutes (Approx. 20 minutes per table, 1 hour total).**



## **DAY 2: 1 HOUR KEYNOTE**

### **I. Feedback and Observations from Day 1**

- a. Audience Participation: Takeaways? What did they find most useful? Any challenges?
- b. Wendy Summarizes Day 1
- c. Any Outstanding Questions

### **II. Making Your Presentation Memorable While Staying on Label**

- a. PASTE: Make Your Content “Sticky”
- b. How the Brain Works
- c. Move the Make Me Care Meter
- d. Group Exercise

### **III. How to Tackle Complicated Slides**

- a. Think Headline
- b. Identify 2-3 Key Message Points
- c. Talk, Don’t Read
- d. Direct people where to look- Call Attention, Prompt Cues
- e. Practice with/without slides

### **IV. Public Speaking Best Practices**

- a. Virtual & In Person
- b. Body Language, Gestures, Eye Contact, Posture and Non-Verbal Communication
- c. Speaking Delivery and Presence, Techniques to Command a Room with Your Voice Including: Projection, Voice Inflection, Pauses for Effect, Cadence, Energy, and Natural Communication Skills

### **V. How To Battle Butterflies**

5 Tips for Overcoming Stage Fright

### **VII. Final Questions and Takeaways**

Go Around the Room and Discuss Today’s Takeaways, Final Thoughts and Questions.

## **WENDY’S KEYNOTE FOLLOWED BY MSD SPEAKER REVIEWING THE SLIDE DECK 10 MINUTES**

**WORKSHOP: PUT IT ALL TOGETHER 1:20** (Load Slides onto 1 computer per room for presentation practice, and Print out slides for each table)

- I. **Divide groups into 2 rooms, 3 tables and 3-4 people per table (ID in Advance)**
- II. **Take 25-30 Minutes to Identify your Audience, Key Messages, Organize your content/ thoughts, Create and Open & Close**
- III. **Practice Presentations: Each Table presents for 10-12 minutes, group and coaches provide feedback for 8-10 minutes (Approx. 20 minutes per table, 1 hour total).**