9 TIPS ON PUBLIC SPEAKING
Wisconsin Lawyers Association

1. **Know your audience:** Different people interpret words differently.

2. **Credibility**
   - Competence. Know what you are talking about.
   - Character. Present what you said you would.
   - Composed. Look comfortable. Let go of the podium and reach out to the audience with hand gestures.
   - Likability. Make friends with your audience.
   - Dynamism. Be enthusiastic about your topic.

3. **Research:** Take time to get background information. Add more material than you have time to cover.

4. **Outline**
   - Outline presentation in one sentence (Title).
   - Specify main points.
   - Cover only 3-5 points in a 20-30 minute presentation.
   - Specify goals.
   - Intro-body-conclusion.
   - Use a key word outline so you don’t have to read your talk.

5. **Visual aids**
   - Relevant
   - Readable
   - Simple

6. **Rehearse:** Pace yourself

7. **Eye Contact:** Maintain eye contact with your audience.

8. **Speech**
   - Articulate consonants to add to fluency, while slowing you down.
   - Use loudness, pauses, silence to make points.

9. **Questions:** Repeat questions, then respond by weaving your answer into your presentation. In some cases, questions are inappropriate, invite them to see you after the presentation.