

# Ten Tips for Public Speaking

1. Know your audience. Adapt your speech and make it appropriate to the group.
2. Do your research. Think about your subject from all sides and be prepared for any questions you may be asked.
3. Add a personal touch. Real life stories will help to bring your speech to life and make it more engaging.
4. Introduction: grab their attention! Some people begin with a startling fact or statistic.
5. The end: finish with a summary and a call to action, telling people what you would like them to do.
6. Pause from time to time for effect (and to get your breath back!). Nerves can make you speak quickly, so make a conscious effort to maintain a steady pace.
7. Use gestures rather than remaining rigid. Smile, look at your audience and show that you are enjoying yourself.
8. Appeal to your audience's emotions as well as to reason. The human element is important.
9. Practise and time your speech in advance. Agree on a time frame and stick to it, keeping the speech short and punchy.
10. Check your venue. Visit in advance to get a sense of size and to feel comfortable in the surroundings. Check that all the equipment you need is there and that it works.

