



10

TEN TIPS TO KEEP YOUR PUBLIC SPEAKING ON-BRAND

REINTRODUCE YOURSELF.

Remember that you're introduced once on a panel, usually by your moderator at the very beginning. It's helpful to reiterate who you are, where you work, and what your role is before diving into your first point or answer.

MINIMIZE YOUR SLIDE DECK.

Unless you're doing a very specific training, do your best to stay out of your slide deck when doing your live presentation. Your audience will generally have it as a take-away and your live remarks should be somewhat removed from what's in your presentation materials. This will give your audience more take-aways, improve your interaction and engagement, and make your presenting skills appear more off-the-cuff and you'll look smarter, too.

MINIMIZE YOUR SLIDE DECK SOME MORE.

Swirls, circles, animations, cheesy photos--we've seen it all a million times. If you've ever said "Make the presentation more engaging" when talking about your slide deck, then you've misunderstood the roles. It's your job to be engaging, not the slide deck. So add the take-home information your audience will need, and let your personality and expertise do the heavy lifting on audience engagement.

SAY THE NAME. SAY THE PLACE.

When referencing a task, process, strategy, or best practice, make sure you reference the organization by name. Add "At Padgett Law Group, we do..." or mention your geographic location when possible. For example: "In our Tampa office, we..." This will remind the audience of your organization and give other clues and references to our states and office locations. Hopefully, your audience won't just hear "PLG" in your moderator's introduction, but from your mouth several times over the course of your panel.

STEAL PART OF THE MODERATOR'S JOB.

Tossing a point back or mentioning what another panelist said is a great way to show that you did the advance work and that you have a good rapport with your fellow panelists. It's not just the moderator's job to move the conversation around; and when you do it, it looks collaborative and like you're a fully engaged participant who is paying attention.

POST IT ON LINKEDIN.

Take a selfie on the stage or a group shot with your co-presenters or even a photo of your name and session title in the conference notebook (or better yet, do all three!) and post it on your LinkedIn page. Make sure you tag the conference, your co-presenters, and PLG while including a note about the topic--your aim is to promote yourself and PLG as visible, sought-after experts in the field.

WEAR A PADGETT COLOR.

It's subtle and never required, but always a good move. Especially if PLG is sponsoring or our logo is displayed in the materials or presentation, then your color choices on the stage will make a subtle but distinct impression.

DON'T BE AFRAID TO JUMP BACK IN.

Your moderator's job is to move the conversation and keep time. So don't be afraid to jump in after a colleague or move the conversation in a vital direction yourself, even if the moderator hasn't called on you specifically. Just be careful not to dominate the conversation and steal time from your co-panelists.

NEVER MAKE A HARD SELL.

You are there to be a subject-matter expert. Can you do that and use these tips to make your presentation a better marketing opportunity for the firm? Yes! But never pressure yourself (and please don't try) to be a salesperson on the presentation stage.

STICK AROUND AT THE END.

Always make sure you make yourself available at the end of your session as many audience members will want to ask additional questions or exchange contact information at the end of your presentation. Now go do a great job representing PLG!