



HOW TO DELIVER AN ENGAGING SPEECH

PUBLIC SPEAKING

DEVELOPMENT PROGRAMME

ENGAGE YOUR AUDIENCE

A short guide on how to keep your audience engaged when delivering a speech or presentation. Learn top tips from Legacy Award recipient Mercy who is a seasoned public speaker and social activist.

WATCH FOR FEEDBACK AND ADAPT TO IT_

Keep the focus on the audience. Gauge their reactions, adjust your message, and stay flexible.

LET YOUR PERSONALITY COME THROUGH_

Be yourself. You will establish better credibility if your personality shines through, and your audience will trust what you have to say if they can see you as a real person.

DON'T READ UNLESS YOU HAVE TO_

Make slides an aid, not a crutch. Reading from a script or slide fractures the interpersonal connection. By maintaining eye contact with the audience, you keep the focus on yourself and your message. A brief outline can serve to jog your memory and keep you on task. The American Speech-Language-Hearing Association recommends using keywords, instead of sentences or paragraphs on your slides. This helps your audience focus on your message. They also suggest bulleting, using punctuation sparingly, and never using more than eight lines per slide.

USE HUMOUR, TELL STORIES, AND USE A CONVERSATIONAL TONE_

Inject a funny anecdote in your presentation, and you will certainly grab your audience's attention. Audiences generally like a personal touch in a speech. A personal story, a quote from an expert or a shocking statistic – something that takes a hold of your audience and gets them hooked and opens their mind to your message. Give the audience a chance to see your personal connection to the topic.

GRAB ATTENTION AT THE BEGINNING, AND CLOSE WITH A DYNAMIC END_

Do you enjoy hearing a speech start with "Today I'm going to talk to you about X"? Most people don't. Instead, use a startling statistic, an interesting anecdote, or concise quotation. Conclude your speech with a summary and a strong statement that your audience is sure to remember.

MERCY SHIBEMBA, 2017 LEGACY AWARD RECIPIENT:

TIP 1: Engage your audience by finding ways to relate to them! Find out things that you have in common with them and try and incorporate them in your talk. Let them know you're aware about who they are and what they're about. Make them feel like you're interested in what they bring to the occasion.

TIP 2: Remember that you're speaking for a reason, and that people want to listen to you. Make sure you've given yourself enough time to be comfortable with what you have prepared and you'll feel calm when you know that you know you'll be okay which comes with proper preparation and effort.



*Mercy Shibemba
2017 Legacy Award recipient*

PAY ATTENTION TO NON-VERBAL SKILLS_

Many people don't realise that nonverbal cues can convey an unintended message to their audience. You may think you're being open, but if your arms are crossed or your back is turned, you're creating a barrier.

This includes:

- Proper attire
- Good posture
- Natural gestures
- Purposeful movement
- Appropriate eye contact
- Energy and enthusiasm

SMILE_

Look like the content matters to you – if the audience don't feel that it is important to you, it will be really hard for them to feel that it should be important for them.

EAT WELL AND BURN CORTISOL_

Eating a protein-packed snack before a public speaking engagement boosts your energy, focus, and mood.

To decrease your cortisol levels, exercise one to three hours before you speak. You'll feel less stressed and your audience will benefit from your focus.

**YOU'VE GOT THIS!
GOOD LUCK!**



We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all our programmes and initiatives, 'change' for and by young people is central. We celebrate this by recognising young change makers with a Diana Award, the most prestigious accolade a young person can receive for their social action or humanitarian work.

We hope you found this resource useful and wish you all the best in your social action journey. If you would like to help us create more resources and recognise even more young people with a Diana Award, you can make a donation by visiting <https://diana-award.org.uk/donate/>



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